

Gimbel Brothers

Store Opens at 8:30

Gimbel Brothers

Friday, November 24, 1916

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Store Closes at 5:30

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Gimbels—The Store of a Million Gifts

A Whole Acre of TOYS and SPORTING GOODS on Fourth Floor



The toy business is in its very volume an important feature—the three Gimbel Stores will sell a *third of a million dollars' worth of toys* in December alone. The business justifies sending buyers on more than ten-thousand-mile trips and in asking the influence and help of embassies.

This will be the Christmas of Bounty.

And while money prosperity is not the whole measure of progress, it does help when we can splendidly provide for our children and friends.

Come—come to the biggest, brightest, jolliest toy store that you ever saw.

Little folks shall ride on real live Shetland ponies.

Ten thousand things that "go"—from airship to submarine—and everything that can go is going.

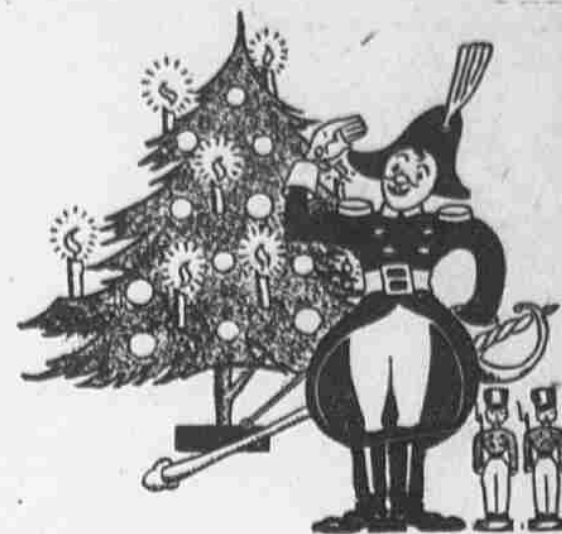
Welcome!

The whole store is bright, brilliant and bountiful—gaited to the good serving of the Five Million People in Philadelphia's Prosperity Zone.

Carefulness, dependability—and the Store's whole effort to lead in value-giving. Great volume of business is the Gimbel idea—and "most for the money" makes your patronage deserved.

Eighty experts choose the lines of goods we sell—each a specialist, with no hampering details to worry. Just to search the markets of the world for interesting, useful things for our public.

To those having charge accounts at Gimbels: Present purchases are charged on bill to reach you at New Year's, so the present earlier Christmas shopping is justified.



5000 Fine Coats (Women's) in Fascinating Plain and Fur-Trimmed Models

Every material in Fashion. Every color—new or staple. Every favorite style of Paris, London or New York. Silk plushes. Baffin seal-fabrics, llama-cloth, wool plush, broad-cloth, wool velour, Bolivia cloth; English, Scotch and Irish overcoatings and fine silk velvet-velours.

Plain, variously at \$19.75, \$25, \$29.75, \$35 to \$45.
Fur-Trimmed, variously at \$25, \$29.75, \$35, \$45, \$49.75 to \$59.75.

—Gimbels, Salons of Dress, Third floor.

Sale of Quality Coats Very Marked Price Advantages

"Surplus holdings" of Gimbel regular standard makers—an annual event, because the Gimbel three Stores are their heaviest purchasers. These, at very marked reductions.

At \$12.50, value \$19.75—wool velour Coats, fabric-fur trimmed.

At \$15, value \$21.75—Coats of fine black zibeline or of wool velour.

At \$16.75, value \$25—wool velour Coats with fur-trimmed collars.

At \$25, value \$35—silk-lined wool velour Coats; black and colors. Black astratex Coats with fur collars.

At \$25, value \$35—Coats of "Reindeer" cloth in colors. Silk-lined.

—Gimbels, The Thoroughfare, First floor.



At \$25; Value \$35 At \$16.75; Value \$25

When Roses Bloom Outdoors in November, No Wonder

Fur Prices Break

A fine little lot from one fine furrier. Another fine little lot from another. All in all, a great collection of the very furs fashionable women are wearing.

Savings Begin at 20% and Go as High as 50%

The Fur Coats included are—Nearseal (dyed coney). Black Pony and Hudson Seal (dyed muskrat).

Fur sets, separate neck-pieces and muffs are variously of Fox—taupe, pearl, Poiret and battleship grays; and red, brown, black. Wolf—all the different colors. And practically every other fur—and style—in fashion.

Three Selling Places

For the quickest handling:

Fur Salons, Third Floor, First Floor and Subway Store

Price details in Saturday morning's papers.

Men's Overcoats Of Quality

There are advantages in getting the Overcoat ready-made, no matter how fine a garment is desired, because in our best lines the garments are designed by men whose work cannot be had for individual orders. They are the artists pre-eminent of the tailoring world.

