

Gimbel Brothers

Store Opens 8:30

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Store Closes 5:30

Gimbel Brothers

Friday, January 19, 1917

# GIMBEL CLOTHING REDUCED

**Men's and Boys'—Including "Kuppenheimer" and "Society Brand"—All the Gimbel Lines**

Gentlemen, prices next year for winter suits and overcoats can be the same as now—but qualities won't. Can't—materials and labor and everything that enters into the making and the "over-head" expense of production all cost more now than a year ago—will cost more a year hence than now, or, put it this way: Prices will be much higher; clothes will cost you more, by all laws of business prophecy.

*Doesn't that fact fairly take you by the shoulders and push you in here to share these bargains for NOW and for NEXT WINTER?*

It should. It's a good business proposition.

Yet it's correct storekeeping for us to clear away each season's goods.

**"Kuppenheimer" : "Society Brand" and Other Makes of the Gimbel Line**

Best of cloths, finest of skill in designing, expert workers, assured style.

**\$14 and \$16 for Men's \$18 and \$20**  
Overcoats, Ulsters and Suits

**\$19 and \$21 for Men's \$22, \$25 and \$28**  
Ulsters, Overcoats and Suits

**\$23 and \$26 for Men's \$30, \$32 and \$35**  
Suits, Overcoats and Ulsters

**\$29 and \$33 for Men's \$40 and \$45**  
Ulsters, Suits and Overcoats

**\$37 and \$43 for Men's \$50, \$55 and \$60**  
Overcoats and Great Coats



**\$30 Vicuna-finish Melton Overcoats at \$23**  
Chesterfield model; lined with Skinner guaranteed silk. Black and Oxford gray. "Regular," "long" and "stout."

\$32 and \$35 double-thick warm Ulsters, at \$23 and \$26—deep satin yoke and sleeve linings; double-breasted.

**\$20 Tyrol Wool-Knitted Overcoats at \$14**  
Cravenette; rain-proofed, single- and double-breasted; warmth without weight.

**\$40 Plaid-back Ulsters at \$29**  
Deep satin yoke; satin-lined sleeves. Double-breasted; wide collar.

**\$55, \$60 and \$75 Montagnac Overcoats at \$43 and \$48**  
Heavy silk lining; piped with velvet.

**\$45 Worumbo Shetland Ulsters at \$33**

**\$20 Full Dress Suits at \$14; Coats at \$8**

These are entirely correct in style; yes, and silk-lined. \$18 Tuxedo Suits, \$13, Coat \$7. \$6 Full Dress Trousers, at \$3.75.

**\$35 Imported Tonedale Cloth Overcoats at \$26**  
Five distinctive models and six colors. A wonderful coat for hard wear.

**\$40 Carr's XXX English Melton Overcoats at \$29**  
Double-stitched raw edges and seams. Blue, black and Oxford gray. Sizes up to 50-inch chest.

**Worumbo Overcoats**

\$23 instead of \$30 \$26 instead of \$35  
\$29 instead of \$40 and \$45

Single- and double-breasted box- and form-fitting, satin yoke and sleeve lining. Finest overcoats in America.

## Men's Socks and Women's Fur-Cloth Coats Underwear

For men who want warmer socks than even winter-weight cotton, these part-wool-cashmere socks are suggested; black, gray and white; warm, yet light in weight. 50c a pair.

Men's black wool Socks, at 50c; medium-weight; these are I. & R. Morley's imported goods.

Men's fancy wool Hose, at \$1; also I. & R. Morley socks, in heather effects. New goods.

Men's Union Suits, in gray worsted; all weights; at \$2 to \$3.50.

Wright's springneedle Shirts and Drawers; medium-weight ball-tugging; at \$1.25 each; all sizes.

Men's gray springneedle ribbed Shirts and Drawers, fine soft merino yarns, at \$1.35 a garment. Good range of sizes.

Men's winter ecru cotton ribbed Union Suits, at \$1.50. Good range of sizes.

—Gimbels, Market and Ninth.

## Men's Shirts

Two Bargains

Men looking for \$1 Shirts can pay 75c for them, as we have received the last shipment of an order placed some little time ago, when the manufacturer found it advantageous to take a lower price than ruled at the time. Freshly new stiff-cuff Shirts of high-count percale; neat stripe effects on light grounds. 75c—worth any man's dollar.

**Men's \$1.50 Soft-Cuff Shirts, \$1.10**

Rep shirting, light grounds with neat stripe designs. Men who are "up" on market conditions will buy half a dozen or more, at \$1.10 instead of \$1.50. —Gimbels, First floor, Market and Ninth.

## Save Third or More

And save it on the newest styles in town.

Six "plain" styles. Nine fur-trimmed styles. Various of silk plush, Reindeer cloth (wool plush), Astratex-cloth, silk velours and broadtail fabric fur—mostly imported fabrics.

**Plain Coats at \$15, \$18.50, \$21.75, \$25 to \$35**

Values \$21.75 to \$89.75.

**Fur-trimmed Coats at \$15, \$21.75, \$25 to \$58.50**

Values \$21.75 to \$75. —Gimbels, Salons of Dress, Third floor.

## Nearseal (Dyed Coney) Coats

**At \$85 Value \$125 : At \$95 Value \$135**

Full forty-five inches long and cut with the wide, wide sweep that uses up skins galore, but makes wonderful style. Trimmed handsomely with skunk.

At \$85, value \$125; and at \$95, value \$135.

### Fine Black Fox Sets

Now \$29.75, were \$40. Now \$50, were \$65. Now \$37.50, were \$50. Now \$39.75, were \$55. Now \$45, were \$57.50. Now \$62.50, were \$79. Now \$77.50, were \$90. Now \$82.50, were \$125.

