

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Friday, March 9, 1917

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A Gimbel Demonstration in Value-Giving

Tomorrow—Saturday

Last day of the

Hardman Autotone Club

It was a positive privilege to be able to offer to music-loving Philadelphia—a city that has a warm place in its heart for The Hardman Piano—this, "the world's perfect player-piano," at big concessions in price.

We were enabled to make this offer by taking the factory's entire stock of two beautiful case styles—

Hardman Autotone, Style A, \$665

An actual saving of \$157.50. Terms of payment at the rate of \$3.50 weekly—no interest being charged.

Hardman Autotone, Style B, \$775

An actual saving of \$210. Payments without interest at the rate of \$4 weekly.

We call this co-operative piano business—our buying a large number with savings incident to such deals, and sharing our own profit because we can afford to, in the interest of very big selling—we call these large plans "Gimbel Clubs"—and the club feature also includes life insurance to cover the debt. So, no head of a family need hesitate to secure a really elegant instrument, for, things going along, the payments amount to mere bagatelle. If the bread-winner is called away, his loved ones have no debt to worry them. It is canceled—and not a penny to pay. The instrument is theirs.

This club ends Saturday.

—Gimbels, "Hardman Hall," Seventh floor.

2,000 New Waists } At \$1 15 Attractive Styles

All-white. White with stripes of color. White with big collars of color. White—just color-touched. Sports styles to double-frills.

Just One Example of Tomorrow's Waist Sale

—First floor, The Thoroughfare, and Salons of Dress, Third floor.

Prices are being driven outrageously high—even though there is less surplus in manufactured lines and in materials. Why should the public be continually exploited? It is right that prices should be some higher—here and there considerably higher, but when one sees how costs are being figured the question arises—

Why seek a life-time of profit on a few sales?

But "talk" doesn't get you anywhere. So, let us back our statements by a real proposition—

Men's Spring Suits, \$15 And Spring Overcoats, \$15

Fine lines—ample choice—full range of sizes; yes, quite ample lots of large sizes. And every garment is all wool and the seams are sewed with silk. The colors are guaranteed.

Fabrics: Good worsteds—the spring fancies and plain blues and grays and black. And cassimeres—smooth or "velour" finish. And tweeds and chevots.

The Suits are in all the favored models—single- and double-breasted; belter and sport, and Norfolk tweeds.

The Overcoats—Oxford and black in Chesterfield style, quarter lined with silk; "overcoats without weight" (Knitted fabric); tweeds and chevots (full back) and belter-back overcoats. About eighty Studd & Millington London-made overcoats are included. And gabardines and rain-proofed coats. Also Mackintoshes—tan and gray; woven plaid back or lined.

This group of Overcoats and Suits at \$15 is prepared with all the care and thoroughness of the organization. We couldn't have planned better if this feature were our whole business.

Take this for answer to the cry of high prices!—suits and overcoats offered no better values in any low-price year.

Ready! Splendidly ready! And as is coming to be the usual thing—

Gimbels lead in Value-Giving. —Gimbels, Second floor, Ninth Street

Boys' Newest Spring Suits

at \$8.75 Many With Extra Pair of Trousers

Of finest mixed wools; in predominating color tones of gray, brown and tan. Many, many models to choose from, some with inverted yokes, back and front, others yoke back or plain. All have the "pinch" back. Large pockets a feature. Both pairs of trousers are lined throughout—which adds mightily to service of the suits. In sizes 7 to 18 years.

How proud is the youth of his first long trouser suit. These at \$15 are in distinctive snappy models that retain the spirit of youth. Of gray chevot. "Pinched" back, slant pockets. For ages 16 to 21 years.

Boys' Blue Serge Confirmation Suits at \$10. Norfolk styles. "True" blue. Plenty of "pinch-back," three-piece belt models. For ages 7 to 18 years.

—Gimbels, Boys' Clothing, Third floor.



Easter Attire for Misses

Suits, Coats and Dresses in Fascinating Sports or Dress Models

Never were fashions and prices so appealing! The sports tendency is very strong.

Sports and Dress Suits at \$15, \$19.75, \$25, \$27.50 Up to Royal Models at \$65

The modified "peg" or "barrel" skirt a feature; and deep pockets sometimes where you least expect. Bright colors as well as the subdued shades.

Misses' Sport, Dress or Motor Coats at \$10, \$15, \$19.75 up to \$37.50

Of checks, serge, velour, poplin and gabardine. The new collars, pockets and belts a feature.

Clever Serge or Silk Dresses at \$10.95, \$15, \$16.75 to \$45

Straight lines predominate. Models for wear anywhere, any time.

Girls' White Dresses for Confirmation at \$5.95, \$10, \$18.75 and \$19.75

Such a diversity of dainty styles that any one's preference can be met. Of fine organdie, batiste, net and white taffeta in simulated Empire waist and "jacket" models. Lace and tucks are charmingly combined.

For ages 12, 14 and 16 years. Beautiful silk dresses for young girls, in the new bright colors at \$10.75 to \$25.

