

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

Gimbel Brothers

Friday, February 9th, 1917

Gimbel Brothers

# Gentlemen! Your Chance on Overcoats

## And Suits, as Well—Gimbels Great Winter Sale

We hate to be constant Jeremiahs; but, gentlemen, clothing is getting dearer in spite of all we can do. And we are assured that the worst is yet to come. "Dearer." It's characterized in two ways—higher price or lowered qualities. To buy in this great winter sale—when we are adjusting our stocks and the stocks of "The House of Kuppenheimer" and of "Society Brand" clothing—is to get the full Gimbel qualities at far under price—which, it seems, will prove away under half next fall's values.

**Kuppenheimer Suits and Overcoats at \$15 and \$20**  
—the season's \$20 to \$40 lines.

**Society Brand \$20 to \$40 Suits, \$15 and \$20**  
Not a scanty few—but hundreds and hundreds—with sizes for all normal men even of considerable girth.

### All Our Lines—Excepting Full Dress—are Reduced

There is a group of \$40 and \$45 Suits at \$26 and of special interest to hard-to-fit large men, sizes up to 50-inch chest measure.

\$18 and \$20 Overcoats at <b>\$13.50.</b>	\$40 and \$45 Suits, Overcoats and Ulsters at <b>\$26.</b>	\$50 Nutria-collar Overcoats at <b>\$26,</b> double-breasted, quarter silk-lined.	\$50 silk-lined Hockanum worsted, Chesterfield Overcoats at <b>\$33</b> —also other fine Coats in sizes up to 52 chest.
\$25 and \$28 Overcoats at <b>\$17.</b>	\$45 Worumbo Overcoats at <b>\$26,</b> quarter silk-lined; single and double-breasted.	\$35 Silk-lined Melton Overcoats at <b>\$23,</b> Chesterfield style, black and Oxford.	—Gimbels, Second floor, Ninth Street.
\$30 and \$35 Suits, Overcoats and Ulsters at <b>\$23.</b>			

### All Boys' Clothing Reduced—Third floor

pair of lined knickerbockers)—ages 8 to 18, \$9, values \$12.50 and \$13.50.  
Boys' Overcoats—for ages 4 to 17 years, and Boys' Norfolk Suits (mostly with extra pair of lined knickerbockers)—for ages 8 to 18, \$7, values \$10 and \$12.  
Boys' Overcoats—for ages 3 to 16 years, and Boys' Norfolk Suits (many with extra pair of full lined knickerbockers)—for ages 8 to 18, \$5, values \$7.50 to \$8.50.  
Boys' Mackinaws—for ages 8 to 17 years, \$5.75, values \$8.50 and \$10. Pinched back with skate pockets or patch pockets.  
Boys' \$2 to \$3.50 Washable Suits—for ages 3 to 10 years, at **\$1.35.** Junior Norfolk or Tommy Tucker styles; neat stripes, in navy, cadet or brown. Also of blue or tan poplin—good models, with patch pockets.  
—Gimbels, Third floor



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Boys' Overcoats—\$15 to \$25 values, at **\$10 and \$13.50.**  
Boys' Overcoats—for ages 3 to 10 years, and Boys' Norfolk Suits (many with extra

### Misses' Serge Dresses Spring Fashions

**As Low as \$10: and Climb to \$39.75**

Whatever the price, every dress bears evidence of the newly decreed fashions. Straight lines are greatly favored. Touches of contrasting embroidery or stitching form the trimmings. Navy blue and spring tints. For ages 14 to 20.  
Spring Suits—with new beauty, at **\$19.75 to \$60.**

**Misses' Winter Coats at \$7.50, \$10, \$15 and \$19.75**  
That Were \$12.50 to \$35

Practically any weave and popular style of the season.

**Girls' White Pique and Rep Dresses at \$2.50**

Smocked or embroidered in colors. Beautiful new models suitable for Valentine or Washington's Birthday festivities.  
Middy Blouses for "gym" and school wear, at **\$1.** For ages 12 to 20.  
Girls' winter Coats now at **\$5, \$8.95 and \$12.75**—reduced from \$6.75 to \$19.75.  
—Gimbels, Salons of Dress, Third floor

### The Silk Sale

Is a Wonderful Success

—Because the silks most in vogue are listed at nearly half the prevailing selling prices. "International" in scope.

\$2 a yard for \$3 Failla Opera, a soft finish silk in the newest spring tints. \$1.35 a yard for \$2.25 Georgette of 40 inches wide.

