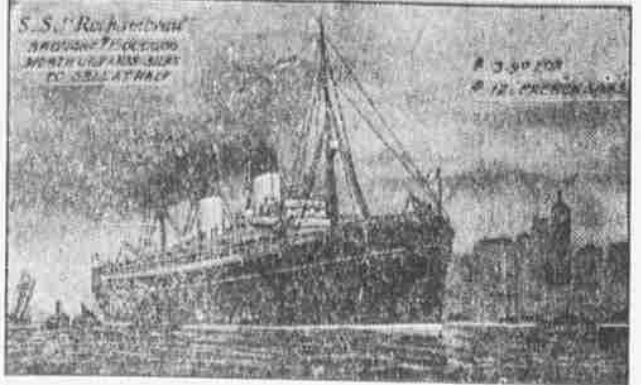


Gimbel Brothers Store Opens 8:30 Gimbel Brothers Store Closes 5:30 Gimbel Brothers Friday, January 26, 1917

Gimbel Sale of Furniture Opens Monday

Monday Brings the GIMBEL SILK SALE



Year after year on this corresponding day the Gimbel Store starts a sale of silks that runs well into February.

There is no such another sale held either in America or Europe. And so wide has the interest grown that hundreds have already written in to know the opening date.

Very rich silks are included—as rich as found in any store's stock.

A very wonderful variety is offered.

During the opening week all silks in the regular stocks are sold at lowered price.

One steamship brought \$100,000.00 worth of silks for Gimbels, while worthy silks from America's chief producers are here, too—and, you know, America outstrips Europe in the yardage of silks woven for American use.

For every possible silk use the best possible silk will be ready Monday—and at an average half price.

Go to any large Philadelphia function—with one who knows to point out the gowns—and Gimbels will be found to have furnished the fabrics for a great proportion of them.

Let consideration of any proposition be based on reason—good sense.

A man not a watch-maker would injure your watch in an attempt at repair. He might be a most estimable man and be sorry—but the watch would have suffered.

In any considerable matter of life one goes to a man reasonably classed as an "expert" for help.

Now, buying furniture is a considerable matter in the home.

What store reasonably stands forth as best able to help?

- 1st. The store of vast buying power.
- 2d. Coupled with low percent of overhead expense.
- 3d. The store of experience—whose people know furniture and furniture styles and periods—and values.
- 4th. The store that can refer you to great numbers of extensive, particular jobs of furnishing.
- 5th. The store known to be actuated by a determination to win a greater and greater volume of business, rather than mere quick, big profits.

Think of any modern, wonderful hotel—whose furniture requirements are as units corresponding to the wants of many homes plus great durability. Gimbels will be found to have furnished most of such hotels wholly or in part.

The increased changing from separate houses to apartments has developed a need for beautiful furniture—correct by the edicts of furniture fashion—very compact in form. The demand is for furnishing without crowding.

Will you measure the Gimbel Sale and its helpfulness by the standards we have suggested, or by any harder standards occurring to you—judge all furniture sellers by the rule?—

Gimbels so generally win in such tests.

Needn't wait until Monday. These are Courtesy Days. Examine the incoming stocks; select, if you please, with greatest care and convenience.

- But the selling begins Monday.
- Four-piece bedroom suites at \$75 to 11-piece suites at \$775.
 - Ten-piece dining-room suites at \$75 to 10-piece suites at \$700.
 - Three-piece living room suites at \$30 to 7-pc. suites at \$1200.
 - Mahogany Library Tables from \$15 to \$175.
 - Easy Chairs from \$15 to \$250.
 - Four-Post Bedsteads from \$15 to \$180.
 - Mahogany-and-Cane Living-Room Suites from \$95 to \$450.
 - Brass Bedsteads from \$15 to \$65.

Selling Out Great Groups of Women's Coats

Still deeper price-cutting. With inventory less than a week ahead, prices on "little lots" (though they aggregate hundreds) don't much matter! It's space—or complete stocks—we want.

