

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Friday, March 16, 1917

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Gimbels—The House of Fashions—Lead in Value-Giving

The Store is buoyantly ready for spring! A million dollars more in stocks than a year ago—with more beautiful things from Paris this spring than last. More than ever convinced of the wisdom of the new Gimbel plan of merchandising, the Stores gives constant proof that—

Gimbels Lead in Value-Giving

This is through command of markets and through the buying power your growing favor gives us. Never look to Gimbels for mere petty price-cutting. That is generally tricky and almost never really helpful to the public.

Gimbels price advantages are based on economy of operation at every point—and the lessening percent of overhead expenses as millions of new business are being done under the same old roof.

The Prettiest of Easter Frocks and Coats For the Small and Intermediate Girl—at Gimbels

Spring fashions for young girls show the inspiration expressed in garments designed for their older sisters. Truly smart!



Girls' Coat, at \$16.75
Girls' Intermediate Silk Dress, at \$18.75
Misses' Jersey Sports Suit, at \$29.75

Coats at \$5.75 to \$16.75—For Ages 6 to 8 Years

Jaunty Empire models, showing the new pleated, shirred and circular skirted effects with the new belts and circular collars. Of velour checks, shepherd checks, serges, poplins and velours. The Coat pictured, at \$16.75, is of velour with white embroidered collars and cuffs.

Growing Girls' Coats at \$7.50 to \$25 In 8 to 15 Year Sizes

Sports Coats of velour checks, at \$7.50. Serge Coats, smartly tailored, at \$8.55. And at \$13.75 and \$15—Dress Coats of velours, checks, serges and poplins. Belts and pockets are a special feature. Exclusive models, at \$16.75 to \$25.

Silk Dresses for the Intermediate Girl, In 12, 14 and 16 Year Sizes, at \$10.75

Simple, girlish lines rule. Dresses of taffeta, slightly high-waisted. Button-trimmed. Choice of rose, reseda and Belgian blue. At \$13.75, \$15, \$18.75 to \$25 are girls' silk dresses in straight pleated "high"-waisted and coatee styles.

Misses' Suits for Spring

Very attractive models in Suits at \$15. Of serges and poplins in sports and pleated models. Newest shades. In 14 to 20 year sizes. Smart tailored Suits, at \$19.75 and \$25—a host of styles. Suit pictured, at \$29.75, is of jersey; novel style. And prices climb by easy stages up to \$85.

—Gimbels, Salons of Dress, Third floor.

Here and There Among Women's Newest Coats

At Gimbels

Every color, every cloth; and every variation silhouette from straightest lines to prettiest barrel-suggestion:

Quality for quality, can you equal any coat for price elsewhere in Philadelphia?

At \$29.75 and \$32.50 : Counterparts of Cleverest Paris Model Coats

Varieties of serge, tricotine, bolivia, burella, French velour and Poiret twill. Surely every imaginable color!

At \$19.75, a new fitted model of burella cloth in the favorite pastel colorings and all sports shades.

At \$16.75, three styles in wool velour—in gold, green, rose, Copenhagen blue and fawn.

At \$16.75, wool poplin coats—with faille silk inlays. In navy blue and black.

At \$16.75, wool jersey sports coats, with barrel pockets. In rose, green, blue and gray.

At \$15, coats of the new wool velour checks with solid-color collars—cable stitched.

At \$12.75, wool gabardine coats in a new girldle model. In black, blue and fawn.

Good Serge Coats at \$10.75 in Black or Navy Blue

—Gimbels, Salons of Dress, Third floor

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

The Gimbel clothing service is exacting—and satisfying.

Working to give the utmost in real value, it shares the benefit; you getting the very best values that Philadelphia knows; we getting a constantly-increasing volume of business.

The masterly stroke of the year is this furnishing of real good clothing at \$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 sports, 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-proof 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



Over a Hundred Styles in Women's Suits, Between \$20 and \$29.50

Just one more evidence of Gimbel preparedness.

Including the new Fashion Favorites of the Spring—gunniburl, burella and jersey cloth—besides the better-than-ever serges, the gabardines, the mixed suitings, the—every kind in vogue!

High colors and the neutrals (including "mist"); and the blues and blacks.

Over Fifty Styles at \$15.75, \$20 and \$25

Principally serges, gabardines and novelty suitings. Mostly conservative long line styles—but wide variety even there.

Stunning Sports Suits of Jersey Cloth at \$20, \$21.50 and \$25

With inverted box-pleats across the jacket-backs—comfy! With roomy pockets. With well set collars. Always with belts and buttons.

