

The Store With Purpose of Helpfulness

WE HAVE been giving frequent proofs that Gimbels is not a mere place of barter, but that it is growing because it has developed a high and unusual power of service-giving—that the power derived from your business is being used with all the force we can give it to make the Store more useful to you.

“Selfish” you may call the Store—because this new spirit in merchandising is redounding to the benefit of the Store’s owners. But we have pushed sordidness out of business—once and for all.

In fact, you might well suspect the store that claimed to give unusual service because of love for the public. No merchant or philanthropist would in reality do anything of the kind. A business is to be driven—driven as hard as its owners know how; is to be everlastingly pushed to increase its profits.

But the manner of pushing can be good for the public or bad. To twist and strive to raise prices is to seek profits unworthily. Such a store isn’t helpful in the large sense.

More than ever this really new kind of a store is worth while during this stress of high prices.

It pays—and is a true part of the Store’s plan—to make prices lowest, never by old-fashioned price-cutting, never by taking out some of the quality of goods to make prices appear low, but by using the power of your patronage in the gathering of dependable goods with such directness and in such quantities as to lessen costs. Lessening waste is the real inwardness.

No store can hoodwink any community that has its eyes open. It may be that any of a hundred reasons may lead one to buy some things at stores where business is considered a “game” and a game wherein you know the dice are loaded. But the percentage of such shopping is lessening, because the public has come to realize that a store cannot be beaten at its own game except by leaving it alone.

More than ever, the Gimbel Store will exercise its new powers of service this year, because of all years this is one where such emphasis of helpfulness will lead to great progress.

In this newer, harder driving of business, Gimbels will present a series of trade movements this season that will be of large interest.

Such movements, already under way, touch lines of luxury and of necessity.

The furnishing of the highly esteemed player-piano—The Hardman Autotone—at savings of \$157.50 on one style and \$210 on another style, touches a point where the almost-necessary player-piano is encompassed in the luxury of owning the best. Payments of \$3.50 or \$4 weekly.

This offer, of necessity, ends next Saturday, March 10th.

The selling of China and Glass and Lamps and the hundreds of household needfuls classed as “House Furnishings” will continue during March.

The Gimbel Store stands clearly foremost in its stocks of these goods—of china, largely because our three stores’ orders quickened into life a French pottery deadened by the war; of house furnishings, because we bought heavily of the necessary things most keenly sensitive to recent price advances.

The Gimbel Furniture Sale was nearly swept from us by the destruction of the stocks in warehouse at Twenty-first and Market streets. We caught our breath, however, and started scores of cars of furniture to us—many carloads from our New York warehouse. Railroad delays, however, prevented the receipt of much of the fine new purchases in time to handle during the February Sale. So we shall continue the sale, with its new, fine offerings and economies until the evening of March 10th. “February Sale” tags remain on the samples.

A Tremendous Offering of LINENS



MONDAY FOR THE LINEN SALE

Commencing Monday we shall offer, at large economies, the household linens that we invited a discriminating few to examine and criticize yesterday and the day before.

We have considered it one of the vital marks of good storekeeping to keep stocks during these stress-price times up to usual standard. So, while we have been implored to follow the easy way of putting part-cotton and all-cotton “linens” in our upstairs stocks, we have preferred to maintain the standard that has made Gimbels “the safe linen store.”

Understand, please, that we appreciate the beauty and excellence in their way of the “cotton linens,” but we know that the danger of mixed stocks lies in the fact that some customers might buy “cotton linens” at “linen” prices. Such accidents would splendidly increase profits—but with a sort of money that doesn’t fit the Store.

Every linen sold in the Second floor section and on any First floor temporary selling place is all-linen. No cotton goods are admitted excepting Turkish towels that are all-cotton. They were not a success when made of linen.

A child or the most hurried shopper cannot make a mistake at Gimbels. Linen is linen—every time and all of the time.

The other day our linen chief helped a gentleman select the couple of thousand dollars’ worth of linens needed for his yacht. He got such care as every customer gets—and he thanked us for the lane of safety we had opened.

Most large hotels are coming to depend on Gimbels for linens—they demand beauty, quality and durability.

Despite the most evident scarcity of linens this country has known, we have maintained tremendous stocks—needed to, in the conduct of our hotel-furnishing and growing retail business.

Today we own tens of thousands of dollars’ worth of linens in excess of our holdings in any previous year, we intend to maintain stocks, come what may—but we do not expect to be able to repeat present sale prices for a long time. Monday—the opening day of the sale. Some fancy linens got in from France while this advertisement was being written.

There will be small linen towels, hemstitched, at \$3 a dozen and larger, hemmed, at \$4.50 and so on. There will be towels at \$1 apiece that are worth \$1.50 this minute.

There will be table linens—pattern cloths and damasks by the yard at savings running to forty percent from present values, \$1.50 table damask at \$1 a yard and a wonderful \$1.75 damask at \$1.35 a yard.

All through—linen pillow cases; linen centerpieces and scarfs. Save—save wherever you choose. There will be ample selling space—Second floor and First floor—and more salespeople than we ever saw in a linen sale. The lots are tremendous—but biggest lots will melt, so widest choice during first week of sale.

In the Subway Store—great stocks of the “cotton linens” and part-cotton now made so good and very worthy at their true value—which is much less than all-linen value. And there are fine savings for this sale from their usual prices. Perhaps this prosaic advertisement may do what the more strenuous sort of advertisement might fail to do—lead you to investigate the most important linen bargains we know of.

And if so, well and good. The new Gimbel retailing is only helpful to you if you share its advantages. Some time we may get thoughtless or careless and fall into other-store ruts. You can tell it in a twinkling. When we do, punish us, as any useless store can be punished, by withdrawing your custom.

MARKET : CHESTNUT

GIMBEL BROTHERS

EIGHTH AND NINTH