\$16.75 to \$25 Coats Become \$10 to \$15
Velours, zibelines, velour cheviots, pebble cheviots. Sizes and colors broken, but every size in the groups.

\$25 and \$29.75 Coats Become \$12.50 and \$15
Wool plush. In the popular dark greens and blues.

Certain \$39.75 Coats Become \$18.50
English tweeds and English coatings. Fur-trimmed—some with whole collars of the exceptionally good fur.

\$59.75 to \$125 Evening Wraps Become \$27.50 to \$75
Paradise plush. Chiffon velvet. Black or gorgeous colors. Satin. Richly fur-trimmed. But only twenty.

And 800 Fabric-Fur Coats Are Re-Priced \$15 to \$68.50
Various plain plush or fur-trimmed.

Other \$39.75 Coats Become \$25
Wool velours. Silk-lined; interlined; fur-trimmed.

—Gimbels, Salons of Dress, Third floor.

A New FUR Sale

With Not One Piece Reserved

Every Coat—no matter how "staple"; no matter how unusual. Every Set—no matter how scarce a fur it may be. Every separate piece—everything consistently, impartially reduced.

- \$40 Black Fox Sets Now \$29.75
- \$55 Black Fox Sets Now \$39.75
- \$79 Black Fox Sets Now \$62.50
- \$90 Black Fox Sets Now \$77.50
- \$135 Black Fox Sets Now \$87.50

\$65 to \$95 Fox Sets at \$50
Black or red or "rose" Fox. Very fine skins.

These Fur Coats Are Particularly Rare Bargains

Hudson Seal (dyed muskrat) Coats, now \$169, were \$225. Long, full-skirted; magnificently trimmed with skunk.

Nearseal (dyed coneys) Coats, now \$95 and \$95, value \$125, with collars of dyed skunk.

Moleskin Coats, now \$185, \$225 and \$250, were \$275 to \$385—richly fur-trimmed.

—Gimbels, Fur Salons, Third floor.

Men's "Kuppenheimer" and "Society Brand" Overcoats and Ulsters Are Included



in These January Reductions at Gimbels

Best clothing news of the year—for by the end of the year there'll be more to pay for equal grades. Men who look ahead will buy now.

We are clearing out winter lines—both because of style prestige and because Inventory Day is just ahead.

- \$15 for Men's \$22.50 and \$25 Overcoats, Ulsters and Suits
 - \$18.50 for Men's \$28 and \$30 Overcoats, Ulsters and Suits
 - \$23 for Men's \$32 and \$35 Overcoats, Ulsters and Suits
 - \$29 for Men's \$40 and \$45 Overcoats, Ulsters and Suits
 - \$37 for Men's \$50, \$55 and \$60 Overcoats and Great-Coats
 - \$29 for \$40 plaid-back Ulsters; deep satin yoke and sleeve lining; double-breasted; extra wide collar.
 - \$23 for \$35 imported Tonedale—Cloth Overcoats; deep shoulder yoke of cravenette or finished silk; hard-wearing and serviceable.
 - \$43 for \$55 and \$60 Montagnac Overcoats; finest quality heavy silk lining. They are worth this today at wholesale.
 - \$37 for \$50 Worumbo Shteland Ulsters; deep satin yoke and sleeve linings; double-breasted; extra wide collars.
- Gimbels, Second floor, Ninth Street.

Pre-Inventory Clearances in WOMEN'S SUITS

Short Lots: Broken Sizes Ones and Twos of Many Kinds

"Quality" Suits—\$35 to \$40 kinds—
Go on Sale at \$21.75

Fine—very fine wool velours; broadcloths—the lustrous kind, fine Gabardines. And the right shades of such favored colors as brown, green, blue, besides black.

\$20 to \$25 Suits at \$15.75
Worsted, English Twills, Diagonals, Bedford, Serges.

Choice colors. Plenty, too, of blue and black. Ten styles.

