

Gimbel Brothers

Store Opens 8:30

Gimbel Brothers

Store Closes 5:30

Gimbel Brothers

Wednesday, January 31, 1917

A Sensational Sale of the Better Class Clothing for Men and Boys

OPENS AT Gimbel Brothers—Thursday Morning



SOCIETY BRAND CLOTHES

Chicago has two tailoring firms—the House of Kuppenheimer and the makers of Society Brand Clothes—whose combined yearly output approaches twenty million (\$20,000,000) dollars in value.

The very vastness of these concerns is used to perpetuate and increase the business.

At every point they can afford to—and they do—hire the most famous men for their staff. To pay ten or fifteen thousand dollars a year to a great designer is within their policy.

The making of the clothes—preparation of outer fabrics and linings, to proof against shrinking and spotting—the “trimmings” used, the grades of tailoring, all go to make considerably better clothing.

This isn't a sentimental view of the case. The clothing has been under observation for years. We are stating simple and fully-proved facts. But bigger the apple, the more peeling is to be done; bigger the business, larger the clearance lots. And as principal eastern representatives of these houses we have secured of their clearance lots—

Thirteen Hundred Kuppenheimer Suits for Men

Eleven Hundred Society Brand Suits for Men

Sixteen Hundred Kuppenheimer Overcoats for Men



And most decidedly of all the “House of Kuppenheimer” leads the world in making overcoats and ulsters. These suits and overcoats are of the lines we carry regularly—of the actual patterns in many cases. So we know the absolute values at retail and full wholesale prices. Hence we quote—

\$20, \$25 and \$30 Suits, Overcoats and Ulsters at \$15
\$30, \$35 and \$40 Suits, Overcoats and Ulsters at \$20

All the new, fine models created by these style-producing houses are included. As to fabrics—the offerings embrace some of all the year's good things. There are styles for conservative dressers who demand the best in quality.

There are snappy styles for college men and the younger professional men.

All Gimbel Clothing Reduced

(excepting only full-dress clothes)

\$18, \$20, \$22.50 Suits and Overcoats, \$13.50
\$25, \$28, \$30 Suits, Overcoats and Ulsters, \$17

\$32, \$35, \$40 Suits, Overcoats and Ulsters, \$23
\$40, \$45, \$50 Suits, Overcoats and Ulsters, \$26

\$50 Isaac Carr & Sons' XXX English Melton Overcoats at \$26

Double stitched, lap seams, raw edge, velvet collar. Chesterfield model. Blue, Black and Oxford.

\$60 Worumbo Overcoats, America's Finest Overcoat Materials, Plaid and Plain Back at \$33

Quarter silk lined, “finest quality.” Numerous models, several colors, conservative shades. And the all-wool standard is rigidly maintained in this

\$55 Full Silk-Lined Chesterfield Overcoat of Hockanum Worsted at \$33

Shapely Chesterfield, gentlemen's fine dress coat, with velvet collar and oxford gray.

\$40 Melton Overcoats at \$23

All sizes up to 50 chest. Full silk lined Chesterfield. Black and Oxford Gray.

\$22.50 Heavy Tyrol Wool Knitted Fabric Overcoats at \$13.50

Quarter silk lined. Double breasted, full back. SECOND FLOOR SECTION.

\$45 Worumbo Overcoats, \$26

Silk quarter-lined. Blue, Brown, Gray; single- and double-breasted.

\$35 Society Brand Overcoats, \$23

Imported Tondale cloth, cravenette-finish, and shoulders lined with shower-proofed silk.

\$55 Worumbo Ulsters, \$33

Quarter lined, deep yoke, wide collar. Belt back. \$7 and \$8 Hungerford System Worsted Trousers, \$5 Sewed throughout with pure silk.

All Boys' Clothing Reduced—Third floor

First Long-trouser Suits and Overcoats for Boys of 14 and up to sizes for the Man Just of Age

Suits are stylish tweeds, chevrons and blue serges; belted or plain models.

Overcoats—double or single breasted full-back, belt-back and pinch-back. Newest overcoatings and blue chinchilla.

\$13.50 for \$20, \$22.50 and \$25 Suits and Overcoats, \$10 for \$15 and \$17.50 Suits and Overcoats.

Norfolk Suits for Ages 7 to 17

\$11 for \$15 and \$18 Norfolk Suits, \$9 for \$12.50 and \$13.50 Norfolk Suits, \$7 for \$10 and \$12 Norfolk Suits, \$5 for \$7.50 and \$8.50 Norfolk Suits.

Worsted, chevrons, velours, tweeds and blue serges—many with extra knickerbockers.

Mackinaw Coats for Ages 6 to 18 Years

Heavy—good colors, skate pockets. \$3.75 for \$8.50 and \$10 coats.

Junior Overcoats and Reefers for Ages 3 to 10

\$11 for \$15 and \$18 Polo Overcoats and \$7 for \$10 and \$12 Polo Overcoats, “Trench” Coats, \$9 for \$12.50 and \$13.50 Polo Overcoats, and \$5 for \$7.50 and \$8.50 Polo Overcoats, “Trench” Coats and Reefers.