Montagnac Overcoats—"Kuppenheimer" or "Society Brand"—richest in every way; full silk-lined, \$60.

Montagnac Overcoats, quarter satin-lined. Double-breasted, \$55. Single-breasted, \$50.

Other Montagnac Overcoats, \$35, \$40 and \$45

Melton Overcoats—fabric by Isaac Carr & Co., Huddersfield, England, \$35.

Elysian fur-beaver Overcoats, \$25, \$30 and \$35.

Kuppenheimer "Prince George" and Society Brand "Broadway" Overcoats—quite a range of materials. \$30 to \$55.

"Our President" Overcoat—Chesterfield, Oxford or Cambridge gray or black; heavy satin-lined—the acme of gentility. \$25.

Usters for motor-wear or street—several exclusive models at \$20 to \$50.

2000 Overcoats at \$15, \$17.50 and \$20

Decided savings, because the fabrics were controlled before prices stiffened.

Men's Suits—Kuppenheimer and Society Brand—\$20 to \$40

3000 Suits at \$15, \$17.50 and \$20

Blue and gray serge; black unfinished worsted, silk-mixtures, dark fancy worsteds, chevots, tweeds and flannels. A big range of sizes.

We are telling only of the clothing that men can buy here best. Many men of other places will read this—and would deal at home for more-usual sorts of clothes.

All-wool; colors guaranteed as usual.

—Gimbels, Second floor, Ninth street.

Again! Women's \$20 Serge Dresses at \$10.95

More—like those of last week's famous sale. But four new styles added—a sharp critic said they were \$25 dresses and wonderfully good for \$25.

So—how much better are they at \$10.95. All Serges: Mostly Blue

Though there's good representation in the "good" colors—the other "good blues" and the "better browns" and the greens.

Trimming Features

- Beads—yes, hand-beading.
- Motifs of silk embroidery with vari-color tassels.
- Metal embroidery.
- Wool embroidery.
- Fringe.
- Pockets—big ones. Some tassel-trimmed.
- Braiding—fine traceries.

And Some Combined With Silk or Satin

Any at \$10.95. —Gimbels, Salons of Dress, Third floor.

For Wear at the "Game" Saturday and Later Misses' Winter Top Coats, \$25

At \$25—Misses' Coats of velour, with or without fur collars. In modish colors.

Popular Plush Coats from \$21 up to those of seafelt and Velour de Nord, fur collared, at \$35 to \$55.

Beautiful cloth Coats of velour and Bolivia, enriched in fur, at \$35, \$45 to \$65. —Gimbels, Salons of Dress, Third floor.

Misses' \$20 & \$25 Coats, \$15

Secured 200 of these swaggar Coats from a maker who desired to realize quickly on stock on hand.

Misses' Coats of fine pebble chevots, zibelines, plain chevots and fancy tweeds. Many collared in fur. Belted and ripple back. In sizes 14 to 20 years. —Gimbels, First floor, The Thoroughfare, and Third floor.

Girls' Coats at \$10, \$12.75, \$15 and \$19.75

Touched With Fur

Fashion and fur go hand in hand this season—so these Girls' Coats show fur touches. Of zibelines, velours, broadcloths and corduroys. Novel pockets, including the whisk broom, satchel, shovel and "slant" patch effects. Sizes for 6 to 16 years. —Gimbels, Salons of Dress, Third floor.

Just Diamonds

The service of the Gimbel Jewelry Store would be noteworthy in any city of the world—even if judged by the one item of Diamonds, their collection and mounting.

It is to be reckoned with in the selection of gems for gifts—gifts reflecting the giver, and representing outlay that calls for reasonable business prudence.

Settings—Today—Important As the Gems Themselves

Diamonds—pure stones—in platinum settings of great and artistic beauty.

Rings at \$25 to \$550—solitaires (mostly in the new hexagon settings) and beautiful, many-stone designs in intricate settings.

Brooches at \$40 to \$400—torpedo shape.

Bar-Brooches at \$65 to \$300—ought to be called "heirloom jewelry"!

La Vallieres at \$50 to \$225—flexible settings for the greater "sparkle".

Bracelets at \$50 to \$400—gallery-set bracelets, the favorites, with their trick of slipping up and down a pretty arm. But if she said—flexible—it's here, too.

Men's Diamonds

Scarf Pins at \$14 to \$110.

Rings at \$17 to \$240.

If the Engagement's to Be Announced at Christmas—

Solitaires at \$25 to \$550. —Gimbels, First floor.

China and Cut Glass

Should Be on Everyone's Gift List

Although it was twice as difficult this season to secure importations, Gimbels showing exceeds that of former years!

