

Gimbel Brothers | Store Opens at 8:30 | Gimbel Brothers | Friday, November 17, 1916. | Gimbel Brothers | Store Closes at 5:30 | Gimbel Brothers

Let Every Child Ride a Real Live Pony—No Charge; No Tipping—Just One Pleasing Feature of Toyland—Fourth Floor.

# 1500 Women's Winter Coats—Such Wonderful Bargains



FUR COLLAR Black Broadcloth \$18.50  
 FUR COLLAR Wool Velour \$20  
 Wool Velour \$12.75  
 Black Zibeline \$15

## That We've Grouped Them on First Floor For the Quickest Possible Service

A sale we planned for, worked for, *worked over*—for weeks and weeks. Almost despaired of accomplishing until the very stumbling-block—the scarcity of fine coat-fabrics—turned into the stepping-stone of success.

For a very great coat manufacturer had contracted with a very great western store for thousands upon thousands of coats. *Couldn't get fabrics to make the coats on contract time.* That meant cancelled orders—those coats flung back on his hands. The maker believed quick turning was least loss.

**So He Turned to Gimbels—Here Are the Coats**  
 Fifteen hundred. Every size—plenty of every size. All colors—burgundy, brown, blue, green, black—in the fine wool velours. Black only (of course) in the fine English zibelines and suede-finish broadcloths. All new styles—stunning styles. And the wonderful, safe savings run:

- \$19.75 Coats at \$12.75
- \$21.75 Coats at \$15
- \$23.75 Coats at \$16.75
- \$29.75 to \$35 Coats at \$18.50\*
- \$35 Coats at \$25

\*About sixty added to that \$18.50 group are a fine little sample lot—the "best yet."

And 4500 other Coats and Wraps at \$15 to \$175.  
 —Gimbels, The Thoroughfare, First floor.

### How About Moleskin for Her Handsome Fur Coat?

A perfect beauty—at \$255—is of finest Scotch mole, with deep, beautiful border of fluffy, full-haired taupe wolf; with a "glory brocade" for a richest lining.

#### Or Caracal?

A handsome coat of the fine flat, glossy caracal skins, with its great collar and cuffs of handsomest skunk, is \$395. One of the very new, very handsome striped "pussy willow" linings.

#### Or Neaseal (Coney)?

Very stylish Coats—all of the one fur—at \$139.  
 A very handsome Coat, with deep border of skunk, at \$110.

#### In Sets—The Fluffier the Fox, the Better

Fox and wolf, too.  
 And color is a big feature—suit your own coloring.

- Taupe Wolf Sets at \$55
- Grey Fox Sets at \$39.75
- Black Fox Sets at \$29.75 and \$39.75
- Red Fox Sets at \$21.50 to \$42.50

—Gimbels, Salons of Dress, Third floor.

### Items of Interest in Misses' Suits and Coats

#### In Suits: Samples and Clearance Groups And Remarkable Values in Warm Coats

Both suits and coats fashioned in the silhouette so becoming to youth! To augment the Sample Suits—we've reduced several groups of our own famous suits.

Suit Prices Now \$12.75, \$15 and \$35

#### For Qualities Selling at \$20 to \$50

Such savings bear the closest scrutiny. The Suits at \$12.75 and \$15 are of chevots, whipcords, gabardines and mixtures. Some coats knee-length. The majority velvet-trimmed. Worth \$20 to \$29.75.

The Suits at \$35 represent the highest type of style and workmanship. Of rich broadcloth, velour and velveteen, the majority lavishly garnished in fur. They're regular \$45 to \$50 Suits.

#### Coats at \$13.75, \$15 and \$19.75

Sturdy coats of tweeds, zibelines and velours; plain or fur trimmed. A host of styles.

At \$25—one of the many models is pictured.

Beautiful plush coats at \$21.75 and \$29.75, with beaver fur cloth trimming. At \$35 to \$55, real gems.

Coats of velour and bolivia, many with deep square fur collar and "muff" cuffs, at \$39.75 to \$65.

—Gimbels, Salons of Dress, Third floor.



Misses' Coat Fur-Trimmed, at \$25

### Coats for Young Girls Of Smart Simplicity: Incomparable Values

Coats that fulfill their mission of keeping the young girls warm, even the coldest day. Varied styles—for school and dress wear.

#### Featured Are Coats at \$5 to \$25

The \$25 Coats, of imported corduroy, collared in seal; of velour with shoulder capes and handsome broadcloth, garnished in beaver plush. Sizes for 12 to 16 years.

The \$19.75 Coats of velour; deep collar, finished in moufflon. For girls 8 to 14 years.