High colors—but exquisite shades.—Salons of Dress, Third floor

Dress, Semi-Dress and Tailored Millinery at \$5 to \$12.50

With colors—such exquisite colors—to the fore:

Especially grays—every shade. And the new reds—poppy red and rose-red the two favorites.

Blues—every light, dark, bright or subdued shade.

Brown—the most "flattering color" a woman can wear.

Many of these may show the additionally flattering facing of sand or soiest gray.

Trimmings Grow in Favor

Ribbons—every width, every kind; for every imaginable use.

Wings and Burnt Plumes—indescribably rich!

Flowers—every day they're "better and better."

Youthful Hats : Matrons' Hats at \$5, \$6, \$7.50 to \$12.50

—Gimbels, Millinery Salon, Third floor

\$37.50 White-Enameled Pullman Baby Coaches, \$27.50

A new New York maker of Baby Carriages has constructed 1917 model Pullmans so well and, by virtue of his unusually low wholesale prices we were tempted to give his line a try-out, and so—

These latest-style, reversible-gear Pullman Baby Coaches with reclining back, green corduroy-lined hood, heavy rubber-tired wheels—are here, at \$27.50 instead of \$37.50—complete with windshield.

Also Heywood and Bloch Coaches—the world's best—

White enameled, at \$21 to \$65.

Natural or brown, at \$16 to \$45.

Wood-body and reed combination, at \$25 to \$44.50.

Yes—Gimbels Sell UKULELES

Prices \$3 to \$14.50.

Demonstrated tomorrow all day—bring the children to hear the Ukulele played.

—Gimbels, Fourth floor.

Neck-fixings

Newly Arrived

Fascinating Vestees of Georgette crepe in colors of chartreuse, petunia, claret, robin-egg blue and gold. And it can be adjusted as high or as low in the neck as desired. A broad hemstitched hem gives a pretty finish. At \$2.25.

A "three-pointed" white Georgette crepe Collar has tiny crochet balls—flet lace and hand-embroidery as trimming touches. Another style of flet lace with square insert of hand-embroidered crepe Georgette. Choice at \$3.75.

Collars of white net in round and square shapes show designs formed of soutache braid. Some with frilly jabots attached. Various at \$1 to \$3.75.

Colored Collars of Georgette crepe are hand-embroidered in contrasting colors and edged in round Colored Collars of Georgette crepe are hand-embroidered in contrasting colors and edged in pleating of self color. At \$2.25.

—Gimbels, Neckwear Store, First floor.

Men's Furnishings—A Sale

A Detroit haberdasher relinquished business, and here is the line of Neckwear for Spring made up by a leading Philadelphia maker for that store and turned over to us for quick selling.

All that's new—the scarfs bearing the label of the store that gave the order.

50c and 65c Four-in-Hands at 35c; three for \$1.

\$1, \$1.25 and \$1.50 Four-in-Hands at 65c.

\$2 and \$2.50 Four-in-Hands at 85c.

—Gimbels—Men's Store and Grand Aisle

"Middy" Sweaters

Are New for Misses

They are of fiber silk in rose, delft blue, purple, green and gold. Large collar finished with tailored bow, large pockets and sash with tasseled ends.

Also Misses' Sweater Coats of fiber silk in newest Spring fashions and shades. Fashioned with bone-rim buttons. Sizes 30 to 36 inch—choice at \$5.50.

—Gimbels, First floor.



Veils That Trim the Hat

At 50c and 75c

The fashionable large hexagon mesh in black with threaded top designs in green, biscuit, mist, purple and French blue. A full yard in length.

The plain mesh to be worn over the face; the designs trim the hat.

At 50c and 75c.

—Gimbels, First floor.

Aluminum Top Combs—Brilliant!

Have the appearance of platinum settings, yet they are very inexpensive.

Ogi Combs (fan shape) at \$5.25, \$7.75, \$18.50 and \$23.50.

"Junior" Combs—scroll, curved or straight tops at 75c to \$2.25.

Casque Combs, pierced or solid stone settings at \$1.25 to \$8.50.

Spanish Combs, for the "high" hair dressing at \$4.25 to \$27.50.

—Gimbels, First floor.

Two-Color Hats for Children

"Miss Pert" \$1.95 | "Cinderella" \$2.50

at \$1.95 | at \$2.50

Another Gimbel innovation; naturally—only at Gimbels.

"Miss Pert" is mushroom shape.

With a crown of one color and a brim of the other. For trimming—gros-grain ribbon of one color with a tiny velvet ribbon of the other.

