

Store Opens 8:30

Gimbel Brothers

Store Closes 5:30

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Tuesday, February 20, 1917

A Highly Important Furniture Sale at Gimbels

Newest and Most Effective Furniture---Of All Good Grades---Large Assortment---Great Economy

Squeeze a man. He will yell if he's yellow; he will come to the scratch and acquit himself well, if he is of the right, worth-while stuff.

Just when we had this February furniture sale well under way, fire destroyed our big warehouse at 21st and Market and, while we had nearly three acres of floor space at the Store full of furniture, the reserve stocks were gone.

While the fire was raging, arrangements were pushed to get in the many carloads of furniture due us on lots bought for the sale.

Buying of more goods started, as well, and aside from temporary inconvenience on a few score deliveries (for which we have begged pardon and indulgence), we can be more proud than ever of our present readiness to serve.

The Furnishing of a Home or Apartment Has Risen to an Art---Not More Money is Needed, But Good Taste is---and the Furniture That Good Taste Demands

Proper furnishing makes a small room seem larger—and really does relieve most floor space.

Dark rooms are lighter with proper furniture—and with both proper furniture, and paint and paper, they are glorified.

Such things were always true—but the truth was long pooh-poohed.

Ginger-bread styles are passe—though they form the chief stocks in stores whose one appeal is price.

Gimbel furniture, correct furniture is simple—noble—livable—of sorts that can be added to, and that needn't be discarded.

As an exposition, this Gimbel furniture event is worthy.

And, withal, remarkable values are offered.

Furniture payments can be spread over a long period, if desired. Same low cash prices, of course.

Bed-room Suites, \$70, value \$100—mahogany or ivory finish, to \$775, value \$1000—for an eleven-piece suite in old ivory.

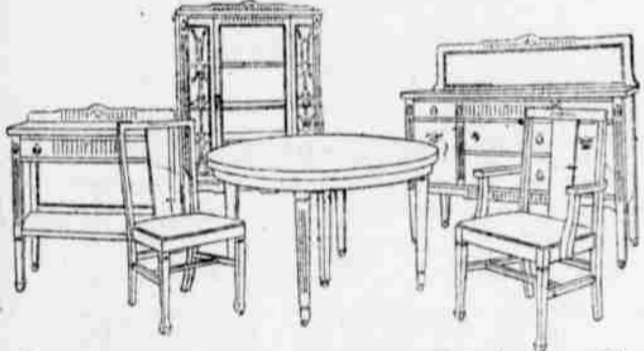
Dining-room Suites, four pieces—solid mahogany, \$100 (value \$165), to eleven-piece suite in walnut at \$750 instead of \$900.
Living-room Suites, \$48 to \$1000.

\$165 Solid Mahogany Dining-room Suite, at \$100



As illustrated—in solid mahogany (no veneer) Sheraton design.

\$135 Four-piece Dining-room Suite, at \$100



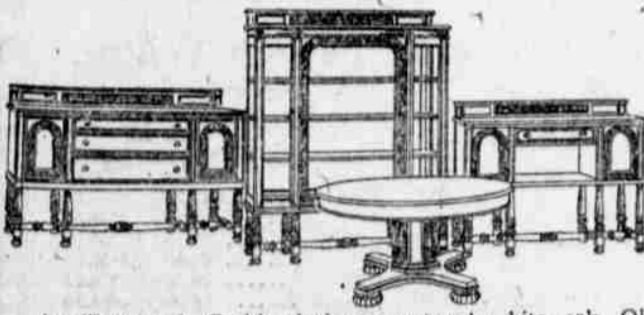
Adam style, as illustrated—quartered oak, Butler- or golden-finish. Also in ten pieces. February Sale Price, \$125, reg. \$150.

\$225 Mahogany Suite at \$185



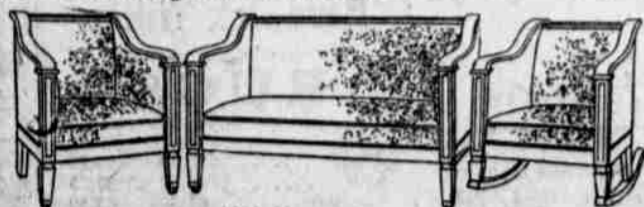
Four pieces, as illustrated—in mahogany, Louis XVI design; buffet 5 feet long.