#### "Sample" Coats at \$7.50 and \$10 That Would Cost \$10 to \$15 Ordinarily

Of zibelines, chinchillas, mixtures, corduroys and velveteens. Belted and simulated Empire models. Some fur-trimmed. All sizes—6 to 14 years in the lot—but not in every style.

—Gimbels, Salons of Dress, Third floor.

### Underwear For Men In Winter Weights

Different men hold various ideas as to what constitutes "winter-weight." At Gimbels—varied weights for every need.

Men's Union Suits of white cotton, long sleeves, ankle-length, at \$1.25; value \$2.

Men's Spring-needle Gray Merino Shirts with long sleeves, also ankle-length pants to match, at \$1.25 a garment.

Save 50c on these men's Spring-needle Union Suits; medium weight; choice of long or short sleeves. At \$1; value \$1.50.

At \$2, \$2.50 and \$3.25 are men's fine Union Suits of gray merino and fine worsted mixed. Long sleeves and ankle-length.

Just arrived from Europe—Morley's Cashmere Socks—well liked by men. Priced at 50c and 75c a pair.

—Gimbels, First floor.

### The Cutest Plumage Tricorne-Turbans at \$1.65; Value \$3.50

Tricornes—becoming any way you tilt them.

Dark, iridescent colors—day-time hats.

White—all white or white with little black touches. Day-time or evening hats.

We sold their duplicates at \$3.50. Some other stores are asking more than that.

These—about two hundred—

at \$1.65. —Gimbels, First floor.

### Little Ones' Wearables They're Knitted And Savings, Too!

Part of a special purchase—that's the "why" of the lowered prices.

#### Sweater Suits

They look so cunning on youngsters—and are very warm. Suit consists of sweater, toque and leggings. In white, tan, Copenhagen and rose. Choice at \$23.50.

Infants' Knitted Sacques at 50c; value 75c.

Infants' Toques and Caps at 25c; value 40c.

Blankets for the crib or coach at 55c and 85c that are worth 75c and 95c.

Blanket Bath Robes, in pink, blue and dark colors; warm, comfortable garments for little ones 2 to 6 years. At \$1.25; value \$1.75.

—Gimbels, Second floor, and some on First floor.

### For Women and Girls Skating Sets at \$9.75

#### For Indoor and Outdoor Skating

They are new and smart looking. Extremely warm—without weight—and allow freedom of motion. Set consists of sweater coat, cap and scarf. Of brushed wool. In rose, Copenhagen, purple and green. At \$9.75 a set.

#### Women's Sweaters at \$3.75; Values \$5 to \$7.50

Discontinued styles and Sweaters that are mussed and soiled from handling. Of fiber silk and all-wool. Choice at \$3.75.

—Gimbels, First floor.

### Women's Evening Dresses at \$20

But—Only Seventy-Five, and They're Prettiest \$30 Grades

Jet—or metal—and tulle over satin in contrasting color. Black over burgundy, or plum, or purple, or blue. Pale tulle over silver metal tissue.

Fur adds its soft touch to some. Metal "brocades" others. And soft folds vie with daintiest colors to bring out the beauty of Milady's throat and arms.

At \$20, value \$30. But only seventy-five.

#### 75 Afternoon Dresses at \$15; Value \$22.50

Of charmeuse or taffeta. Dark colors and black.

#### Besides—These Two Specials

At \$10.95, smart tailored dresses of serge. Blue and other colors.

At \$20, a copy of a Jenny model, of Georgette and serge. Black or blue.

—Gimbels, Salons of Dress, Third floor.

### Women's Suits at \$15.75

Are Not "\$15.75 Suits" By Long Odds!

### Regular \$25 to \$40 Grades

Not a suit was made to sell for less than \$25. A goodly number of them—especially those wonderful velveteens—are \$40 grades.

Any at \$15.75.

All sizes—34 to 44.

Every suit true to fashion's latest style-tendencies.

Yes, many are fur-trimmed.

Fine wool velours, broadcloths, wool poplins, serges, whipcords, velveteens. Black, blue, brown, taupe and green.

—Gimbels, Salons of Dress, Third floor.

### Men's \$18, \$20 and \$22.50 Suits and Overcoats at \$15



Copyright 1916 The House of Kuppenheimer

Three thousand of them—sold at this quick \$15 price as friend-makers—an entirely logical and proper step in business building.

The Overcoats—Melton, kersey, novelty mixtures, black, Oxford gray, blue, brown, heather mixtures, Chesterfield, pinched-back or Beltsac; double-breasted form-fitting and box. \$15.

The Suits—Worsted, winter serge, cassimere, tweed, silk mixtures, flannels, pinched-back, close-fitting, ultra-styles and conservative. Plain and patch pockets.

Sizes for tall men and short, heavy and thin—and normal.

Nearly two hundred styles at \$25—and they're finest worsteds.