And sizes 34 to 46 in both lots

"Odds" Now Priced \$8.75 Values Double and More But—It'll Pay to Hurry

Couldn't pretend to duplicate the materials for \$8.75.

Worsted, serges, cheviots.

—Gimbels, Salons of Dress, Third floor.

Women's Dresses

Pre-Inventory Clearances

"Fews" of almost every kind of dress in fashion, including "extra-size" groups and even mourning dresses.

For example: **A Reel of Dresses Now \$7.50 to \$35; Were \$15 to \$75**

Variouly velvet, velvet, chiffon velvet and Georgette trimmed with velvet.

Mostly afternoon dresses—a few quaint, almost sleeveless Evening Dresses among them.

New prices are \$7.50, \$12.50, \$19.75, \$25 and \$35.

Two Reels of Serge Dresses Reduced

Now \$8.75, were \$12.75 to \$20.00.
Now \$13.95, were \$22.50 to \$25.00.
Now \$18.75, were \$25.00 to \$35.00.

47 Satin Afternoon Dresses Now \$13.95; Were \$20 and \$25

Mostly blues and blacks. But how becoming their little white collars are!

All-Black Dresses Now \$15 to \$29.75; Values \$25 to \$45

Charmeuse, crepe de Chine and crepe meters. Some taffetas combined with Georgette.

—Gimbels, Salons of Dress, Third floor.

Misses' Coats Reduced

For instance, at \$25 Coats that were \$39.75—a saving of \$14.75. The one pictured has deep skunk opossum fur cape collar, satin-lined throughout. Other models, without fur trimming, of soft rich fabrics that prove a pretty background for one's own furs.

At \$15, \$19.75 and \$21.75, Coats That Have Sold at \$19.75 to \$35.

A few Plush Coats at \$15, trimmed in heavier fur cloth. In the other price groups every fashionable fabric and fashion. 14 to 20 year sizes.

Newcomers in Misses' Dresses at \$13.75, \$16.75, \$19.75, \$25—up to \$45.

Of serge, taffeta and satin. Straight lines predominate. Soutache braid, buttons and beads used for garnishing. Note the newness! For ages 14 to 20 years.

Girls' Winter Coats Now \$5, \$8.95 and \$12.75. Were \$6.75, \$12.75 and \$16.75.

Fabrics include mixtures, chevrons and velours. All popular styles. At \$12.75 fur trimmed. For ages 6 to 14 years.

Girls' Tub Dresses of gingham and chambray. The majority follow straight lines, at \$1.25 to \$3.95.

Sheer dainty White Dresses at \$5 to \$19.75, for girls of 12, 14 and 16 years.

—Gimbels, Salons of Dress, Third floor.



THE SUBWAY STORE SUGGESTS THESE BARGAINS

BIG CLEARANCE OF WOMEN'S and MISSES' COATS
Prices \$5, \$7.50 to \$15.00; Values \$7.50 to \$20

Velours, pebble cheviots, mixtures, corduroys and zibelines; fur- and fabric fur-trimmed; some lined throughout; belted and full flare models; wanted shades for 14 years to 44 bust.

Women's and Misses' \$10 to \$16.50 Suits at \$6.50 and \$9.50

Gabardines, serge, poplin; lined, pleated and belted models; good colors; for 14 years to 44 bust.

Girls' Winter Coats—Boucle, chinchilla, mixtures, checks, corduroys and velvet; good colors, and sizes are 6 to 14 years. At \$2.50 and \$3.85; values \$4 to \$7.50.

Girls' Tub Dresses—Percale, gingham, linen and rep; daintily trimmed; many "samples." Sizes for 6 to 14 years, at 65c and 95c; values \$1 to \$1.75.

Men's and Young Men's Suits and Overcoats, Special at \$10 Each

Broken lots—many from the Second Floor Men's Clothing Section—a fine variety at \$10 for Suit or Overcoat.

Men's \$13.50 All-wool Chinchilla Reefers at \$8.50
Excellent range of sizes in this lot.