At \$1.95. In brown-and-white, brown-and-gold, gold-and-green, rose-and-white, sand-and-Copenhagen blue.

"Cinderella" is a sailor with a brim that rolls up or down or at one side. Two-color—the crown and brim's edge of one, the rest of the brim of the other. Trimmed with velvet ribbon band, cockade and buttons—two-color.

Other Children's Hats at \$1.50 to \$12

—Gimbels, Third Floor



Boys' Clothes for Spring

Formal Showing of Gimbel Good Clothing—

Correct : Durable : Attractively Priced

Norfolk Suits, \$5, \$6.50, \$7.50 and up to \$15.

First Long Trouser Suits, \$10, \$12.50 to \$20.

Reefers for little fellows, \$5 to \$10.

Washable Suits, \$1.25 to \$5.

Any price-list might read like that, but mothers know that Gimbel clothing holds its good looks longest and is in every way most durable.

This boys' clothing business is older than Gimbels—we took it over from the fine old Cooper & Conard business and had that much in the way of a good foundation. And we have jealously watched it.

For confirmation, for Easter, for School-wear and Dress, depend on Gimbels.

—Gimbels, Third floor.

Girls' Confirmation Dresses



White Organdie Dress, \$2.95

White lingerie voile, organdie dresses in the season's prettiest models, elaborately trimmed with lace insertion and edging, also all-over embroidery.

Prices \$1.95, \$2.95, \$3.95 to \$7.95

—Gimbels, Subway Store.

Noteworthy Sale of Women's : Misses' New Top Coats

In the Subway Store



Women's \$4 to \$6 Low Shoes at \$2.95

—continuing the wonderfully interesting sale that started Thursday, Oxfords, Pumps, Colonials—the new spring styles, some high shoes at same price.

—Gimbels, Subway Store.

Poplin Coat, \$9.75 | Poplin Coat, \$10.75 | Serge Coat, \$10.75

Lot 1—Poplin Coats in navy, black, green, gold, also Copenhagen, fancy stitching, also trimmed collars and cuffs, at—

\$9.75

Lot 2—Velour checks and plain serge Coats—neatly trimmed with fancy belts and pockets—large or—

\$9.75

Lot 3—Poplin and serge Coats of beautiful grade in three lovely models, large collar, double or single belts or side belt effects, in navy, black, Copenhagen, green and gold, at—

\$10.75

Lot 4—Velour Coats in plain colors or check. Stylish models with belt, large collars and fancy stitching. Rose, green, gold, Copenhagen. At—

\$12.75

Lot 5—Poplin Coats in navy, black, gold, green. Also gabardine. Specially tailored; all beautifully trimmed; also tailored belts, others half—

\$12.75

Lot 6—Beautiful quality velour Coats, trimmed collar and cuffs, of broadcloth and fancy stitchings; fancy flowered silk linings, in rose, apple green, Copenhagen, mustard and gold, at—

\$15

A wonderful early display of the most fashionable colors and styles for the coming spring season—a sale planned for weeks!

Lot 7—Other lovely Coats of fine serge, poplins, gabardine, in high-waisted or coat Dresses—some half-lined with peau de cygne, or self or flowered linings. A wonderful selection of these in gold, black, navy blue, green, rose and mustard, at—

\$17.90

Lot 8—Beautiful samples of various burella, velour, fine gabardine and poplins. Also fine French serge. Some are barrel effects, others in high waist or the more plain tailored models, at—

\$19.75

Lot 9—Velour Coats in a barrel-shape model with fancy large collar—beautifully tailored in self-material—half lined with

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Poplin Coat, \$15 | Velour Coat, \$12.75 | Velour Check, \$12.75

—fine flowered lining, and the pockets trimmed to match that of coat. Also a Coat Dress of velour, at this

price, in rose, apple green, Copenhagen, } \$19.75

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Lot 10—Coats of fine velour, gabardine and poplin. All beautifully tailored in waisted or fancy tailored models. Some are lined in self-material, others—

with peau de cygne or flowered silk, at—

\$25.00

Advance Spring Showing Women's Waists



Includes 25 Different Styles, at... \$1

Voiles and batistes, ribbon-trimmed voile with touches of color trimming and plain or high color stripes in smartest effects.

And These New Waists at \$2

\$2 lingerie and Habutal silk; also striped tub silks, lace and embroidery—trimmed voiles, lawns and batistes, Valenciennes lace or venise—elaborately trimmed panels and stripes.

—Gimbels, Subway Store.

GIMBEL BROTHERS
MARKET : CHESTNUT : EIGHTH : NINTH