

Gimbel Brothers

Store Opens at 8:30

Gimbel Brothers

Store Closes at 5:30

Gimbel Brothers

Friday, October 27, 1916

Gimbel Brothers

# A Great Store Pledged to Good Service

The three Gimbel Stores—with combined floor area of sixty-eight acres; combined stocks of merchandise above fourteen million dollars at retail; combined staff of employes totaling twelve thousand and to rise to fourteen thousand during the next three weeks—have power to serve.

They have more—they have the will to serve. And the determination—not through any mawkish claim to favor you, but through the straight-forward actions that make the Store

so useful that you serve yourselves by dealing here.

We discount at times the power that comes of that further growth that lessens percentage of overhead costs, and give bargains quite extraordinary to help on this development work.

That is the basis of this "PHILADELPHIA DEVELOPMENT SALE."

The business is growing as no other Philadelphia business ever has grown.

## Women's Coats and Wraps

**A Great Collection of Individualized Styles in the Hard-to-Get Colors at \$15 to \$375**

With these as end-of-the-week specials:

Four styles in black broadcloth Coats, at \$23.75, \$25, \$29.75 and \$35.

Three styles in black cheviot Coats at \$15, \$16.75 and \$19.75.

Seven styles in wool velour Coats at \$21.75, \$23.75, \$25, \$29.75, \$35, \$39.75 and \$45.

Four styles in Bolivia-cloth Coats at \$45, \$49.75, \$55 and \$59.75.

Seven styles in silk plush Coats—variously plain or fur-trimmed—at \$25, \$29.75, \$35, \$39.75, \$45, \$55 and \$59.75.

**Eleven Styles in Fur-Trimmed Coats**

—Wool velour, silk velour, knit cloth and Bolivia Coats—  
At \$29.75 to \$95  
—Gimbels, Salons of Dress, Third floor.



Wool Velour at \$39.75 Fur-Trimmed

## The Fashionable Velveteen Suit Made to Satisfy Particular Women

Just arrived—new velveteen models at \$45 that rank with usual \$65 and \$69 grades.

Note especially the one with the *Cheruit* idea of pointed sides; with raccoon, Australian opossum or Hudson seal (sheared muskrat) for trimming. Black and only a few each of the choice colors.

Others at \$59 that outrank usual \$85 and \$95 suits.

**Among Cloth Suits, Equally Wonderful Models—and Values**

Made for women who know fine custom-built suits—

At \$45, \$47.50, \$49.50, \$59, \$65 and \$69

Artistic from color and cloth to the last detail of making or trimming.

Compare them with usual \$65 to \$95 grades.

**The Same Care and Thought** bring Gimbel standard—

Suits at \$15.75, \$16.75 and \$18.50

—Salons of Dress, Third floor.



Suit of Velveteen

## Men's Overcoats, \$16.50 to \$60 A Worth-Reason for Each Price

We cannot put \$60 appearance into a \$10 garment. It can be pressed to look almost like one, but it goes to its class with wear, abuse and wetting.

We can produce mighty desirable garments at modest price—and sometimes money talks. For instance, we got a tailor quite some time ago to take our order for overcoats that we are selling at \$16.50 instead of \$25. Some are full silk-lined. We threw in a few hundred London-made overcoats. That's luck. Share it.

It means friend-making—and the man who pays \$16.50 gets \$25 worth of looks and service.

Kuppenheimer beats the world making Overcoats, \$20 to \$40.

**And Men's Suits**

\$15 to \$40—"Kuppenheimer" and "Society Brand" at \$20 to \$40.

And the goodness is made into them—you couldn't muss the good form out of a coat.

Somebody said the other day: "This idea of one store doing better by you than can another store is just a dream."

You know better than that—you know that the value and service a store gives are based—

First—On financial ability—but many stores have money.

Second—The store's determination—the desire for biggest volume of business.

And not one store in forty has that ginger.

Suppose, after all, that we are blinded to our faults by the glare we make of our virtues—suppose the garment you got went wrong?



You are judge and jury—we give a new garment for one that fails. That sort of guarantee calls for carefulness in preparing stocks, else we'd lose all of our hoped-for profit.

On just a fair and square basis—from the standpoint of serving yourself best—we expect your patronage.

—Gimbels, Second Floor

## Coats, Dresses and Suits For Misses : Revealing New Fashion Tricks

Everything in new outer apparel to delight the young maiden. Fashion this season has been very lavish in bringing out styles most becoming to youth. And Gimbels—foremost in fashion.

**Coats at \$15 to \$59.75**

Not a good style or cloth missing! All with the popular large convertible collars, in the higher-priced coats of fur—the majority show touches of fur. Coats cut full—and thus flare! Practical models at \$10, \$15, \$19.75, \$21.75 and \$25. Dressier styles from \$29.75 to \$59.75. Sizes for 14 to 20 years.

