

Gimbel Brothers | Store Opens at 8:30 | Gimbel Brothers | Friday, November 3, 1916 | Gimbel Brothers | Store Closes at 5:30 | Gimbel Brothers

To Women Who Want Coats—Buy Where Variety Is Greatest, Qualities Best and Prices Fairest—Gimbels

It's a Question of Service

"Where will my money buy the most—in all that combines to make satisfaction?"

Fashion, form, desirability from your own viewpoint; durability, if the article is meant to withstand wear, and price.

Price is the last thing to think about—because a wrong thing is dear at any price, and a makeshift thing worries the owner by its very existence and persistence.

And yet price is a great big factor in these days when we all seem to want so much and prices are so high.

And the one biggest, most helpful factor is—

The Gimbel Store

It may be no better than other large stores ten years hence—it may not serve so well after it gets big enough to be proud. That's history. And the cure for proud stores is to stop buying at them.

But any store, even if proud or if dear, is better than the best store whose only claim is cheapness—you know that.

The Gimbel Store—already one of the six great stores of America—is working to get the volume of business that shall make it greatest of all, believing it can get big and still not be proud, and knowing that each million added to yearly sales increases the store's power to serve.

It would seem that the great problem is to best serve yourself. We know what store will gain by that test.

Where Paris has been mirrored most faithfully even in the lowest-priced coats. Where foresight led to buying up cloths to such advantage that we could today sell to coatmakers every yard of cloth we have at a fine advance. Certain fabrics we paid \$2.75 a yard for, makers are glad to find at \$4 or \$4.30! Every cloth we bought has advanced as markedly—especially the imported fabrics. And with the new fullness—every advance on every yard mounts high!

These "Specials" for Saturday Selling

- At \$15 Swagger, belted chevrot Coats in black, blue, brown or green. Plush-trimmed.
- At \$16.75 Black astrachan-cloth Coats—silk-lined. The huge collar and the front-facings of silk plush.
- At \$18.75 Wool velour Coats in one of the very new belt-in-front models. Blue, black, green, brown. Fur band on collar. (Pictured.)
- At \$21.75 Wool-plush Coats in blue, black, green, burgundy and brown.
- At \$21.75 Silk-lined wool velour Coats trimmed with beaver fabric-fur. Black and colors.
- At \$25 Coats of very fine black broadcloth—suede-finish, satiny-luster. Topped by a great collar of fine skunk-opossum or natural raccoon. Satin-lined throughout. (Pictured.)
- At \$29.75 Wool velour Coats in a model after Bernard's "latest." Fur and velvet combines to make unique collar and unique cuffs. Black, blue, brown or green.

Fifteen Hundred Silk Plush Coats—With or Without Furs

We cannot buy these coats wholesale for as little as our own retail prices of today. Silk-lined throughout. Without fur, at \$25, \$29.75, \$35 and \$45. Fur-trimmed, at \$29.75, \$35, \$39.75, \$45 to \$59.75. —Gimbels, Salons of Dress, Third floor.



Of Wool Velour at \$18.75 Of Broadcloth at \$25

Important Sale of Silk Waists

At \$2 and \$3 : Values \$3.50 to \$5

Tub Silks and Crepes de Chine. See details in tomorrow morning's papers. —Gimbels, Salons of Dress, Third floor, and First floor, Grand Aisle.

Misses' Coats—Smartest Styles Wonderful Savings

Surplus lots, sample lines and "overcuts," from several famous coat-makers.

- \$16.50 to \$29.75 Cloth Coats at \$13.75
- \$25 Fur-Trimmed Cloth Coats at \$18.75
- \$35 Seal Plush Coats at \$25
- \$35 Fur and Velvet-Trimmed Coats at \$29.75

They include: Every fashionable and staple coat-fabric; every color—from fashionable burgundy to fashionable black; browns, blues, greens. "Tweedy" coats and seal-plush coats and some of stunning novelty-cloths. Every coat very, very full. Every coat warm as toast—yet almost weightless.

Styles Are Utterly Fascinating

Odd belts and quaintest pockets. Great collars—with the prettiest tricks of buttoning under the chin! Some collars are fur-trimmed. Some collars are all of fur—Kitt coney or skunk-opossum or natural raccoon.

Besides, Two Wonderful Special Purchases of Coats at \$15 and \$16.75—Velours and novelty cloths. With huge collars—some of fur.

