

Gimbel Brothers | Store Opens at 8:30 | Gimbel Brothers | Store Closes at 5:30 | Gimbel Brothers | Friday, February 23, 1917 | Gimbel Brothers

# The New, First: Safe Quality, Always: Best Values—Gimbels

Men's and Young Men's \$20, \$25 and \$30 Overcoats at **\$15**



To any man who reads the papers—who keeps in touch with advancing costs in woollens—this price for a good overcoat is astonishing—first to get \$20, \$25 and \$30 kinds (been that all season) at \$15; and, next, because they are Kuppenheimers at \$15.

Single- and double-breasted, box back, raglan shoulder, Klavicle, one-piece back and sleeve, pinched-back, form-fitting—many models! Also Ulsteretts. All are quarter-lined with silk. **\$15.**

All other makes of Gimbel overcoats are also reduced—

- \$40 and \$45 Overcoats at . . . \$26
- \$30 and \$35 Overcoats at . . . \$23
- \$25 Overcoats at . . . . . \$17
- \$20 Overcoats at . . . . . \$13.50

—Gimbels, Second floor, Ninth street.

Boys' \$10 and \$12 Norfolk Suits at \$7

The blue serge suits in this group do not have extra trousers. But in the fancies—  
**Many Have Extra Trousers**  
Medium and lighter weights in chevrons, for boys 7 to 17 years.  
**\$7.50 to \$8.50 Junior Overcoats at \$5**  
—and \$10 to \$13.50 Junior Overcoats at \$7 and \$9.  
Wash Suits, for small boys; galateas—fast colors; **\$2.85** for ages 3 to 10 years.  
Gimbels, Third floor

Men's Suits to Order at \$19.50

**\$30 to \$35 Values—Two Hundred Different Fabrics in Full Pieces**  
**Hundreds of One- and Two-Piece, Suit Lengths**  
The more thoroughly you dig into the showing of fabrics in this Custom Tailoring event, the more you will wonder how we can offer such wide choice and charge no more than last year for a suit to order in the face of advanced cost of woollens.  
For the extra-size man, for the man hard to fit—and to please as to fabrics—in fact for any man it is an unlooked-for opportunity to make a good saving.  
Sale runs till Store-closing Monday, March 5th. Deliveries in the order booked (except in special cases)—and all before Easter.  
—Gimbels, Second floor, Ninth Street

Misses' Spring Suits Exploiting Every New Fashion

Fashions were never prettier nor so well adapted to youth, and in such diversity—  
**There Are 21 Styles at \$19.75**  
Pleats are very prominent. In many coats pleats fall from the collar or yoke—and boast of four pockets. Navy blue, black, soldat blue, mustard and other colors.  
Suits of velour in high colors, at \$25 and \$29.75.  
Suits of jersey in sports styles and colors, at \$19.75, \$25 and \$35.  
Swagger English tweed Suits in beautiful color tones, at \$27.50 and \$29.75.  
A distinctive Dress Suit of Poirer twill has a novel pointed coat. Cable stitching in self colors gives a pretty touch. At \$39.75.  
**Silk and Cloth Dresses at \$15**  
**A Score and More of Spring Models for the Young Miss to Choose From**  
Every style feature approved by Dame Fashion finds expression. Dresses of serge—pleated and button-trimmed. Dresses of taffeta in navy and other colors with contrasting stitching as a finishing touch. Any at \$15.  
—Gimbels, Salons of Dress, Third floor.

Men's "Welbred" Cordo-Calf

**Tan Shoes at \$6.50**  
The style is pictured. Cordo-calf is calfskin finished in the rich dark tan in which cordovan comes. Same style in wax calf, same price—\$6.50. Same style in cordovan (horsehide) and in French calf, at \$7.50 to \$9.  
Gimbel shoe standards are maintained notwithstanding advancing costs in leathers.  
Men's "Lenox" Shoes, at \$3.50 and \$3.75. Best medium-price shoe proposition we know of.  
Men's "Custom" Shoes, our name for best \$4 and \$4.50 shoes obtainable.  
Men's "Perfection" Shoes, at \$5.50 and \$6.  
Up-to-date styles and leathers at each price; reliable shoe-making and correct fit.  
—Gimbels, Second floor.