**Dresses \$10 to \$35 : Manifold Styles**

For every-day wear dresses of serge and serge combined with silk or satin, mostly the favored pleated straight lines. Then the Dresses for afternoon functions of velveteen, satin and Georgette crepe. Dainty silk dresses for party and dance wear. All answer "present." Sizes for 14 to 20 years. Favored shades and black.

**Modiah Velveteen Suits at \$29.75 to \$65**

Fur-trimmed, of course. All colors and black. Very fashionable. Sizes for 14 to 20 years.

**Coats for the Younger Girl**

Time to provide the young girl with a new winter coat. Gimbels the logical place to buy.

At \$7.50—Stylish diagonal cheviot coats; full swaggar cut, convertible collars, all around belt and large patch pockets. For 6 to 15 years.

At \$10 and \$15 are Girls' Coats in a variety of styles—practical and dressy. The majority fur-trimmed. All pleasing styles. For girls 5 to 15 years. —Gimbels, Salons of Dress, Third floor.

## Marabou Enters Largely in the New Neckwear Fashions

Shown in color combinations and shapes that appear for the first time this season.

Marabou Neck-pieces, shaped to the shoulders or straight lines; some fasten high at the neck, others that hang loosely. Lined or unlined. Ribbons, silk cords and fancy tassels used as finishing touches. In black, natural, taupe, seal brown, white and novelty combinations. Various \$4 to \$12. Neck-pieces in combination of marabou and ostrich in black and colors, at \$3 to \$8.75.

Marabou Feather Muffs, newest shapes, at \$5 to \$8.

Ostrich Feather Boas, in street and evening tints, at \$3 to \$22.50. —Gimbels, First floor.

## 4000 lbs. 50c Chocolates at 35c

Once a year we have a candy-day to win a few thousand new friends for the best candy made in America—Gimbels.

**Saturday Is the Day**

Gimbel Alpha Chocolates—nuts, fruits and jelly, cubes covered with chocolate; 32 varieties in a box. Full net weight—one pound, 50c kind, at 35c. Five hundred pounds Wilbur Chocolate Buds, 80c kind, at 60c. They'll be sold out early in the day. —Gimbels, Annex and Grand Aisle, First floor, and Subway Store.

## New Millinery at \$5, \$6 and \$7.50



**The Sort of Hats for Which Specialty Shops Ask \$10 and \$12**

Smart, youthful styles in the new extreme sizes—very big or very small. But—

**Not a "Factory-Made" Hat Among Them**

All made by our own skilled workers—all show great "beauty of workmanship."

**Every Fashionable Shape**

New versions of "coolie," tricorne, sailor and mushroom shapes. Every size brim. Black or the richest colors.

Metal touches. Fur touches. The new wing trimming. The newest flower and fruit basket motifs. \$5, \$6 and \$7.50.

—Gimbels, Millinery Salons, Third Floor

## Women's Shoes—Newest Effects \$4, \$4.50, \$5, \$5.50, \$6, \$6.50

**Many Styles at Each Price Most Every Foot Can Be Fitted**

Women of Philadelphia and nearby have found no shoe shop like Gimbels for getting newest styles and most styles from which to choose, at fairest prices. And assortments here for fall and winter are exceptionally attractive—for footwear is a major note in the harmony of fall and winter toilette. \$4 to \$8.50.

**SPECIAL**—Clean-up of maybe 500 pairs of women's \$6 to \$8 Shoes, good run of sizes, all now at \$4.50.

**GIRLS' Shoes**—Lenox at \$1.25 to \$3.50; Perfection at \$2 to \$6. For dress and school wear. Stylish styles for growing feet.

## Fifty Styles in Men's Shoes For Fall and Winter

Men's "Lenox" Shoes, \$3.50 and \$3.75. Men's "Custom" Shoes, \$4 and \$4.50. Men's "Perfection" Shoes, \$5, \$5.50, \$6. Men's "Welbred" Shoes, \$6.50 to \$8.50.

Picture shows one of the new "Welbred" combination lasts for feet hard to fit—the shank of one last combined with the ball of another, so as to make the shoe cling at the heel and hug up under the arch; dark tan or black Russia calf, at \$6.50.

Men's "Welbred" Shoes of cordovan (horsehide) at \$8.50; also French calf; on English-type last.

"Lenox" at \$3.50 and \$3.75; best low-priced shoe proposition today.

**Boys' \$4 Shoes at \$3**

An early order—manufacturer bought the leather on our account and makes the shoes up as we order; dark tan calf, blucher style; sizes 3 to 6, at \$3.00. —Gimbels, Second floor.