\$450 Dining-room Suite at \$225



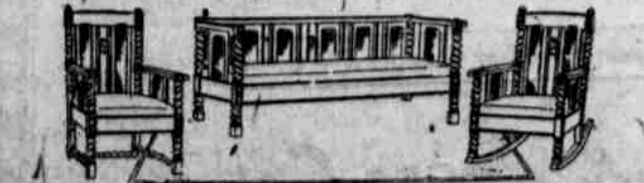
As illustrated—Gothic design, quartered white oak, Old English finish; buffet 6 feet long, table 54-inch top.

\$65 Three-piece Living-Room Suites, \$48



As illustrated—3-inch mahogany frames, large deep-seated pieces covered in tapestry or brown fabric.

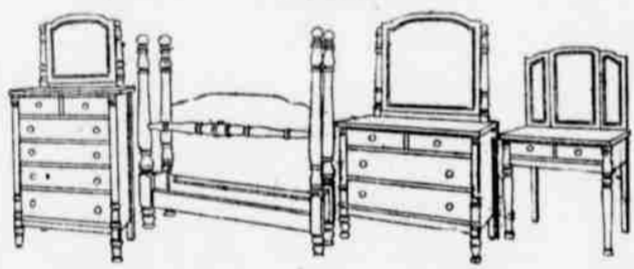
\$125 Living-room Suites at \$95



As illustrated—davenport 7 feet long, cane insert panels; also large rocker and chair to match; upholstered automobile spring seat covered in tapestry, frames of mahogany or Jacobean finish.

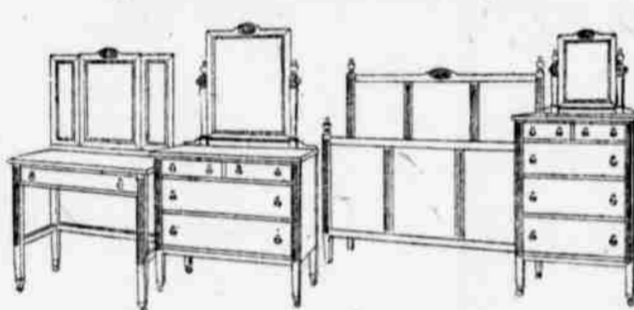
Five Hundred Pieces Chamber Furniture
William and Mary and Queen Anne Designs
In Mahogany, Old Ivory and American Walnut
SOLD IN SUITES OR SEPARATELY

\$175 Solid Mahogany Chamber Suite at \$125



As illustrated—Colonial design, solid mahogany (no veneer), with full-size bedstead.

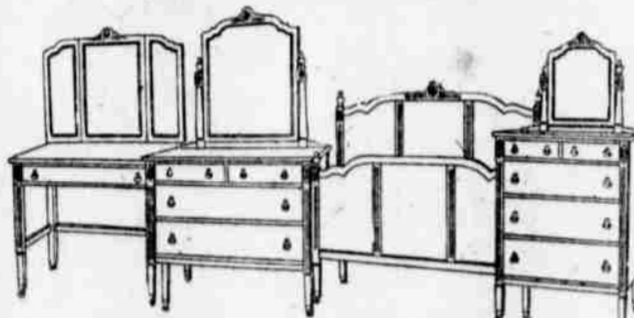
\$120 Bedroom Suite at \$85



As illustrated—Adam design, in mahogany, old ivory finishes. Four pieces.

Sold separately, as follows—
Bureaus, February Sale Price, \$25, regularly \$35.
Chiffonniers, February Sale Price, \$25, regularly \$35.
Toilet Tables, February Sale Price, \$18, regularly \$25.
Bedsteads, February Sale Price, \$18, regularly \$25.

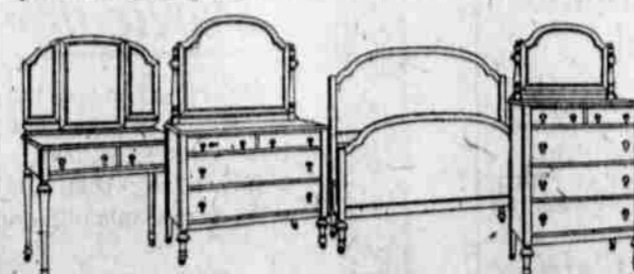
\$100 Chamber Suite at \$70



Four pieces, as illustrated—Adam design, in mahogany or old ivory finish; dust-proof.