Misses' Suits—Save a Third or More

\$22 Suits at \$15.75—samples. \$29.75 Suits at \$17.75—clearances. \$45 and \$49.75 Suits at \$35—clearances. All colors. About a hundred styles. Various chevrots, gabardines, velours, broadcloths, whipcords, velveteens. 14- to 18-year sizes at each price.

"Specials" in Misses' Dresses

Serges at \$10 to \$29.75. Afternoon Dresses—satins mainly—at \$15 to \$45. Evening Dresses at \$10.75 to \$65. —Salons of Dress, Third floor. At \$18.75, value \$35 At \$25, value \$35



Gimbels—Clothiers of the Careful

Suppose \$25 is the price you have set to pay for a suit and \$25 for an overcoat. Where will you be best served?

It is your money—you are free to spend it where you think best.

Gimbels offer 78 lines of Suits at \$25—

- 32 styles Fancy Worsteds
- 8 styles Silk-Mixed Worsteds
- 6 styles Blue soft finish Worsteds
- 10 styles Tweeds and Chevrots
- 4 styles Blue Serges
- 6 styles Black Soft-finish Worsteds
- 12 styles Gray soft and smooth finish

And any normal man, stout or lean, wide or narrow, short or tall, can be really fitted.

In Overcoats at \$25—Vicuna, melton, kersey, Elysian beaver, plaid-back and worsted nub fabrics.

Silk-lined, where that suits the style; silk sleeves and shoulders in others; one-part luxury and four parts the common-sense of going on and off easily. Warmth and collar arrangement to meet your conditions. And models enough to tie you as tightly to Fashion as you'll stand.

So much for clothing at \$25.

There are suits in profusion at \$15 to \$40. And overcoats at \$15 to \$60. And all the garments in the Second-floor section are all-wool and guaranteed for color—which is a pretty rigid creed for this year of grace.

Genuine "Patrick" Mackinaws are the sports coats of character. \$10, \$12 and \$15—the high-lights for young men.

"Hungerford system" is another name for trousers that fit. Special at \$5.

"Kuppenheimer" leads the world on overcoats.

And with "Society Brand" forms the foremost collection of both suits and overcoats.

That wasn't absolutely true ten years ago—there were rivals. But these houses grew both biggest and best. —Gimbels, Second Floor, Ninth Street.



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Gimbels—Boys' Clothiers OF RENOWN

Ready—yes, splendidly ready to outfit the boy with clothing climatic conditions demand.

Boys' Overcoats at \$15 Are Specialized

Not a popular style missing. Snappy "pinched-back" models in fancy chevrots and overcoatings, also plain colors. Warmly lined in check flannel. Convertible collar that buttons closely to the neck. For boys 12 to 18 years.

For the smaller boy of 3 to 12 years, Overcoats of blue chinchilla—double-breasted. Loose-fitting or belted back. Convertible collar. At \$6.50; value \$8.50.

Boys' Norfolk Suits at \$10; Value \$12.50 and \$13.50

Many with extra knickerbockers. Of fine fabrics—finely tailored. Trousers full lined. "Fob" pockets. For boys 7 to 18 years.

Boys' Suits at \$6.50; value \$8.50. Mostly with extra pair of full-lined knickerbockers. New models, with patch pockets and three-piece belt. —Gimbels, Third floor.

Dainty Jewelry Sterling Silver and Plated

The little personal touches that add to one's attractive appearance.

Porlines of sterling silver, fitted with powder put and mirror and longer chain. Choice of six effective engraved and engine-turned designs. Choice at \$1.

Earrings in copies of Paris styles, pendant or dangle-fitting. Choice of turquoise, coral, lapis and other colored stones. At \$4 and \$5.

Roman and seed pearl Earrings, ball, close-fitting and hoop styles. At \$6 to \$8.

Gauche Brooches—in pink and brown tints; gold-filled mountings that are engraved. Similar to those worn in Colonial times. Prices range \$2 to \$6.

New-Scent Hat Pins in pear and oval shapes; studded in colors or gold plate. A few drops of your favorite perfume can be used. A novelty—and the price, 25c. —Gimbels, First floor, Regular Section, Eighth Street.

Gimbel Shoe Service

stands foremost in value and comfort-giving; foremost in fashions, too, in these days when shoe styles change as fast as millinery styles.