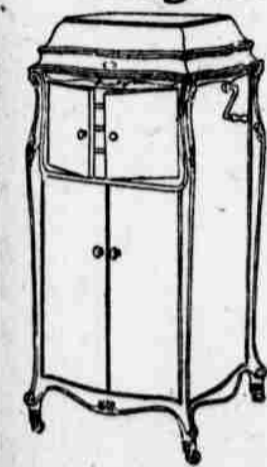
\$1.55 a yard for \$2.50 imported Taffeta (extremely popular for spring), in black and wanted colors.  
—Gimbels Enlarged Silk Salon & Center Aisle, 2d floor, & some on 1st floor, Grand Aisle.

### Hair

The new high coiffure is not very difficult to arrange. Helpful Switches at **\$1.25, \$3.25 and \$5.75.** Facial Massage, Manicuring, Scalp Treatments. Pleasant surroundings; exceptional service.  
—Gimbels, Third floor

### Dressing

### The Newly-Elegant Victrola XVII



There have been a thousand violin makers, but no second Stradivarius. Yet his violins were of wood, as others, and any usual string was good enough. There is a difference in the sound chambers of violin, piano or Victrola.

The new No. XVII is worth its cost to anyone who demands the utmost. Its outward appearance is very handsome, too.

**\$250.**

Terms so easy that the purchase is not burdensome.

Gimbel service stays by you—to teach best use of the machine and care of the records.

Gimbels stock of Victor Records seems easily best.

Victrolas, \$15 to \$350.

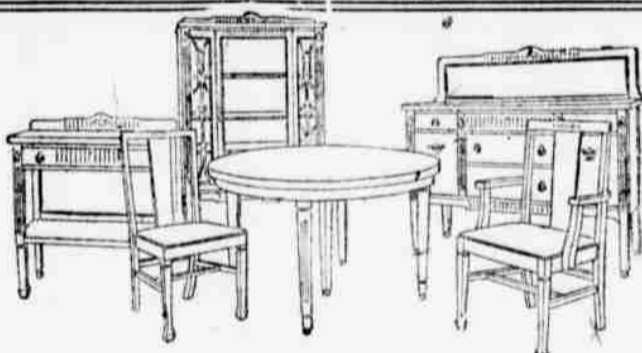
### IN THE SUBWAY STORE 500 Women's and Misses' \$12.50 to \$20 Dresses at \$8.75

About 150 beautiful "samples" in charmeuse, taffeta, and fine serges are included. All should go in a day. Dresses for street, afternoon and evening wear. Serges, taffeta, crepes de Chine, also georgette crepe and serge and combination satin-and-serge; many styles and colors; sizes for age 14 years to 44 bust measure in the lot.

**Wonderful Bargains at \$8.75 each**  
—Gimbels, Subway Store

Taffeta \$8.75  
Serge and Satin \$8.75  
Velvet \$8.75

### \$150 Ten-Piece Dining Suite at \$125



In the February Sale

This is a 10-piece dining-room suite reproducing an Adam design, as pictured; made of quartered oak in butler or golden finish; the chairs have leather slip seats in the brown Spanish effect; ten pieces at **\$125, value \$150.**  
As going to show the great values in the Gimbel February Furniture Sale at moderate prices—yet in good, well-made, dependable furniture in the classic lines that distinguish very much higher priced kinds. Another example—  
**\$300 Inlaid Sheraton Four-piece Mahogany Dining-room Suite.** February Sale Price, \$200.  
—Gimbels, Sale is on Sixth and Seventh floors.

### Women's Furs Sets Reduced

Natural mink Sets, for one very practical instance:  
**Now \$32.50, were \$60** | **Now \$55, were \$85**  
**Now \$49.75, were \$95** | **Now \$95, were \$145**

Savings that mean all the more when you see the furs.  
And mink is one of the best-wearing furs known.  
—Gimbels, Fur Salons, Third floor.

### Black Fox Sets Reduced, Also

Double-animal or open scarf, and big, warm, stylish muff—  
**\$39.75 Sets now \$29.75** | **\$65 Sets now \$50**  
**\$55 Sets now \$39.75** | **\$79 Sets now \$62.50**  
—Gimbels, Fur Salons, Third floor, and some on First-floor Aisle.

### A Few Finest Scotch Moleskin Coats, \$179, \$188, \$300

Beautiful ripple-y models. Various skunk-kolinsky- and dyed-fitch-trimmed. And the linings are the most luxurious silks.