—Gimbels, Subway Store.

Women's Shoes—Special at \$2.95
Including high-top bronze kid lace boots which usually sell at \$6.

Regulation height black patent leather, and black calf button shoes with black cloth tops and welted soles—exceptional at \$3.50 a pair.

Men's Winter Shoes—Special at \$2.85
Black calf and patent leather; lace, button and Blucher; some have double soles and broad toes; also young men's styles with the English last.

Women's Rubbers at 60c. | **Misses' and Children's Rubber Boots at \$1**

Men's Rubbers at 85c. | Children's Rubbers at 50c.

Women's New Silk Waists at \$2

New spring striped tub silk Waists in pastel shades. Also new lingerie Waists—voile, lawns, plain or lace- and embroidery-trimmed.

New Middy Blouses at 50c to \$1.50.
65c for \$1 Waists of black pongee—2-in-1 style; sizes 36 to 46.

—Gimbels, Subway Store.

BOYS' MACKINAWs
at \$4.95, \$5.75 and \$6.50

Two hundred of these Mackinaws from one of the best makers to sell at end-of-season prices. For boys of 9 to 17.

Boys' \$6.50 Norfolk Suits at \$4.95

Some have extra knickerbockers; for ages 7 to 17 years.

Boys' Overcoats at \$4.95—chinchilla and tweeds; convertible roll collars; best models; for ages 3 to 10 years.

—Gimbels, Subway Store.

Men's \$1 Shirts at 70c

New percale Shirts, mostly with soft cuffs; sizes 14 to 17.

—Gimbels, Subway Store.

Coffee 45c St. James \$1 Blend, 4 lbs. for

—or 10 lbs. (limit) for \$2.48. One of the popular Gimbel coffees.

Sweet drawing TEA, \$1 MONARCH CHOP, INDIA CEYLON, MIXED, ORANGE PEKOE, FORMOSA OOLONG or ENGLISH BREAKFAST, at 5 lbs. for \$2.50, 3 lbs. for \$1.55, or 65c lb.

Cereals—Fresh milled OATMEAL FLAKES, 10 lbs. for 50c; Whole Cracked WHEAT, 5 lbs. for 50c; MACARONI ELBOWS, 15c regularly, fresh baked, at 5 lbs. for 45c; HOMINY CORN GRITS, 5 lbs. for 25c; granulated yellow CORNMEAL, 10 lbs. for 35c; Lenox Natural Brown Health RICE, 5 lbs. for 70c, or 15c lb. Uncle Sam Breakfast Food, 4 pcks. for 95c, or 25c a pkg.

Flour, Lenox, Prize Winning, made from selected hard wheat, bbl. in wood, \$10.75; half bbl. family size, \$5.40; 15-bbl. sacks at \$1.38, or 1-16-bbl. sacks at 70c.

28c Hams, Swift's Premium, at 22½c lb., if purchased with other groceries.

New Purity Peas Early June Peas, Uniform in size, natural flavor retained, case, special, \$1.69; dozen, \$1.35, or 12c a can.

15c Lenox Tomatoes, at 14c a can if bought in case, dozen of half-dozen lots.

Lenox 15c uncooked nutritious head Rice, half-pint, 100-lb. sack, 6-20; 25 lbs. for \$1.75; 5 lbs. for 32c, or 19 lbs. for 75c.

—Gimbels "Pure Food Store," Chestnut Street Annex.

25c Athletic Coffee at 10 lbs. for \$1.95, or 5 lbs. for \$1.

25c Hawaiian Pineapple Lenox, slices, cases, \$1.95; dozen for \$1.40, or 25c a can.

Lenox California Fresh Halves, or sliced, also Pines, Green Gages, or Egg Pines, sanitary cans, dozen for \$2.90, or 4 cans for \$1.

—Gimbels, Florida, half dozen for 75c, dozen for 95c.

GIMBEL BROTHERS MARKET: CHESTNUT; EIGHTH & NINTH