Sold separately, as follows—
Bureaus, February Sale Price, \$20, regularly \$30.
Chiffonniers, February Sale Price, \$20, regularly \$30.
Toilet Tables, February Sale Price, \$15, regularly \$20.
Bedsteads, February Sale Price, \$15, regularly \$20.

\$160 Four-piece Chamber Suite at \$115



As illustrated—William and Mary design, mahogany or solid American walnut, large size pieces, dust-proof construction throughout.

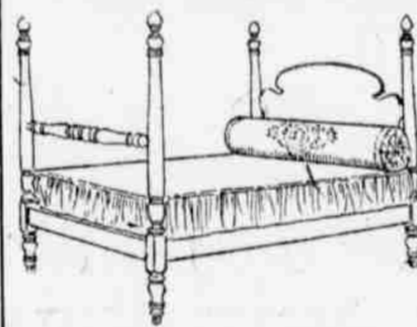
Sold separately, as follows—
Bureaus, February Sale Price \$30, regularly \$45.
Chiffonniers, February Sale Price, \$30, regularly \$45.
Toilet Tables, February Sale Price, \$25, regularly \$35.
Bedsteads, February Sale Price, \$30, regularly \$35.

\$215 Three-piece Living-room Suites at \$165



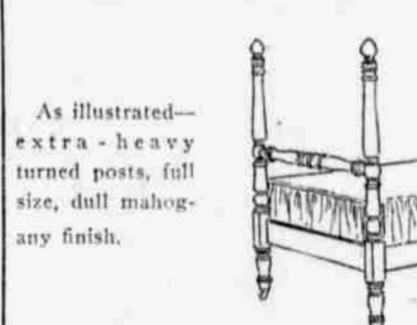
As illustrated—luxurious upholstered davenport 7 feet long, all spring edge, high spring backs, loose cushions, entire exterior as well as both sides of cushions covered in same tapestry.

\$25 Four-post Bedsteads at \$15



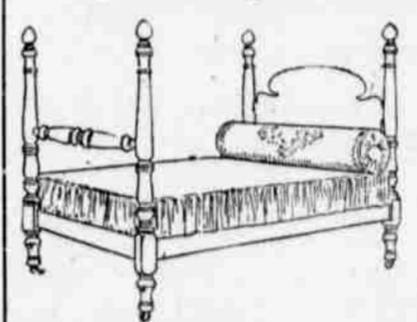
As illustrated—3 feet wide, to be used as twin or in single rooms, in mahogany, heavy turned posts.

\$30 Four-post Bedsteads at \$20



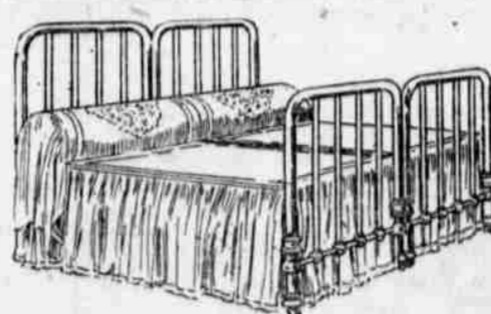
As illustrated—extra-heavy turned posts, full size, dull mahogany finish.

\$45 Four-post Bedsteads at \$30



As illustrated—extra-high 4-inch turned posts and cross rails, full size, dull mahogany finish.

\$15 Twin Enameled Bedsteads at \$8 pair



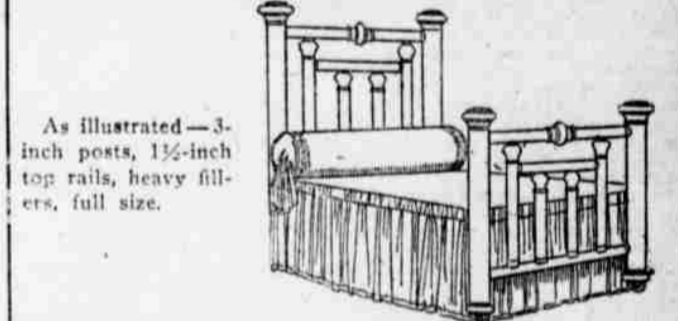
As illustrated—3 feet wide, 1 1/2-inch continuous posts, finished in baked white enamel.

