

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

Gimbel Brothers

Thursday, April 5, 1917

# Gentlemen! A Clothing Service Dependable

Standing by Usual and Long-Founded Practice, The Gimbel Store Offers the Real Economy of Safety

Two distinct clothing stores—  
Second-floor—every garment of pure wool fabric; silk-sewed seams; and offering the work of foremost clothing designers.

Subway Store—Men's and Boys' Clothing. Strong, dependable, well-made clothing—not necessarily all-wool.  
In both sections the Gimbel guarantee is this—

## A New Garment for One That Fails

Shop around—here and in New York—and you will find that a suit of about equal looks sells at about the same price in any of the all sorts of stores.

But the clothing will not be the same—and the degree of satisfaction will run down to nothing—and minus.

## This Is a Year to Test Clothing Service

Do you know that there are machines to wrap a mighty little wool around cotton threads—as cute as a counterfeiter's dye press? Do you know that almost every pattern of good cloth is reproduced in looks by less good fabric? Do you know that some cloth is so flimsy that "soup" is shot into it to bolster it up—the soup being a mixture of stuffs that dry in?

One continuous fight this year to make sure of fabric and color. "Oh, my! Are Gimbels alone honest and all the rest of the world crooked?"—shouts some one. No—and we're farthest from saying so—but all that has been said is vitally true—and whoever tries to muddy the water by questions as above is looking for a chance to swim by while nobody can see.

**Men's Easter Suits at \$20 to \$40**

**Men's Easter Overcoats at \$20 to \$40**

—these lines are the product of the two foremost American tailors—clothing from

**The House of Kuppenheimer—and Society Brand Clothes**

Produced by the foremost designers of the country—and choice of productions chosen by Gimbel Brothers for exclusive selling in Philadelphia.

**Men's Suits and Overcoats at \$15**

Yes, guaranteed to be all-wool, of fast color and with silk-sewed seams.  
—Gimbels, Second, floor, Ninth street.

In the Subway Store—

**Men's and Young Men's Suits, \$9**

—we have put a few hundred \$13.50 and \$15 suits in the group—a lot ours by good fortune. Other Spring Suits, \$12.50 and \$15.

—Gimbels, Subway Store



## Her Shoe Shows—So it Must Be Good-looking Seventy-Five Styles in Women's Easter Shoes, Between \$5 and \$8.50

Pumps, colonials, ties, oxfords, but—we sell five pairs of pumps to one of any other style. Patent leather, gun metal, glazed and mat kid, French kid, canvas, buckskin, Nubuck.

**These are the approved colors: Gray, Black, Tan (and Dark Browns), White.**

Every height and variation of heel—Louis and semi-Louis. Spanish and Cuban, walking and military.

In styles so "trim" that they might be called "Tailor-made."

Plain—exquisitely plain, with "wing" stitching or "diamond" stitching as one favorite trimming.

These close price steps: \$5, \$5.50, \$6, \$6.50, \$7, \$7.50 and \$8, which is 50c to \$2 less than you can duplicate them for elsewhere.

**High Tan Boots**  
With wing stitching and Louis heels.  
at \$9.50

**White Canvas Boots**  
Perfectly plain with Louis heels.  
at \$6

**Patent Vamp Boots**  
With the rest of kid.  
at \$8.50

**Twenty Styles Between \$3.50 and \$4.50**  
—Gimbels, Second floor.

**Organdie to the Front in Neckwear For Women**

And organdie is fashioned delightfully into fluffy sets. Collars in the new roll style with three ruffles of net that give fluffy appearance; cuffs to match. At \$1.50 a set.

Another style in Collar-and-Cuff Sets of organdie with net trimming and embroidered dots. At \$1 a set.

Charming new shapes in Collars of white satin, pleated and forming points in front with a silk tassel finish. They are \$2.25.

"Crushed" Collars of sportussah in colors of robin-egg blue, gold and green. "Fulled" back. At \$1.50.

—Gimbels, Neckwear Store, First floor.

**Veilings**

An old location but newly good because of improved facilities for displaying the novelties.

Thread-run Veilings are in vogue. The Shirley, Cherry Blossom, Ivy Leaf and The Vision are decidedly new and attractive—

50c to \$2.25 a yard

The French Veilings bear evidence of the popularity of chenille dots. These at 75c to \$2 a yard.