## In the Subway Store—

### Women's and Misses' Coats at \$12.75 for Which Many Retailers Get \$16.50 to \$22.50

Choose of this year's styles in velour, zibeline, mixtures, fancy corduroys and plain cloths. Good colors—a particularly fine variety for those who wear 36 to 44 bust—

**Many of These Are Samples**

Also new Coats at \$15 to \$27.50 embrace smart velour, plush; tweed, Bolivia-cloth and broadcloth styles. Sizes 14 years to 44 bust.

And new Suits in serge, poplin and gabardine—quite the "nobbiest" we've seen, at \$10, \$12.75, \$15 to \$27.50—sizes 14 years to 46 bust.

**Specials for Growing Girls**

New Winter Coats at \$3.95 and \$5—Zibeline, mixtures, plain cloths, chinchillas and corduroys for ages 6 to 14 years.

Attractive Dresses in serge and corduroy for ages 6 to 14 years, at \$2.95 and \$3.95; values \$3.50 to \$5.

—Gimbels, Subway Store.



## Brr! Brr!—Furs Are Needed

We hint here of the Subway Fur Store's readiness—

**Separate Neck-pieces**

Coney, Red and Black Fox, Raccoon, Opossum; double animal, in new cape effect, silk lined and long stole. At \$5.50 to \$32.50.

Fur sets—Natural Gray Point, Red and Black Fox, Battleship Gray and Rose Wolf; at \$15 to \$55. —Gimbels, Subway Store.

## IN THE SUBWAY STORE

### The Very Latest High-Cut Boots for Women at \$3.95

They are most desirable for present-day wear and winter—

Particularly good lines, as the picture will show—

Long ramps of black kid, top also of black kid, new pointed-toe last, flexible turned soles and leather Louis heels. Also dark-brown kid and black calf. Sizes 2 1/2 to 7. \$3.95. But you can buy the same shoes elsewhere at \$5.

### The New Blouses for Women

Many week-end shoppers will select advantageously if they see to it that they—

**Get More Than One at These Prices**

\$1 for new lingerie Blouses—plain and dressy models.

\$2 for new Blouses of silk in all wanted suit colors; flesh or black.

Special—\$3 for \$4 Blouses of crepe de chine in flesh and white.

—Gimbels, Subway Store.



## Men's \$1.50 and \$2 Soft Hats at \$1

"Samples" from a well-known local maker—all are the very latest styles and colors. Sizes 6 1/2 to 7 1/2. \$1.

—Gimbels, Subway Store.

## Gimbels Subway Store Specializes in Newly-Good Styles of Men's Shoes at \$3

First of all, every pair bears the "ear-marks" of the better grades. Best of all—you save considerable on each pair, at the same time assured of proper style.

—Gimbels, Subway Store.

## Extra-Size Crepe Kimonos—Special at \$1.25

Plain colors, with plain or striped borders. Women's 75c and 85c Night Gowns at 50c—Striped flannellet; with or without collar. \$1 Sateen Petticoats at 65c—Plain green or pompadour effects.

—Gimbels, Subway Store.

## Women's Mocha Gloves Are Scarce

—but here's a lot of these verisimile mocha Gloves (also some washable cape) at \$1.15, value \$1.25.

Children's Duplex Gloves—special at 75c. —Gimbels, Subway Store.

## News of New Suits and Overcoats For Men and Young Men, at \$12.50

Vitally interesting. These full lines in all the wanted fabrics at this unusually low price.

**THE SUITS** are the newest styles in patterns and cloths that are a combination of style and service that measure up to Gimbel standard—far above the usual \$12.50 worth—grays, blues and fancies.

**THE OVERCOATS** include medium- and heavy-weight fancy mixtures and plain effects—never before had such a good line at \$12.50. —Gimbels, Subway Store.

## Men's \$1 and \$1.50 Shirts at 65c

Surplus lots and good seconds (slight stain or misweave). Sizes 14 to 17. We think this remarkable in the face of rising prices. 65c. —Gimbels, Subway Store.

## Many Boys Will Get New Clothes Tomorrow From These Specials

Junior Suits at \$2.95 to \$4.95 for ages 3 to 8 years.

Norfolk Suits at \$4.95—Winter cloths in pinch-back-patch-pocket models; for ages 7 to 18 years.

Overcoats (Junior Styles)—Chinchillas; \$3.95 to \$6.50.

Fancy Overcoats and Machine-made at \$3.95 to \$6.50 for 3 to 17 years. —Gimbels, Subway Store.

## Women's 75c and 85c Underwear at 50c

White cotton-fleeced Vests; high neck, long sleeves; Drawers ankle length; extra good quality; all sizes; 50c each. —Gimbels, Subway Store.

**GIMBEL BROTHERS:**