\$20 Brass Bedsteads at \$11



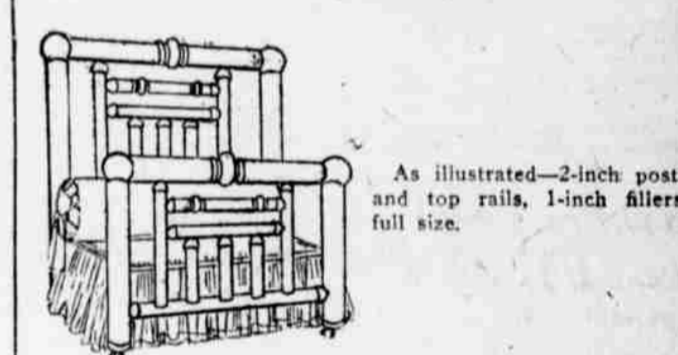
As illustrated—2-inch posts and top rails, 1-inch fillers, full size.

\$45 Brass Bedsteads at \$25



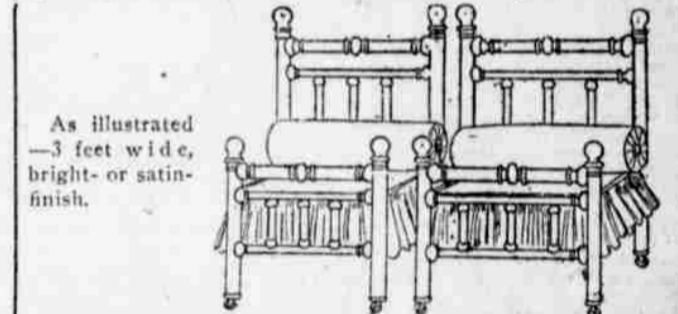
As illustrated—3-inch posts, 1 1/2-inch top rails, heavy fillers, full size.

\$30 Brass Bedsteads at \$15



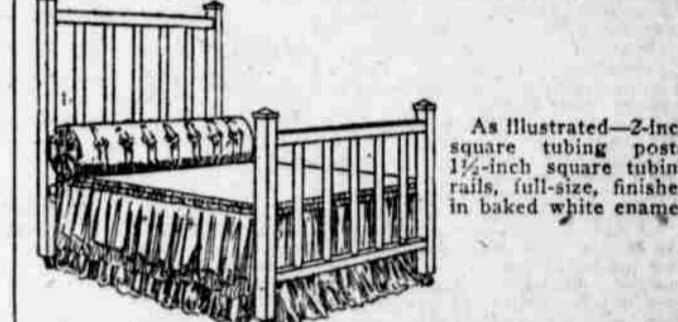
As illustrated—2-inch posts and top rails, 1-inch fillers, full size.

\$32 Twin Brass Bedsteads at \$20 a Pair



As illustrated—3 feet wide, bright- or satin-finish.

\$15 Square-Tube Bedsteads at \$9.50



As illustrated—2-inch square tubing posts, 1 1/2-inch square tubing rails, full-size, finished in baked white enamel.

Upholstered Box Springs

for metal bedsteads, full size, all-spring edge, soft cotton tops covered in A. C. A. ticking, February Sale Price, \$12, regularly \$18.

Mattresses in the Making

We will demonstrate making a pure South American horse-hair Mattress to your order at special prices. You may select the hair and your ticking and have the Mattress made in your presence at the following prices:

- No. 1 South American horse-hair Mattress, at—
- 4 ft. 6 in. size, 45 pounds, at \$32, regularly \$37.
- 4 ft. 6 in. size, 40 pounds at \$30, regularly \$34.
- 4 ft. size, 35 pounds, at \$28, regularly \$29.
- 3 ft. 6 in. size, 30 pounds, at \$25, regularly \$26.
- 3 ft. size, 25 pounds, at \$22, regularly \$23.

—Gimbels, February Furniture Sale is on Sixth and Seventh floors, also Subway Store

GIMBELS
Market : Chestnut : Eighth : Ninth