

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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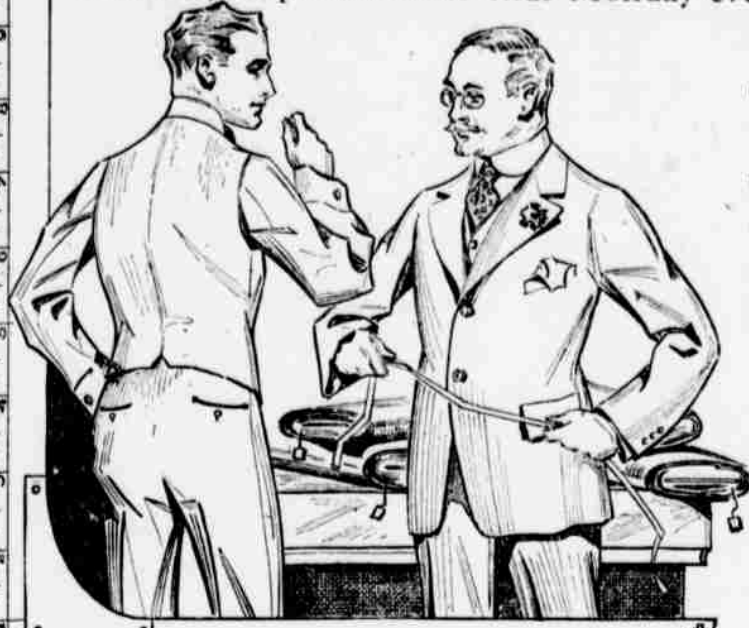
Friday, March 2, 1917

Gimbel Brothers

GIMBELS Wish All Philadelphia Stores Would Join Them in Good Service and Growth

Men's \$30 to \$35 Spring Suits Made-to-Measure for \$19.50

This very important offer ends Monday evening, March 5th.



Under present market conditions on good woollens, you really are getting merchant tailor work below the value of ready-made clothes. Offer is possible by reason of long planning and having the tailors busy ahead of the normal season.

A new suit for Easter? A spring and summer wardrobe.

Don't miss the opportunity. Wide choice of good fabrics. **\$19.50.**

—Gimbel's, Second floor, Ninth St.

Boys' Norfolk Suits, \$8.75 With Extra Trousers



Undoubtedly an extra pair of trousers is a good investment, in that it practically doubles the life of the suit. Even supposing it was only half as much again—that would mean that these \$8.75 extra-trouser Norfolk suits would stand you in about thirteen dollars' worth of clothing service. Three of the newest models for boys 8 to 18 years.

\$15 for Boys' First Long-trousers Suits; mostly in regulation styles; smallish groups—were collected from several sources; for at first the market looked as bare as a bone! But here are the shirts wanted for now and later, at—

\$5 for Boys' Reefers and Top Coats; ages 3 to 10 years; blue serge, fancy tweeds and shepherd checks.

\$2.85 for Boys' new Spring Wash Suits; mostly in regulation styles; stripes, others of plain white, blue or tan, with cuff on sleeve; patch pockets and new Norfolk effects; 3 to 10 years. —Gimbel's, Third floor.

February's Furniture Sale Is Continued to March 10th

Destruction of our warehouse, soon after starting the February Sale, carried away all our furniture except the floor stock—chiefly samples.

We had every possible help in getting in valuable goods—seventeen carloads were soon rolled in, but large purchases to further the sale did not arrive in time to fully sustain the manifest interest of many hundreds of customers. To be fair to them—and to ourselves—we shall continue the sale until Saturday of next week. Nothing being done for mere effect. We shall continue to use the February Sale tags to indicate the furniture offered at special prices.

Wonderful Display of Living-Room Suites and Separate Pieces—Save Average Fourth to Half

\$150 Tapestry Suites at \$95
Three-piece; tapestry, as illustrated, davenport 6 feet long, large arm chair and rocker, loose cushion seats.

\$40 and \$50 Arm-Chairs and Recliners at \$15 each
As illustrated, high wing sides, covered in brown and mulberry velour, ball and claw feet—limited lot, at \$15 each. v.l.u.'s \$40 and \$50.

\$75 Priscilla Sewing Cabinets, \$4.50
As illustrated, solid mahogany, interior fitted with sliding tray.

\$100 Davenport, brown velour or tapestry, 6 ft. long, ball claw feet, at \$40.
\$65 Davenport, covered in denim, mahogany frames, special at \$35.
\$30 Arm-chair or Rocker to match, in denim, at \$15 each.
\$90 English Lounging Chair, covered in tapestry, at \$45.
\$125 Davenport, 6 ft. long, spring seats and arms, at \$75.
\$150 Davenport, overstuffed high spring back and seats hair-filled, loose cushions, covered in blue velour, at \$75.
English upholstered Sofas, green and maroon morocco leather, loose cushion seats, high spring pillow back and arms, at \$60, value \$120.

\$300 Davenport and Arm-chair, mahogany frames covered in silk damask, down cushions, at \$150.

\$200 Davenport and Arm-chair, mahogany frames covered in damask, cotton top, down cushions, at \$150.