Girls' Spring Coats at \$5.95, \$7.50, \$8.95, \$10 to \$25, in sports and dress styles. —Gimbels, Salons of Dress, Third floor.

"High" Colors in These

Women's New Fiber Silk Sweaters

Five very fetching models. In the new blues, gold, green and rose shades.

The Price \$13.50

Mostly with deep sailor collars, two pockets and wash with tasseled ends. Some in "black" designs in two-tone colorings. The new Heather-bloom mixtures also shown. —Gimbels, First floor.

"Crepy" Crepe

Collars For Women Are Winsome

and some Georgette crepe collars not so "crepy." All are lace trimmed. At \$1.50 are Collars with deep back, garnished in Fillet lace and band of embroidered Georgette crepe. At \$2 are Collars, embroidered border and insert of Fillet lace above, and edged in Fillet lace. —Gimbels, Neckwear Store, First floor.

Bring the Children to an Opening of "Child Style" Millinery



Hundreds of the prettiest hats—both little and big—that ever framed childish faces. Some of the kinds are:

- Bangkok Hats at \$7.95 to \$10
- Leghorn Hats at \$3.95 to \$4.95
- Milan Hats at \$2.95 to \$10.50
- Milan Hemp Hats at \$1.50 to \$2.95
- Hinoki Hats at \$1.95 to \$2.95
- Java Hats at \$1.95 to \$5.95
- Tricotine Hats (zephyr-split) at \$5.95
- Peanut Hats at \$6.95
- Wenchow Hats at \$3.95 to \$7.95
- Panama Hats at \$2.50 to \$5.95
- Tuscan Hats at \$3.50
- Ribbon Hats at \$4.95 to \$10.50
- Hand-made Hats—of all the fashionable braids at \$4.95 to \$12

—Gimbels, Third floor.

Yes, even the new colors—even the most popular fabrics—in

Women's Suits at \$15.75 & \$20

though, because of present conditions, most stores are finding it hard enough to get anything to sell at those prices.

Such Colors As—

French rose, Apple green, Gold, Mustard, Field tan, Clay tan, Brown, Black, Navy blue.

Materials are: Novelty materials, hairlines, men's suitings, wool poplins and serges.

Belted and Semi-Tailleur Styles

made with the same thorough care as characterizes the higher-priced suits.

And It's an Open Secret That Gimbel Suits Need Less Alteration Than Others

Usually we've but to turn the hem to her favorite length. No charge for that—or any other pin fitting. —Salons of Dress, Third floor.

Last Day to Share February Furniture Sale Prices

You know the "extension period" of the Gimbel February Furniture Sale ends tomorrow night. Be sure to be among the fortunate to share such unusual savings.

Hundreds of "Odds" and "Samples" at Savings Averaging 50% to 60%

\$300 Dining Room Suite at \$150

\$84 Three-Piece Reed Suite at \$44—

Sofa, arm-chair and rocker, white enamel.

\$100 Three-Piece Reed Suite at \$50

—Davenport 6 feet long, large arm-chair and rocker, natural reed, loose cushion seats.

\$115 Bureau and Chiffonier for \$75

—Mahogany, extra large size, dull finish, brass handles.

\$325 Bureau, Chiffonier and Toilet Table for \$160—Circassian walnut;

inlaid lines, Sheraton design.

\$165 Bureau and Bedstead for \$75—

Circassian walnut, Heppelwhite design, full size.

\$164 Two-Piece Suite at \$82—Davenport and arm-chair to match; solid mahogany frames, covered in blue velour.

\$220 Two-Piece Suite at \$110—Luxurious davenport and arm-chair; solid mahogany frames, Adam design, in blue or mulberry velour.

\$250 Three-piece Suite at \$100—

Large sofa, arm-chair and rocker, solid mahogany frames, Adam design, covered in blue silk velour.

\$340 Three-piece Turkish Suite at \$170—

Large winged davenport, arm-chair and rocker to match, spring pillow backs and spring arms, covered in mulberry velour.

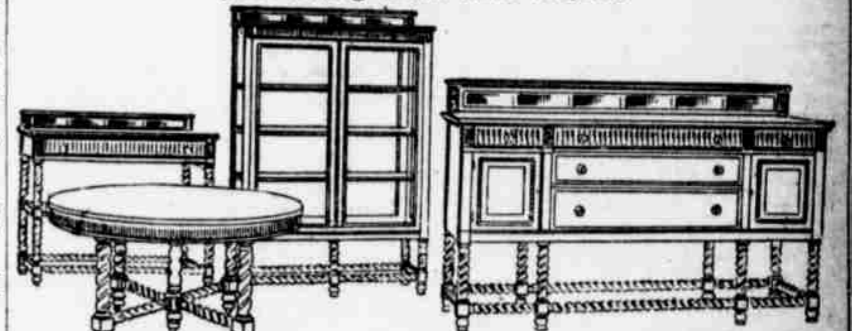
\$450 Dining-Room Suite at \$200—

Four-piece Gothic design, English oak, buffet 6 feet long, 54 inch top extension table.