**Black Fox Muffs, now \$13.75 to \$42.50**

Were \$18.75 to \$49.75.

**Black Fox Neck-Pieces, Now \$8.75 to \$57.50**

Were \$12.75 to \$69. —Gimbels, Fur Salons, Third floor. And some on First floor, Grand Aisle, Center.

## The Boys' Clothing Reductions

Also Prove the Purpose of January Clean-ups

**Gimbel Boys' Clothing is Thoroughly Well Made—It is the Cheapest in the Long Run.**

Because no "cheap" (inferior) cloths or other materials are used in the making. This boys' clothing business has grown large—is growing larger all the time—on this basis of service and fair prices.

**Boys' \$7.50 and \$8.50 Reefers and Junior Overcoats at \$5.75**

Blue chinchilla Regulation Reefers; chinchilla Polo Overcoats; and chinchilla and cheviot Overcoats with astrakhan-cloth collar; for boys 3 to 8 years, at \$5.75.

**Boys' \$8.50 Mackinaws at \$6.50**

Skate pocket or patch pocket models with pinched-back and convertible collar; 8 to 18 years.

**Boys' \$7.50 Blue Serge Norfolk Suits, \$5**  
Patch pockets and pinched-back; knickerbockers are full-lined; watch pocket and belt loops. 10 to 18 years.

**Boys' \$13.50 and \$15 Norfolk Suits, at \$9.50**

Fancy tweeds, velours and soft-finished worsteds; newest models; broken sizes from our \$13.50 and \$15 lines, at \$9.50; ages 8 to 14.

**Boys' \$16.50 to \$18 Overcoats at \$12.50**

Pinched-back or loose belted-back models; convertible collar; 13 to 18 years.



**Boys' First Long-trousers Suits, \$14, Values \$17.50 and \$20**

Pinched-back or sack models, in fancy tweeds and cassimeres; 16 to 20 years.

Boys' Blouses, a newly arrived lot, in light and dark colorings, at 50c; ages 6 to 16 years.

**\$1.50 for boys' \$2 full-lined Knickerbockers; fancy tweeds; with watch pocket and belt loops.**

—Gimbels, Third floor.

## Lenox Flour For Family Use

**One-Half Barrel, \$5.40**

Lots of flours don't give best results for family use. Lenox hard-wheat flour is for all 'round home use—it won a prize in this sort of competition. Priced, 1/2-bbl. family size (in wood) at \$5.40, or 1/8-bbl. sacks at \$1.35.

"Liberty Bell" Coffee (blend), 35c value, at 10 lbs. for \$1.88, or 5 lbs. for 95c.

Tomatoes, solid meat, new pack, Justice Brand; No. 2 family size cans, at 10c, is bought in case, dozen or half-dozen lots.

New Garden Peas, Lenox, Run of Vine; 20c No. 2 sanitary cans, at 12 1/2c, if bought in case, dozen or half-dozen lots. Limit one case.

New season Tea, 75c Keystone Chop, India Ceylon, Mixed, Formosa Oolong, English Breakfast, in 3-lb. lots, at \$1.30, or 45c lb.

Grape Fruit, California, large; dozen for 95c, or half-dozen for 50c.

Uncoated Head Rice, Lenox, 15c grade, at 10 lbs. for 85c, or 5 lbs. for 45c.

28c Hams, sugar cured, at 22c lb., if purchased with other groceries. —Gimbels "Pure Food Store," Chestnut Street Annex.

## Misses' Winter Suits and Coats

Show Drastic Reductions

Winter Suits must disappear to give right of way to spring fashions. Note the lowered price schedule—

**\$15, \$17.75 and \$24.75 Buys \$20 to \$29.75 Suits**

Every good weave and color. The majority be-furred. In sizes for 14 to 20 years.

Misses' Coats that afford complete protection against wintry blasts. Late winter models. Shades most wanted, too.

**Now at \$16.75, \$19.75 and \$25; Were \$25 to \$39.75**

**Bring the Young Girl in for a New Coat**

Months of winter ahead. Yet prices reduced as follows—

**\$5 for \$6.75 to \$7.50 Coats for 6 to 14 years.**

**\$8.95 for \$12.75 Coats. Sizes for 8 to 14 years.**

**\$12.75 for \$16.75 Dress Coats. Sizes for 8 to 14 years.**

**\$15 and \$19.75 for \$21.75 to \$29.75 Coats. Sizes for 8 to 14 years in the lot.**

—Gimbels, Salons of Dress, Third floor

## IN THE SUBWAY STORE—

**Men's \$13.50 to \$15 Suits and Overcoats at \$8.50**

Reductions that include all sizes—good variety, but few of a kind. —Gimbels, Subway Store

**Women's \$4 to \$6 Shoes at \$2.95**

A manufacturer's clean-up of this season's good styles.

**Men's Shoes—Special at \$2.95**

Plenty of sizes in wanted shapes for business and dress wear. —Gimbels, Subway Store

**Becoming Dresses for Graduates Fine Values at \$10 and \$10.95**

Nets, trimmed with ribbon and tucking; for ages 14 to 19 years. Prices \$10 and \$10.95.

**Women's and Misses' Coats**

**\$7.50 to \$16.50 Values, Now \$5 and \$9.75**

Velours, mixtures and heavy cheviots—stripes and colors. —Gimbels, Subway Store

**Boys' Suits : Overcoats and Mackinaws at \$4.95, Values \$6 to \$7.50**

All-told 800—representing closed lines from two makers and stock reductions. —Gimbels, Subway Store