\$164 Davenport and Arm-chair, mahogany frames covered in blue velour, at \$82.

\$125 Sofa and Arm-chair, covered in tapestry, at \$65.

\$400 Davenport and Arm-chair, mahogany frames covered in silk damask, down cushions, at \$200.

This Collection of Women's Smart, Good-Taste Suits at \$20

is all the more wonderful when you realize the many "shoddy" materials on the market today.

Never was it harder to avoid being tricked. Never have we more strenuously safeguarded quality.

Cleverest Style Tendencies, Durability : Satisfaction : Lasting Color

Whether wool poplin, gabardine or crepe. Whether gold, chartreuse, field tan, navy blue, porcelain blue or black, at \$20.

Good-looking Suits in becoming styles at \$15.75—half-price of serges, worsteds, poplins and mixed suitings—grades that go into higher priced suits. Sports Suits—style after style—at \$20, \$25, \$29.50 to \$75—of the fashionable wool jersey.

Carefulness in Cut That Means Unequaled Quick Service

Any pin-fittings free—if you need even that!

—Salons of Dress, Third floor.

"Any Color So It's in the New Pastel Range" in Women's Spring Coats

And nobody ever dreamed this variety of tints and shades that rank today as "pastel." Which means: any woman can find a becoming shade among

Vivid- or Soft-Color Coats in Spring's New, Beautiful Fabrics

Gunnibull, burella, tricotine, loopine, bolivia, wool poplin and jersey cloth. Coats kept all to the same tone. Trimmed with quiet or brilliant color. Straight line or barrel suggestion. With new collar ideas. With new pockets.

\$15, \$16.75, \$19.75, \$25, \$29.75 to \$47.50

—Salons of Dress, Third floor.

Men's Shirts, 85c: Values \$1 and \$1.50

Uncommonly Good Proposition With Shirtings Scarce and High

The bulk of these shirts—in all there are—

4800 Shirts in the Sale

came from a maker whose factory was tied up temporarily, and quick money was needed to meet banking obligations. Other lots—mostly smallish groups—were collected from several sources; for at first the market looked as bare as a bone! But here are the shirts wanted for now and later, at—

85c Fine mercerized (cotton) pongee, rep-cloth, Crystal cloths; printed and woven madras—all cut over the Gimbel pattern, which insures fit and satisfaction—finished with five buttons. All have soft, double cuffs; \$1 and \$1.50 values, at 85c.

—Gimbel's, First floor, Market and Ninth Corner.

Girls' White Dresses Fluffy Models Just Unpacked

For Confirmation and Other Wear

Dresses of exquisite charm, expressive of all that is new and fashionable for spring and summer. Developed of organdie, batiste, net and white taffeta, in simulated Empire, waist and "jacket" models. Prettyly garnished in lace and tucks. For ages 12, 14 and 16 years. \$5.95, \$10 to \$19.75.

The dress pictured has paillette of tucks and lace, and brocaded ribbon girle and bow. In 12, 14- and 16-year sizes, at \$11.50.

For the younger girl, 6 to 14 years, dainty white Dresses with colored ribbon girles, at \$3.95, \$5, \$5.75 to \$12.75.

Girls' spring Coats, at \$5.95, \$7.50, \$8.95, \$10 to \$25 in sports and dressy models.

Misses' Spring Suits at \$15.75

In favorite sports styles. Coats have large collars, deep pockets and are button-trimmed.

—Gimbel's, Salons of Dress, Third floor.

Sportussah Neckfixings Are Very Smart

The sports idea is strongly entrenched in neck fixings for women. These are the latest arrivals:

Sportussah Collar and Cuff Sets in oyster white, Madonna blue, gold and coral, bordered in white Georgette crepe, mystic stitched designs an additional touch. At \$2 a set.

Convertible Vestees, one side of Sportussah in oyster gray; the other of soft shimmering white satin. At \$2.25.

Collars of Sportussah; beaded, lace-trimmed and hand embroidered. Various at \$1 to \$2.25.

—Gimbel's, Neckwear Store, First floor

80c Chocolate-Covered Cherries in Cream at 50c lb.

—Gimbel's, Chestnut St. Annex and Subway Store.



Seven Days Only Gimbel Hardman

Autotone Club

Ends Saturday, March 10th

The Hardman Autotone is the world's perfect Player-Piano—at least so say—



- Caruso
- Renaud
- Martin
- Slezak
- Amato
- Jorn
- Jadlowker
- Bassi
- Grassi
- Constantino
- Scotti
- Alda
- Bonci
- Zenatello
- Sammacco
- Dalmores
- Gilly
- Rothier
- McCormack
- Campanini
- Plancon
- Allen
- Weidt
- Delna
- Hidalgo
- Russ

- Clement Seguro
- Gilbert Trazzini
- Fremstad
- Destinn
- Pasquali Cavalieri
- Gay Labia
- Mattfeld
- Melis
- Reache Jomelli
- De Cisneros
- Zepilli
- Noria
- Mme. Frieda Hempel

No piano or player have ever won so many world-famed musicians. The Hardman Autotone is the exalted member of the musical line of Hardman, Peck & Co., New York—the best of the world's best make. Until Saturday evening, March 10th, we will furnish—

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. No such offer has been made anywhere—and cannot be. As principal sellers of the famous Hardman Pianos and Autotones we felt justified in buying the factory product of two splendid case-styles of the Autotone, that we might enrich music-loving Philadelphia by a further number of Hardman owners.