**IN THE SUBWAY STORE—300 WOMEN'S AND MISSES' \$10 TO \$16.50 DRESSES AT \$8.75**



A hundred "sample" Dresses are included! Ones and twos of a kind, from a well-known manufacturer.  
There are serges, taffetas, satin and a combination of serge-and-satin. Many styles and up-to-date models that will delight every looker—many samples.  
Navy, black, green and gold. Sizes for 14 years to 44 bust.  
**Choose at \$8.75**  
—Gimbels, Subway Store.

Women's Coats

**The New Spring Velour Checks At \$12.75, \$13.75, \$21.75**  
And collars are more becoming than ever. These are variously of the velour itself or inlaid with black, marine blue or shadow lawn green.  
Different sized checks—black-and-white, of course; in three styles, variously at \$12.75, \$13.75 and \$21.75.  
**Wool Velour Coats at \$16.75 and \$19.75**  
All the fashionable colors, including Burgundy and Spanish gold.  
**Wool Poplin Coats with silk inlays—at \$16.75**  
Navy blue, black—and some in the new favorite butternut.  
*Note the novelty pockets with their "Peggy flare."*  
—Gimbels, Salons of Dress, Third floor.

**New Trimmed Millinery At \$5, \$6 and \$7.50**

Hundreds of smart diversified shapes. New flare brims entirely new angles. New turbans and tricorons. New shades of rose, gray, blue—the colors "to the fore." Smart black hats—all black or black with color. New ribbon trimmings—most unique. New ornaments in new vivid or new subdued colorings.  
**At \$5, \$6 and \$7.50**  
—Gimbels, Millinery Salons, Third floor.

Offer Extraordinary



## The Genuine and Justly Famous Hardman Autotone

widely conceded to be  
**The World's Perfect Player-Piano**  
is offered for the first and only time at decided savings through the helpful co-operation of a—  
**Gimbel Piano Club**

We are representatives in this large section of—  
**Messrs. Hardman, Peck & Co., New York**  
and recently made a bulk offer for all their Hardman Autotones of two really beautiful styles. They will have to make new case styles to replace them. It is this purchase we are privileged to offer on the club plan—and therefore—  
**This Club is Limited to One Hundred and Fifty**  
The Hardman Autotone—so decidedly "the world's perfect player-piano"—endorsed and owned and used and appreciated by—  
**Caruso, Tetrzzini and Scores of the Other Grand Opera Artists**

—puts a power within reach of both novice and professional musician that opens wide the musical wealth of the ages.  
Said Professor Maurits Leefson, an integral part of the musical life of Philadelphia, in the "North American" of 14th inst.:  
"I find the player of the utmost value in teaching advanced pupils. When a student has reached the point where he can play the classics, when he knows a great body of really good musical literature, he can get a great deal out of the player."  
"After studying a composition himself, then perfecting it under the guidance of his master, he can compare his performance of it to the way Bauer, Hofmann or Goodson plays it. I do this frequently with my pupils. Occasionally we find some great pianist has tampered with the composition. He has made certain inserts or abbreviations. Maybe he has shifted certain measures. All this, of course, is of the utmost value for purposes of comparison and even for imitation. Then the new players have everything, even to the last detail of pedaling. Their reproduction of an artist's performance is really almost perfect. But with all the wonderful things mechanics have done for music in recent years, I believe more is yet to be accomplished. We shall see many new and wonderful things."  
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 developed the Hardman Autotone as a musical unit, building up the piano and player attachment as a harmonious whole—the resultant instrument having a purity of tone impossible with Player-Pianos formed by attaching within the case or sounding-chamber an extraneous mechanism that can only tend to rob the piano of its goodness.  
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. Club members skip interest—and more. 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 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.  
Don't lose time! The number of instruments is so limited. 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.  
—Gimbels, Hardman Hall, Seventh floor.

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

**GIMBEL BROTHERS: Market: Chestnut Eighth and Ninth**