"Kuppenheimer" and "Society Brand" are the two foremost ready-to-wear lines of the country.

Suits, \$20 to \$40. Overcoats to \$60.

Evening Clothes that are right, with exactness. It might be hard to say just where a wrong dress suit was lacking, but, lordy! how it looks it! For carefulness—and abundant readiness, Gimbels—

- Full Dress Suits, \$20 to \$60
- Dinner-coat Suits, \$20 to \$55
- Cutaway Coat and Vest, \$20 to \$35
- Dress Trousers, \$3.75 to \$10

—Gimbels, Second floor, Ninth street

### Blankets and Comfortables

#### That Outwit Jack Frost

Early buying secures for you these low prices.

At \$6.75 a pair; value \$9. Extra size Blankets of fine wool, slightly mixed with cotton. In white with pink or blue borders.

#### Plaid Blankets in block design priced as follows:

- \$5.50 a pair, value \$7.50—size 68x80 inches.
- \$6.75 a pair, value \$8.50—size 70x80 inches.
- \$7.50 a pair, value \$10.50—size 72x84 inches.
- \$8.75 a pair, value \$12.50—size 72x90 inches.

Down Comfortables at \$5.95 and \$6.50; values \$7.50 to \$9. Sateen covered. Discontinued patterns—so they are reduced. In sizes for any bed.

—Gimbels, Second floor.

### Think of Waists—of Really Good Crepe de Chine—But at \$2 Instead of \$3 and \$3.50

Oughtn't to have to say "really good," but some of the crepe de Chine waists sold under the name of crepe de Chine elsewhere—even at \$3 and \$3.50—are a disgrace!

These are remarkable—doubly so at \$2. White, flesh, peach, maize, rose. In the same group; same \$3 and \$3.50 values, tub silk waists at \$2. Pastel stripes and all-white.

#### Other as Remarkable Values and Samples

- \$3.95 to \$6.90 Waists at \$3. Georgette crepe and striped silk marquisette.
- \$5 to \$6.90 Waists at \$3.95. Georgette crepe and crepe de Chine.
- \$5 Waists at \$3.95. Chiffon-and-lace.

—Gimbels, Salons of Dress, Third floor, and some on Aisles, First floor.

### Boys' Clothes of Merit

Good, stylish suits for boys of 12 to 18—blue serge, fancy tweeds and cassimeres—yes, stout boys fitted, \$10, \$12 and \$15.

And overcoats for these big boys—\$15. Pinch-back, belt-back and loose fitting, single and double breasted.

Norfolk Suits for ages 7 to 16—\$5 to \$16.50.

Clothing really tailored, of real wool fabrics; hold shape, color and general good looks. All other sorts lack something.

#### Specials—

- \$10 for \$13.50 Norfolk Suits, for ages 8 to 18.
- \$6.50 for \$8.50 Norfolk Suits, for ages 6 to 18.
- These have two pairs of trousers.
- \$6.50 for \$8.50 Junior Overcoats—for ages 2½ to 10.

Boys' Mackinaws—with skate pocket and shawl collar, for ages 6 to 17. \$5. —Gimbels, Third floor.

## GIMBELS Market: Chestnut Eighth and Ninth

### The Subway Store Did What Everybody Said It Couldn't

## Got 1000 Women's and Misses' \$15 to \$20 Coats—Mostly Fur-Trimmed—to Sell at \$10

That same strong story of forethought is the secret. We bought up materials before the startling advance in their prices. We supplied the choice models. We watched costs sharply—kept as sharp an eye on "cut" and making.



Coat \$19.00 Value \$15 Subway Store  
 Coat \$10.00 Value \$20 Subway Store  
 Coat \$16.00 Value \$14.00 Subway Store  
 Coat \$10.00 Value \$18.00 Subway Store

And the results—the coats are even better than we'd first hoped.

#### Coats for Street Wear Coats for Best Wear

Two-tone boucles, velours, tweeds, pebble chevots, English mixtures, English coatings and zibelines.

Blue, black, green, burgundy, gray and mixed effects.

Mostly fur-trimmed. Some of the others fabric fur-trimmed. About twenty styles. \$10—Values \$15 to \$20.

- In Women's Sizes: 36 to 44
- In Misses' Sizes: 14 to 18
- In Juniors' Sizes: 15 to 19

Included are about a hundred fine samples in "sample sizes" only, but wonderful values; women's in size 36; misses, size 14. —Gimbels, Subway Store.

- \$2 Waists at \$1 Fifteen New Styles Of voile. Lace and embroidery trimmed.
- \$3 Waists at \$2 Of Lace, Net or Silk Brussels net. Shadow lace trimmed with chiffon in "suit colors." Tub silk waists. Various white, flesh and dark suit colors. —Gimbels, Subway Store.