### A Few Finest Caracal Coats, Now \$250 to \$450

Skunk- or sable-marten-trimmed. Richly lined and styles of beautiful lines.  
—Gimbels, Fur Salons, Third floor.

### Millinery—The Newest "Flare"

is at side and back. Very "different."  
New straw Hats—flared and combined with satin or crepe; all-of-a-color or in strong color-contrast.

**At \$5, \$6 and \$7.50**  
—Millinery Salons, Third floor.

### Women's \$6 to \$8 Shoes, \$4.95

Clear decks for action! That's it, spring stocks arrive. We must have the room, hence these fine winter styles in—  
Gray buckskin, tan buckskin, tan calf, black calf, bronze kid, patent-calf and two-tone leathers—at **\$4.95** for choice of fairly good variety.  
—Gimbels, Second floor.

Tomorrow—the Big Round-Up

### Men's Furnishings

All this week we have been giving values unmatched anywhere. For Saturday, a final grouping—

**Men's \$1.10, \$1.25 and \$1.50 Pajamas at 85c**  
**Men's \$1.50, \$2 and \$2.50 Shirts at 90c**  
These are going out by big lots—they cost above our price at wholesale.

**50c and 65c Four-in-Hand Ties at 35c**  
**\$1 and \$1.50 Four-in-Hand Ties at 65c**  
Made to slip easily under collar.

**\$2 and \$2.50 Ties at 95c**  
**Men's 35c Suspenders at 20c**  
—Gimbels, Men's Goods, First floor, Ninth Street.

### Women's Silk Plush Coats, \$25

Two styles—one semi-fitted; the other full-swirl. Both lined throughout. Either now **\$25.**

**Now \$28.50—Bolivia Coats**

In navy blue, green, brown, taupe and mist.

**Now \$15—Wool Velour Coats**

Blue, brown, green and taupe. Big, full and belted.  
—Gimbels, Salons of Dress, Third floor.

### Knit Underwear for Women

In Weights for Any Climatic Change

If the weathervane indicates spring-like weather these Ribbed Vests with hemmed or crocheted tops will be suitable. "Seconds" of the 35c quality, at **18c.** Sizes as they run.

Should the temperature drop these ankle-length ribbed cotton Union Suits will fill the need. Banded top. At **75c.** Low neck, no sleeves.

Women's Woolen Spencers, fit snugly under the coat. With sleeves at **\$2.25.** Sleeveless at **\$1.95.**  
—Gimbels, First floor.

### 50c Quaker Blend Coffee

At the Following Special Prices:

**4 lbs. for \$1.10** | **25 lbs. for \$6.50**  
**10 lbs. for \$2.68** | **2 lbs. for 60c**

—and Quaker Blend Coffee is the blend served in our Restaurant—justly famous.

### Hawaiian Pineapple

Lenox brand, extra large thick slices. Hawaiian fruit. Large 30c cans, **22c** case \$4.90, dozen \$2.50, or a can.....

Jacob Dold's Westphalia-style 28c Hams at wholesale price, 22½c lb., if purchased with other groceries.

Purity Early June Peas—One carload of new-pack Peas, uniform in size, natural large spears; 35c value, at **\$3.25 a dozen,** flavor retained; cases at **\$2.65,** dozen at **\$1.10,** or 28c a can, **\$1.35,** or half-dozen for 70c.  
—Gimbels, "Pure Food Store," Chestnut Street Annex.

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

**Men's 25c and 35c Four-in-Hands at 15c**  
Men's \$1 and \$1.50 Shirts, at 65c—soiled from handling.  
—Gimbels, Subway Store

**35c to \$1.50 Hand Bags and Envelope Purses, at 25c to \$1**  
\$1 for \$1.65 silk Draw-string Bags.  
—Gimbels, Subway Store

**Women's 50c to 60c Underwear at 35c and 38c**  
Women's 85c knit Combination Suits, at 55c.  
—Gimbels, Subway Store

**Boys' \$6.50 and \$7.50 Overcoats and Mackinaws, Now \$4.25**  
Boys' \$6.50 Norfolk Suits, now \$4.50—extra bloomers.  
—Gimbels, Subway Store

**Women's \$4 to \$6 High Shoes at \$2.95**  
Children's Shoes, at **\$1.35 to \$1.95.**  
—Gimbels, Subway Store

**Women's \$1 Saten Petticoats at 65c**  
Corset Covers, at 25c to 50c, values 38c to 75c.  
—Gimbels, Subway Store

### GIMBEL BROTHERS

MARKET : CHESTNUT : EIGHTH : NINTH