Fifteen thousand Philadelphia homes own a Hardman Piano or Autotone—as their player-piano is called—therein endorsing the choice of—

Caruso, Trazzini and Scores of Other Grand Opera Stars

—endorsing, too, the action of the Metropolitan Grand Opera Company in making the Hardman the official piano.

The Gimbel Club Plan

provides that the death of a club member, with payment 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 all terms are written into the agreement.

Don't lose time! The number of instruments is so limited that we now positively state that the selling ends March 10th. 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.

—Gimbel's, Hardman

Week-End Subway Store Savings

Women's : Misses' \$10 to \$16.50 Dresses at \$7.75

Unusual, so early in the season, to get new Spring Dresses at such good savings.

at \$7.95 Dresses of serges, silks, taffetas, serge-and-silk, georgette-and-serge or taffeta combinations; wanted shades; nearly all sizes.

New Spring Suits, in new apple green, tan, rookie, rose and the staple black or navy at \$10.95 to \$25.00—all sizes.

New Spring Coats—absolutely up to the minute, at \$10.95—all sizes. Girls' New Spring Coats at \$3.95 to \$12.95—for ages 6 to 14 years.

Separate Skirts at \$2—mixtures, plaids and tweeds in wanted shades, values \$2.50 to \$3.50.

—Gimbel's, Subway Store.

Exactly 200 Men's and Young Men's \$13.50 to \$16.50 Overcoats at \$7.50

Weeks of wearing time ahead, too! Advancing prices make these overcoats line values!

Plenty of mixtures, chevrons in grays, browns, pleat-back and semi-form-fitting models. Also conservative styles.

Men's and Young Men's \$15 to \$18 Suits at \$11.50

Blues, silk mixtures, brown and grays; mostly staple worsteds of medium weight. —Gimbel's, Subway Store.

\$5.65 for Boys' \$7.50 Norfolk Suits

Each with extra pair lined trousers, now on sale at a saving of one-third.

Made of "Island" cloth—new! Also other exceptional values. Perfect-fitting pinch-back coats, three-piece belts, patch pockets, and close-fitting collars. For ages 7 to 17 years. —Gimbel's, Subway Store.

Men's \$1 to \$1.50 Shirts at 75c

A splendid lot of shirts!—makers' little lots—cotton pongee, rep, poplin, percale and the like; soft turn-back cuffs; sizes 14 to 17. 75c. —Gimbel's, Subway Store.

Women's High Lace Boots—Special, \$3.95

—and just when everybody says shoes are frightfully high! High lace boots of black kid; high lace boots with black kid vamp and white tops; high lace boots of dark brown kid; patent leather boots, button and lace; gray kid lace boots and white Nu-buck lace boots, fashionable narrow long vamps, plain toes, leather Louis heels.

Plenty of sizes, 2 1/2 to 7. \$3.95. —Gimbel's, Subway Store.

\$16.50 Tapestry Brussels Rugs (9x12 ft.) at \$9.75

\$36 Sanford Seamless Axminster Rugs (9x12 ft.) at \$24.75.

\$34 Sanford Seamless Axminster Rugs (8 ft. 3x10 ft. 6.) at \$23.75.

\$20 Sanford Seamless Axminster Rugs (6x9 ft.) at \$15.75.

\$22.50 Axminster Rugs (7 ft. 6x9 ft.) at \$17.75. —Gimbel's, Subway Store.



\$1.50 House Dresses at \$1

Striped or checked gingham, various trimmings; neat models. —Gimbel's, Subway Store.

Women's New Waists

New Spring Waists in striped materials, two-tone colors in flesh and white, maize or rose; smart tailored styles, at \$1.

Dainty new lingerie or semi-tailored Waists at \$2.

Middy Blouses—also smartly tailored madras and gingham blouses, at 50c, value 85c.

—Gimbel's, Subway Store.

Women's 25c to 50c Neckwear at 12 1/2c

Georgette crepe and crepe de chine Collars in the newest shapes, also new colored Collars and Collar-and-Cuff Sets. 50c. —Gimbel's, Subway Store.

Women's and Children's 25c to 35c Hosiery at 18c

Women's—cotton and lisle, mill seconds.

Children's—fine and coarse ribbed, white and black cotton stockings.

—Gimbel's, Subway Store.

Women's \$1.50 Sateen Petticoat at \$1

Pleated flounce or tailored fitted tops; colored and black. —Gimbel's, Subway Store.

Women's 75c Nightgowns at 55c

Soft cambric, lace or embroidery-trimmed. —Gimbel's, Subway Store.

Women's Gloves

2-clasp chamousette, white and white with black, at 75c.

Duplex, at \$1—Kaysar-make. Kid; white, white with black, and black with white, at \$1.50. —Gimbel's, Subway Store.