Of chinchillas, Duffles, foreign tweeds and novelty overcoatings; vicunas; some with astrakhan collars and cuffs. —Gimbels, Third floor



Clothing in Subway Store Also Reduced

Good, sturdy clothing; good-looking; fearless of hard usage. Not necessarily all-wool.

Men's \$15 and \$18 Suits and Overcoats at \$10
Men's \$12.50 and \$13.50 Suits and Overcoats at \$7.50
Men's \$10 Mackinaws at \$7.50
Men's \$13.50 Reefers at \$8.50

All Boys' Clothing Reduced—Subway Store

\$5 from \$7.50. Boys' Norfolk Suits. Fine chevrons. 2 prs. Knickerbockers.
\$5.50 from \$10. Boys' Junior Overcoats. Chinchillas and velours.
\$4.50 from \$6.50 Corduroy Norfolk Suits. Two pairs Knickerbockers.
\$4.75 from \$7.50. Chinchilla Overcoats. In Junior Polo styles.
\$4.50 for \$6.50 Norfolk Suits. Serges and chevrons, some extra Knickerbockers.
\$4.25 from \$6.50 and \$7.50. Overcoats. Tweeds and Chevrons.
\$2.50 from \$4, \$5 and \$6. Oliver Twist and Junior Suits. Serges and all-wool chevrons.
\$1.25 from \$2.50 and \$3. Oliver Twist and Junior Suits. Combination chevrons. Small sizes.
\$1 and \$2 from \$2.50 and \$3.50. Boys' Raincoats. Some include S. W. hats.
\$1 from \$1.50. Boys' Knickerbockers. Many from suits.
 —Gimbels, Subway Store.

GIMBELS : MARKET : CHESTNUT EIGHTH : NINTH

Offer Unusual

The genuine and justly-famous

Hardman Autotone

is for the only time offered at large concession of price and on partial payments within the reach of all through co-operation with its renowned makers—

Messrs. Hardman, Peck & Co., of New York City

We recently purchased the entire stock of two wonderfully attractive models, and the makers will have to develop new case models to replace them.

The Hardman Piano is the official piano of the Metropolitan Opera Company—the most distinguished musical organization in the world.

For three-quarters of a century the Hardman has enriched our national home life by reason of its rich sonority of tone, delicacy of touch and unsurpassed durability.

The Hardman Autotone is famous as being this regal piano plus a playing mechanism perfected by its builders, who develop the Hardman Autotone as a musical unit, building up the piano and player attachment as an harmonious whole—the resultant instrument having a purity of tone impossible with Player-pianos formed by attaching within the case or sound-chamber an extraneous mechanism that can only tend to rob the piano of its own goodness.

Listen! This—

Perfect Player-Piano

has every particle of resonance and tonal purity of the fine old Hardman. The added quality of self-playing brings its utmost usefulness within the reach of those without musical training as well as of those who have made music the study of their lives.

The Hardman Autotone is to the Hardman line what the most wonderfully-perfect watch is to the world of watches.

First and Only Opportunity to Own This Marvelous Instrument at a Special Price and on the Fine Co-operative Plan of the Gimbel Piano Clubs.

No other musical instrument has ever had so many musician and world-famed—

Grand Opera Star Endorsers—

Messrs. Caruso, Renaud, Martin, Slezak, Amato, Jadlowker, Seguro, Jorn, Bassi, Constantino, Grassi, Scotti, Bonci, Zenatello, Sammarco, Dalmares, Gilly, Rothier, McCormack, Campanini, Plancon, Clement, Gilibert.

Mesdames Tetrassini, Fremstad, Destinn, Pasquali, Cavaliere, Gay, Alda, Labia, Melis, Reache, Jomelli De Cisneros, Zeppilli, Noria, Alten, Weidt, Delna, Hidalgo, Mattfeld, Russ and Mme. Frieda Hempel.

The Hardman Autotone is of stable value all over America—a known cash price, and a partial-payment price which simply adds interest to the original price. Based on the total partial-payment prices, the Gimbel Club offers—

Hardman Autotone, Style A, at \$665
—Saving \$157.50

Payable—without interest or extras—at rate of **\$3.50** weekly.

Hardman Autotone, Style B, at \$775
—Saving \$210

Payable—without interest or extras—at rate of **\$4.00** weekly.

The Gimbel Club Plan

provides that the death of a club member, with payments kept up, cancels any remainder due. The family keeps the instrument and hasn't a cent to pay.

This feature has been proved by a number of cases—and the terms are written into the agreement.

A bench and a selection of music rolls go with each instrument, free.

Club is Limited to a Hundred and Fifty

Gimbel Clubs have from time to time brought various standard instruments within general reach—including highly artistic pianos—but this is the first club to offer the widely-conceded best instrument on such easy terms and at large money saving.

Will you act with such promptness as to be of the select few to share in this matchless offer?

Don't lose time. If inconvenient to come in at once, sign and mail this coupon and all possible information will be given without putting you under the slightest obligation.

Coupon
Messrs. Gimbel Brothers, Philadelphia
 Please give me fuller information regarding your club offer of the Hardman Autotone.
 Name
 City
 State

—Gimbels, Hardman Hall, Seventh floor