Worthy of particular note is the statue—"Inspiration," by Professor Beaji—the only sculptor who has been able to portray in marble the natural expression of the eye. The price—\$100.

Inexpensive Gifts

Japanese China Tea Sets, 17 pieces, including 6 cups and saucers, tea pot, sugar and cream. Typical Japanese floral design. The set complete for \$1.35.

Cut Glass Fruit Salad or Bon Bon Compotes in a very effective rose design at \$1.25.

Glass Flower Bowls in blue, pink and yellow, with stand, at \$1.75.

Dinner Sets in Colonial style, with Imperial gold hand, octagon shape, 100-piece sets, for \$35.

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

"Of Any Fine Silk They Had Enough For a Waist or For Dozens"

With a total of—thousands.

Four makers represented—the clean-up of all their ends of very fine silks. Wonderful qualities. And literally unheard-of savings.

Two groups:

\$3.50 to \$5 Waists at \$2 \$5.90 to \$7.90 Waists at \$3.95

In the \$2 group: Crepes de Chine, Japanese very-much-creped silk crepe. Radium tafetas, Habutais, Shantung, Pongees and Embroidered Nets. Every lovely color—probably fifty shades! Dark plaids, too; dainty Pompadour printings, and black.

In the \$3.95 group: Lace waists. White, creamy tints and black. Very dressy styles. Some combined with Suit colors.

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



At \$2, value \$3.50 At \$3.95, value \$7.90

Gimbels Subway Store—The Most Interesting Week-End Shopping Place at Low Prices in the City



Women's and Misses' Coats—Values \$15 to \$17.50—Unusual at \$10

Great Coat news for 500 "lucky" folks—that is, if every customer buys only one of these Coats; but when you consider that included are—

Wool plushes, mixtures, velours, plain and pebble chevots, corduroys; many fur, also fur-fabric trimmed; large plush collars, belted and semi-belted—wanted colors and sizes for 14 years to 44 bust.

Why Shouldn't Folks Take More Than One At \$10! —Gimbels, Subway Store.

Men's & Young Men's Suits and Overcoats \$12.50 \$15 and \$16.50 Values at

Suits are the newest patterns and cloths. Pinched and plain backs. Blues, blacks, grays and novelty fabrics.

The Overcoats are the latest models, some "pinched-back" some double-breasted—plain blue and novelty cloths. Choose at \$12.50. —Gimbels, Subway Store.

Boys' Chinchilla Overcoats Special at \$4.95

Blue, gray or brown, flannel-lined; for ages 3 to 10 years.

Boys' Suits, Overcoats and Mackinaws, at \$3.95 to \$6.50—the season's wanted styles, for ages 3 to 17 years.

Boys' Norfolk Suits, special at \$5.75—extra pair of lined trousers; chevots and tweeds; all sizes for ages 7 to 18 years. —Gimbels, Subway Store.

Satisfaction in These Men's Shoes, at \$3 to \$4

A selection of Shoes that are correct in style and correct for comfort. Shoes for young fellows who want the "latest" and for men who desire the straight last. Black calf, black kid, dark tan calf and patent leather tops, with oak tanned leather soles; the utmost style and wear. \$3 to \$4.

Boys' black calf lace Shoes that will give good account of themselves; made on lasts the boys like; sizes 9 to 3½, at \$2 a pair.

Men's 85c Rubbers at 60c. Boys' 75c Rubbers at 50c. —Gimbels, Subway Store.

Women's \$12.25 Fur Sets at \$9.75

Black and brown coney; round and flat muffs; double animal scarf.

Separate Neck-pieces—Wanted furs at \$4.90 to \$32.50. Double animal Scarfs and flat Muffs, silk-lined. —Gimbels, Subway Store.

\$3 Crepe de Chine Waists at \$2

Five hundred brand-new crepe de chine and tub silk Waists in white, flesh, black and pretty stripes. Heavy qualities. Smart styles. Besides—

Brussels net Waists, made over net; and shadow lace Waists, some trimmed with chiffon in suit colors. Any at \$2, values \$3 and \$3.50.

New \$1.50 Waists at \$1

Five hundred lingerie waists, mostly voiles. Lace and embroidery trimmed. Newest collars.

Newest \$3.95 to \$4.50 Waists at \$3

Three hundred. Crepes de chine and Georgette crepes, in flesh and white. Tafetas in smart dark stripes and plaids.

Beaded Georgette Waists at \$3.95 Value \$5.99

Flesh pink, white and suit shades. —Subway Store.



Beaded Silk at \$2 Crepe de Chine at \$2

GIMBEL BROTHERS • Market: Chestnut Eighth • Ninth