**Special—12c and 35c**

A yard for 35c and 50c Mesh Veilings, in black, brown and taupe. Newest designs.

—Gimbels, First Floor.

**An Easter Corset**

Yes—of Course!

At Gimbels—the right one awaits you.

Some women prefer Topless Corsets. These at \$1 and \$1.50 have band of elastic through waist-line to give comfort. In white and flesh-pink.

\$3 for \$5 to \$10 **Topless Corsets**. Choice of three models, including the popular sports style. These also in white and flesh-pink.

50c to \$1.50 for Bust Confiners, prettily trimmed and including Bandlets. Choice of white and flesh-pink.

—Gimbels, "Pink Shop," Second floor.

**Silk Stockings**

In Shoe Shades, Suit Shades and Dress Shades for Easter Wear.

Whatever color you wish to adhere to Easter awaits your choosing at Gimbels!

At \$1.15, \$1.75 and \$2.25 a Pair

—are silk stockings in every color under the sun!

At \$1.35 and \$2

—are fancy silk stockings, mostly stripes in variations. Gay and subdued colorings.

**White Stockings for Children**  
—are correct for Easter and thereafter.

At 25c, 35c and 50c  
—splendid qualities and all sizes.

—Gimbels, First floor.

**The Easter Petticoat**

Some Jubilee Specials

\$3.85 for \$5 silk Petticoats—all taffeta or taffeta with silk jersey tops. Newest colorings.

\$5 for \$6 and \$6.50 silk Petticoats—chiffon taffeta, silk jersey and satin. In plain and changeable color effects. Tailory and fluffier flounces.

\$1.50 for \$2 flowered heatherbloom Petticoats—white with big pink or lavender flowers. In tailored style.

\$1 for \$1.50 white-sateen Petticoats. In regular and extra sizes.

—Gimbels, Second floor, and some on First floor, Market Street Aisle

**Boys' Clothes--for Easter: Spring: All Times**

Same carefulness in boys' clothing as in men's—same skilled management—same safety in service.

To style is added desirability and that made-in good shape that holds Gimbel clothing, therefore, gives longest service in good looks and in condition.

\$10 for Norfolk suits with extra-pair of knickerbockers—lined. Pinch-back coat; slant or patch pockets. Grays, tans, olives, browns and fancy chevits. For ages 7 to 18.

\$6.50 and \$7.50 for junior Norfolk suits, for ages 3 to 8. Blue serge and shepherd checks.

\$8.75 for Norfolk Suits—many with extra pair of lined knickerbockers. Fancy brown, tan, olive and gray chevits; coats are lined with mohair.

Norfolk Suits, \$5 to \$10.

Long-trouser Suits, \$10 to \$20.

Washable Suits, \$1.25 to \$5.

Reefers and Top Coats, \$5 to \$10.

Blouses, 50c, 75c and \$1.

Separate Trousers, \$1.50 and \$2.

—Gimbels, Third floor.

**The Man's Hat For Easter**

A Stetson? Stiff and soft, at \$4 and \$5. Full line.

Lenox? Best \$3 and \$3.50 hats we know of. Soft and stiff.

Boys' Tweed Hats at \$1 and \$1.50. And Felt Hats at \$2.25.

Little boys' Straw Hats at \$2, \$3.50, and \$5.

CAPS, men's at \$1 to \$3; boys' at 50c to \$1.50.

—Gimbels, First floor, Market and Ninth Streets.

**Newly Arrived for Easter**

**Metal Girdles** In Rich Colorings and Quaint Designs

A Paris idea that is wonderfully popular with American women. Metal Girdles lend such a charming note of color to the costume. Extremely smart!

Fancy matrix stones mounted on metal alternating with metal medallions form pretty girdles and are priced at \$9.50.

Metal Girdles, gray finish, pierced designs, set in sapphires, finished with two fancy pear-shaped ornaments jeweled to match, at \$5.50.

Same style antique gold finish, set with amethyst, at \$5.50.

Bead Necklaces in beautiful Oriental colors, some harmonize with the girdles, at \$1.75 to \$5.75.