Broken Lots

Women's "Perfection" Shoes, \$5 to \$9 Ones, at \$4.50

—ends of many lots grouped, offering good choice and good run of sizes. Black and shiny leathers; Louis heels, chiefly. —Gimbels, Second floor.

Becoming FURS Yet Little Priced

Durable furs. Fashion-approved furs. And so wide variety—in different fur colors as in styles—that it's mighty easy to find the fur that best brings out the beauty points every woman has.

Quality For Quality Critical Shoppers Find Gimbel Prices Lowest

These are "specials"—

- Natural mink Sets at \$59.
- Fine red fox Sets at \$42.50.
- Fine black fox Sets at \$39.50.
- "Poiret" fox Sets at \$62.50.
- Natural wolf Sets at \$55.
- Taupe wolf Sets at \$55.
- Blue wolf Sets at \$55.

Near Seal (French Coney) Coats at \$110

With the huge collar, the "muff cuffs" and a broad border of skunk-opossum—at \$110.

Hudson seal (dyed muskrat) Coats—very fine skins—at \$145. Scotch mole Coats—trimmed with kolinsky-dyed fish—at \$215. Persian lamb Coat—flat, glossy, navy black skins—with collar of skunk—at \$215. —Gimbels, Salons of Dress, Third floor.

Women's Sweater Coats Collared and "Cuffed" in White

And prices are surprisingly low.

Sweater Coats at \$5, \$6.50 and \$7.50

Of shetland weave, middy collar and cuffs of white brush wool. In purple, green and Copenhagen. With pockets and sash, at \$5.

At \$6.50. Fancy Weave Sweaters in purple, rose, Copenhagen and green, trimmed in white and with pearl buttons and loop fasteners.

At \$7.50. A pretty model in green, purple and old rose, garnished in white brush wool.

For Children : Sweaters at \$3

Closely woven—and very warm. In old rose, Copenhagen, dark gray; two pockets and roll collar.

—Gimbels, First floor.

GIMBELS Market : Chestnut Eighth and Ninth

IN THE SUBWAY STORE

Nearly a Thousand Women's and Misses' Coats at \$10.75 and \$13.75

Values \$15 to \$27.50 Just Unpacked

Just barely unpacked!

Two-toned zibelines. Two-toned boucles—English mixtures and fine tweeds. English coatings, wool-plushes, corduroys, lynx fur-cloth.

Colors? Every color! Misses' sizes—14 to 18; women's sizes: 36 to 46—at each price.

Girls' \$5 to \$8.50 Coats at \$3.95 and \$5

Smartest little styles, Boucles, Corduroys, Mixtures, Tweeds, Zibelines. Sizes 4 to 14—at each price. —Gimbels, Subway Store



At \$10.75, value \$16.00



Men's Suits and Overcoats Special at \$12.50 Each

"Twelve-fifty" will quickly clear them from the special tables—a great advantage in "stocking up" tomorrow, while the assortments are complete—for clothing prices are rising. There are Overcoats in medium as well as winter weights, conservative styles for men and the smarter for young men's models.

The Suits are worsteds, cassimeres, chevrots and fancy mixtures—and a model suited for any man or young man may be found. Choose at \$12.50 each. —Gimbels, Subway Store

Two Hundred Boys' New Norfolk Suits To Sell at \$5 Each Instead of \$6.50 and \$7.50

Wool chevrots and tweeds, for ages 7 to 18 years. Yes—and Overcoats are ready, too—some interesting values. —Gimbels, Subway Store

Where Can Women Buy Good Shoes for \$3.95? Gimbel's Subway Shoe Store Answers You

—with these, that because we ordered so long ago are here for much less than one might expect. The proper height—8 inches. The proper shape—long vamp, plain pointed toe. The wanted leathers—black kid, brown kid, tan calf, late styles; some with white tops, leather Louis heels. Sizes 2½ to 7, at \$3.95 a pair.

Shoes for Men—Best We've Seen at \$3

Sewed oak tanned leather soles; youthful styles, English and narrow toes and broad and straight lasts; double soles for long wear. \$3.

"Spats" for Women at \$1.50

8 buttons high; snug fitting; pearl gray, tawn,

white and chamois color. \$1.50.

Boys' Shoes at \$1.50 and \$2

Strong box calf lace styles with double soles, sizes 9 to 13½, at \$1.50; sizes 1 to 6, at \$2. —Gimbels, Subway Store