EVENING LEDGER-PHILADELPHIA, FRIDAY, OCTOBER 27, 1916

Gimbel Brothers | Store Opens at 8:30 || Gimbel Brothers || Store Closes at 5:30 || Gimbel Brothers ||

Friday, October 27, 1916 -

We discount at times the power' that comes of that further growth that lessens per-

centage of overhead costs, and give bargains quite extraordinary to help on this development

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

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

Gimbel Brothers

A Great Store Pledged to Good Service

work.

The three Gimbel Stores-with combined floor area of sixty-eight acres; combined stocks so useful that you serve yourselves by dealing here. 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

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

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 \$50.75

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.

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

\$39.75

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 after-noon 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.

Modish 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 swagger 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.

The Fashionable Velveteen Suit Men's Overcoats, \$16.50 to \$60 Made to Satisfy A Worth-Reason for Each Price Particular Women

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.

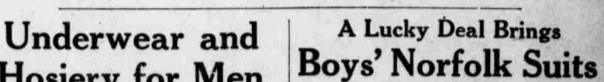
Suppose, after all, that we are blinded to our faults by the glare we make of our virtues-suppose the garment you got went wrong."

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



ust 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, Austra-lian opossum or Hudson seal (sheared musk-rat) for trimming. Black and only a few each of the choice colors. Others at \$59 that outrank usual \$85 and \$95 autre

\$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

grades. The Same Care and Thought bring Gimbel standard-

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

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

Specialty Shops Ask \$10 and \$12

Not a "Factory-Made"

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

\$4, \$4.50, \$5, \$5.50, \$6, \$6.50 Many Styles at Each Price

-Salons of Dress, Third floor. Suit of Velveteen

The Sort of Hats for Which

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

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

Women's Shoes-Newest Effects

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. Rib-bons, silk cords and fancy tassels used as finishing touches. In black, nat-ural, taupe, seal brown, white and novelty combinations. Variously \$4 to \$12. Neck-pieces in combination of marabou and ostrich in black and colors, at \$3 to \$8.75.

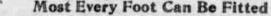
o \$8.75. Marabou Feather Muffs, newest shapes, at \$5 to \$8. Ostrich Feather Boas, in street and evening tints, at \$3 to \$22.50. —Gimbels, First floor.

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.



Women of Philadelphia and nearby have found no shoe shop like Gimbels for getting newest styles and most styles from which to choose, at faireat prices. And assortments here for fall and winter are exceptionally attractive -for footwear is a major note in the harmony of fall and winter toilettes. 14 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,

"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, -Gimbels, Second floor. at \$3.00.

Hosiery for Men **Tempting Values**

Underwear that will feel comfortable when combating wintry blasts.

Men's Gray Merino Shirts and two lengths in Drawers at \$1 and \$1.50 a garment.

Men's Cotton Union Suits, long sleeves, ankle length, at \$1.50.

Men's Lisle Half Hose, in black and colors, at 35c a pair; 3 pairs for \$1.

Boys' Stockings, of heavy ribbed black cotton,

at 18c a pair; 6 pairs for \$1.

-Gimbels, First floor.

Men's Brushed-Wool Sweaters

-in rich Scotch greens and browns; shawl collar and pockets. At \$7.50.

Sweaters for Men and Boys

In a "school-color" green. Two models: With shawl collar and pockets, at **\$8**, or V-neck at **\$7.50.** —Gimbels, Fourth floor.

At \$10

Values \$12.50 and \$13.50

Many With an Extra Pair of Knickerbockers

Of fancy tweeds, velours or soft-finish worsteds. Gray and brown stripes, plaids and overplaids. For boys 6 to 18 years.

At \$6.50 - Boys' Norfolk Suits with extra pair of knickerbockers. Of fancy tweeds in gray

and brown mixtures. For boys 6 to 18 years. For the stout boy 12 to 18 years of age Suits of special appeal. Fashionable lines are retained, but cut generously large. Suits of blue serge, fancy tweeds and cassimeres at \$10 to \$15.

Warm Coats for Boys

Junior Overcoats for the boy 3 to 12 years; smart models at \$6.50.

Coats for boys 12 to 18 years at \$15. Models that typify fashion's latest ideas.

-Gimbels, Third floor.