Jade is extremely fashionable. In earrings, plain or encrusted with Metal Chinese characters at \$1 a pair.

**Jubilee Sale Offerings**

\$1.25 for \$1.75 Sterling Silver Bar Pins, lacy designs, jeweled with rhinestones.

\$1 for \$2 Bar Pins set with 30 brilliant rhinestones, platinum-finish.

\$1.85 for \$2.50 to \$4.75 gold-filled Bracelets, effective engraved and engine-turned designs; secret lock.

\$3 instead of \$4 for Pearl Necklaces, graduated beads, mounted with solid gold snap.

—Gimbels, First floor, Grand Aisle

IN THE SUBWAY STORE—

**Big "Easter Specials" in Waists**

\$3.95 for crepe de Chine Waists in white and all the new shades. \$3 for crepe de Chine and striped tub silk Waists. \$3 for lingerie Waists; sizes 36 to 54.

25 New Models in Waists at \$1 each

Plain and fancy—frills; all-white and with touches of colors; sizes 36 to 46.

—Gimbels, Subway Store

**Women's 2-Clasp Silk Gloves at 55c**

In white and white with two-tone black stitching. Special at 55c.

—Gimbels, Subway Store

**New Georgette Crepe Collars at \$1**

Hamstitched, tucked and lace-trimmed; large shapes. Georgette crepe Collars in large square shapes; at 50c. Also colored Collars and Collar-and-Cuff Sets of pongee, at 50c.

—Gimbels, Subway Store

**Men's \$1 to \$2 Shirts at 75c**

Maker's clearance of small lots and seconds—cotton pongee, rep, poplin, percale and like wanted materials; sizes 14 to 17. At 75c each these shirts are bargains that will suggest getting a full man's supply. Some are seconds.

—Gimbels, Subway Store

IN THE SUBWAY STORE—

**Women's and Misses' EASTER SUITS and COATS**

Unusually Large Savings

Abundant choice of new pretty styles at low prices—

\$15 Suits at \$9.75

Serges, checks and poplins.

\$18.50 Suits at \$12.95

Poplins and serges; belted or plain.

\$22.50 to \$25 Suits at \$14.90

Samples included—of gabardines, poplins, serges, checks and taffetas.

\$12.50 to \$15 Coats at \$9.75

Poplins, serges, velour checks and mixtures.

\$15 and \$16.50 Coats at \$12.95

Velour, poplin, gabardine, diagonal chevits and velour checks.

\$22.50 Coats at \$14.75

Lovely samples included, velours and poplins.

Girls' \$2 to \$4 White Dresses, Especially Suitable for Confirmation, at \$1

Maker's samples—all-over embroidery, lingerie, organdie and voile. Also white Dresses, at \$1.95 and \$2.95.



Check Coat, \$12.95

Poplin Suit, \$12.95



Girl's Coat, \$2.95

Girl's Confirmation Dress, \$2.95

—Gimbels, Subway Store

IN THE SUBWAY STORE—

**"Easter" Shoes**

Men's "Easter" Shoes, at \$3.50—gunmetal and patent-leather. Narrow receding toes for young men. Also rounded toes and straight lasts.

Women's extra-high Lace Boots, at \$4.50—gray, kid, tan kid, white Nubuck and combinations; narrow toes; high or low heels.

Children's white Shoes, at \$1 to \$3.50—Nubuck or canvas; also patent-leather vamps with white leather tops—priced as to size.

Boys' "Easter" Shoes—Patent-leather and dull leathers; button and lace; sizes 1 to 6½ at \$3.

—Gimbels, Subway Store

**Boys' "Easter" Clothes**  
Norfolk Suits at \$5.65; value \$7.50

Made of the famous "Island" chevits—cloths.

Norfolk Suits with extra knickerbockers, at \$4.95—stripes, checks and neat mixtures in chevits and cassimeres.

Spring Reefers at \$2.95 to \$4.95. Wash Suits, at \$1, regularly \$1.50 and \$1.50.

Also Wash Suits, at \$1.50—high-grade materials.

—Gimbels, Subway Store

**Boys' New \$1 Spring Hats at 65c**

Made from ends of spring suitings, in a variety of good styles and colors.

—Gimbels, Subway Store

**GIMBEL BROTHERS**  
MARKET STREET