\$400 Dining-Room Suite (four pieces) at \$150—Cromwell design, buffet 6 feet long, quartered oak, Old English finish.

\$50 to \$100 Odd Extension Tables at \$25 to \$50

Extension Tables, Colonial and Adam design; mahogany finish; 54-inch top; 8 feet extension.



As illustrated; Charles Second design in English Oak; buffet, 6 feet long, 54-inch top extension table.

Hundred Odd Chamber Pieces

\$50 to \$90 Bureaus, Oak, Mahogany and Walnut, At \$25 to \$45 each

\$30 to \$50 Bureaus, Birdseye Maple, Mahogany and Walnut, At \$15 and \$25 each

\$550 Chamber Suite at \$200—Four pieces, Circassian Walnut, Colonial design, very large and massive.

\$450 Walnut Suite at \$225—Six pieces, Adam design, cane insert panels, twin bedsteads.

\$450 Walnut Suite at \$175—Five pieces, Louis 15th design, twin bedsteads.

\$350 White Enameled Suite at \$150—Six pieces, twin bedsteads.

\$125 "Ivory-Color" Suite at \$60—Four pieces, Adam design, full size bedstead.

\$1200 Nine-Piece Library Suite at \$600—Davenport, four arm-chairs, one side chair, one bench, library table and desk, solid mahogany, carved frames, Louis Fifteenth design, all hair filled, down cushions.

\$120 Morocco Sofas at \$50—English over-stuffed, covered in Morocco leather, high spring backs, spring edges, loose cushions and spring arms, covered in green or brown Morocco leather.

Odd Dining-Room Chairs

Oak and mahogany—with and without arms; not more than one or two chairs of a design, at \$3 each, regularly \$6 to \$12.50.

\$50 to \$85 China Closets in Mahogany, Different Designs, Special at \$20 each—Only Fifty!

—Gimbels, Sixth and Seventh floors.

Subway Store Sale of Rugs : \$24 Seamless Tapestry Brussels Rugs, 9x12, at \$15.75 : Specials in Other Stocks

\$60,000 Worth of Standard-made Rugs to Sell for \$38,000

Slight weaving defects, that's all—but hardly noticeable. \$16.50 Tapestry Brussels, 9x12 ft., at \$8.25—one good Oriental pattern. Sanford's seamless Axminster—6x9 ft., at \$14.75, regularly \$20. 8 ft. 3x10 ft. 6, at \$22.75, regularly \$35. 9x12 ft., at \$24.50, regularly \$36. \$22.50 Axminster, 7 ft. 6 x 9 ft., at \$16.75. Seamless Velvet—8 ft. 3 x 10 ft 6, regularly \$27.50, at \$19.75.

Small-size Rugs, at greatly reduced prices in this sale—

27x34 in., at \$1.95, regularly \$3.50. 36x70 in., at \$3.50, regularly \$5.50. 4 ft. 6 in x 6 ft. 6, at \$7.50, regularly \$10.50. —Gimbels, Subway Store.

Women's \$4 to \$6 High Lace Boots at \$2.95

"Smart" gray kid, patent-leather and Cuban heels; sizes 2 1/2 to 7.

Men's Spring Shoes at \$3.50

Wetted oak soles; four styles; narrow English lasts, straight lasts; broad and medium round toes; patent and dull leathers; all sizes, 5 to 10.

Boys' Norfolk Suits at \$5.85

\$5.65 for Norfolk Suits with extra pair of lined knickerbockers—for ages 7 to 17 years. —Gimbels, Subway Store.



Women's and Misses' Spring Suits at \$14.90

Many samples are in the lot. Coats are lined in peau de cygne and sports silks; sizes for misses, 16 and 18 years, and women who wear sample sizes, 36 and 38. \$14.90.

Also we secured other wanted fabrics and had the tailors copy several high-priced models; all sizes in this group, too, at \$14.90.

Dresses—serge, silks, taffetas and crepe de Chine, in the season's best shades—sizes for 14 years to 44 bust—at \$7.95; values \$10 to \$12.50. —Gimbels, Subway Store.

Hints of Other Fine Savings

1000 \$1.50 House Dresses at \$1
Women's \$1.50 White Sateen Petticoats at \$1
800 Women's 85c Nightgowns at 55c
Satin Camisoles—Special at 85c
Women's 25c and 35c Vests at 12 1/2c and 18c; some seconds
Women's and Children's 25c to 35c Hosiery—seconds
Women's Spring Waists—Special at \$1
Brassieres, Lace-and-Embroidery-Trimmed, at 50c
Women's \$1.50 to \$3.00 Kid Gloves at \$1 and \$1.25
Men's \$1.00 and \$1.50 Shirts at 75c
Women's New Neckwear—Special at 50c
Infants' 75c to \$1.50 Colored Dresses at 55c to \$1.25
—Gimbels, Subway Store.

GIMBEL BROTHERS

MARKET : CHESTNUT : EIGHTH