



## 1842—The Diamond Jubilee—1917

**T**HE Gimbel business spans three-quarters of a century—more than half the number of years that have elapsed since the signing of the Declaration of Independence.

Just a family business—Adam Gimbel, who founded the first store in 1842—and who lived to see the Philadelphia Store a firm success; Adam Gimbel, his sons, and now three of the sons' sons.

Therein is the succession of value—three generations with every male member coming into the business as age and training permit.

A business based on the one sure foundation—service.

A business, the first with faith in itself to change from unmanly price haggling to an absolutely *one-price* system; a business free from exploiting of the public and experimenting—a business of continuous growth because experience is being continually woven into the fabric of its being.

A man whose speech sways throngs says “V” is the golden letter of big business—Venture: Vision: Victory.

But the builders of large, helpful businesses never give thought to Victory. Venture and Vision and determined effort are theirs. The rest—well, further venture and broader vision.

To the best practices of the growing science of business, this Store added a great leaf when it determined to throw all its power to developing *Greater Volume of Business that the Costs of Doing Business Should Lessen*.

It has made Gimbels the one store of high-power helpfulness.

“Cheap stores,” so called, abound every-

where — but “cheapness” is chiefly of quality and not of price.

It remained for Gimbels to become the *Store of Real Economy*—a store handling commonplace goods and very wonderful goods on a newly-close margin of profit because the percentage of cost of the business is coming down and down as the volume of sales goes up. Today—

### GIMBELS LEAD IN VALUE-GIVING

Yes, very decidedly lead. And there is not an unworthy article or a “bait” in the whole store, to our knowledge.

The Gimbel Diamond Jubilee:

In private life a celebration would call for feasting.

In this business life it shall take the form of *A Month of Tremendous Value-Giving*.

The Store is your servant to resist the gambler and his high prices; the food doper and the adulterator of fabrics as well. The Store is your servant to repel

“twenty-dollar shoes” and to repel the selling of cotton as “linen” or as “wool.”

The Store is your pantry — for safe foods, plain and dainty; for the most-truly inexpensive goods in all lines for the person and the home.

The Store is your treasure-chest — for fashions; for the luxurious things of the world; for the finer things whose more general need comes with the passing years and wider distribution of wealth in this great old city of Philadelphia.

Our Diamond Jubilee:

Yours to enjoy—yours for profit as well.

The Store has such touches of graciousness as we can work into the occasion. But the sound of hammer and saw shall not stop, for Gimbels must never stop growing and we shall have the Store newly good and attractive by autumn. So, enjoy the builders as one of the emblems of progress.

**GIMBEL BROTHERS**