

Gimbel Brothers

Store Hours—9 to 5:30

For Tomorrow—Saturday

Gimbel Brothers

Friday, November 14, 1919

It's an Eighty-to-One Shot That Gimbels Can Fit a Man in Suit or Overcoat

So very large has this business grown that we are justified in carrying immense stocks, and that has given play to a nicety of sizing that serves you well.

The average clothier carries of a style a 34, 36, 38 and up to 42; of a fat man's model, 40 to 48—and beyond that it's guess-work and "busheling"—you know what that is—alterations to take the slack out

of a back; to hug the collar; to narrow or widen the lower part of a coat—to do any of a hundred things "to make it fit," but likely almost unfit for wear.

Gimbels Have Eighty Sizes of Suits

We like merchant tailoring; we do it, but, "honest to goodness," a man is fitted in Gimbel ready-to-wear as his wife is fitted in a Paris gown.

Let's open all eyes to great big facts.

Remember, if a garment has to be extensively altered it loses the "hang" and "balance" — it's a goner, as to fashion.

Double-breasted Suits for Men

"Kuppenheimer," "Society Brand"—a dozen Gimbel-guaranteed lines—

Browns, blue, grays, greens and fancy worsteds, unfinished worsteds, the favored smooth worsteds, tweeds, cassimeres, chevots, flannels. **\$30 to \$75.**

In England, the mark of the gentleman is to be

able to properly set off a suit of tweeds. If he's uncertain, it's in the breed and he naturally fears to try.

Philadelphia has two great safety-zones of fabric — finished worsteds and the family of tweeds. Worsteds take in the serges.

Single-breasted Suits—same makes. **\$30 to \$75.**

Gimbel Overcoats Rank First

"Kuppenheimer" makes many of them—they're foremost. If you are not twenty-eight, you'll choose a snappy "Society Brand" Overcoat.

Plaid-back Ulsters Stand First

Long—for country and physicians everywhere; shorter for motor-wear, when you can pick your weather.

Moss-finished beaver; velour—a soft-faced woolen; duffle—"teazled," some of it is knit.

Blue, brown, heather-mixture, gray, green.

Deep satin yoke and satin-lined sleeves.

Same fabrics in dressier double-breasted Overcoats, form-fitting, or with box-back—

\$40, \$45 and \$50

But there is wide choice of overcoatings—

Here are wind- and water-proof ulsters of Baltic frieze that weighs 32 ounces to the yard—Oxford gray, **\$35.**

Took a great head to work out this trade mark—"Wesnit" for a knitted overcoating made "out west"—but it's great stuff. A kitten would cuddle in its softness. Town ulsters, **\$70.**

Germanias — made in Holyoke, Mass.—some have plaid back; some plain.

Hockanum—lofty, thick ulster stuff.

Vicunas, meltons and worsteds — used for the Chesterfield overcoat.

Worumbo — plaid-back and melton finish—some say it's finer than Carr's. And herringbone and vicuna.

Jas. Regan vicuna-finish melton Overcoats—the Chesterfield. Black, Oxford and Cambridge gray. **\$45.**

Patrick Mackinaws, 34 and 36 oz. grade—sixteen choices—wind- and water-proof, **\$25.**

Ulsters of the same stuffs, **\$70.**

Mankato—another Patrick fabric—short coats, **\$18.50**; ulsters, **\$30.**

Crombie Montagnacs—luxury, **\$85.**

—Gimbels, Second floor



Gimbels Boys' Clothing Service

For over twenty years Gimbels have stood first in Philadelphia as clothiers of boys. First, yet—and will be.

Gimbels Norfolk Suits, almost all of them, have extra pair of trousers—knickerbockers, if you please. Boy or man has doubled the life of a suit—and trebled its everyday appearance—by having extra trousers.

The tailors laughed at our idea—some, we are told, said: "Gimbels go hang—we won't kill our profit to help them." But that was old-fashioned. They came around—for you and us.

Norfolk Suits, nearly all with extra knickerbockers, **\$15, \$17.50, \$20, \$22.50** and up to **\$40**, for ages 7 to 18.

Boys' Mackinaws, **\$13.50, \$15, \$18.50** and **\$20.** For ages 6 to 18.

Overcoats for boys of 3 to 10—just as good as we can have produced. **\$20, \$25** and **\$30.**

Norfolk Suits for fat boys, of 14 to 18—**\$22.50, \$25** and **\$30.**

Overcoats for boys of 11 to youths of 20—**\$30, \$35** and **\$45.**

Junior Suits for boys of 3 to 10—**\$6.50, \$10** and up to **\$20.**

Washable Suits—we sell many for Christmas giving. **\$3.50.**

And Raincoats for gifts, **\$3.85** to **\$10.**

Gimbels are official outfitters of Boy and Girl Scouts—and of our own store family have the largest girl scout troop in the country.

—Gimbels, Third floor.



Gimbel Brothers :

**MARKET : CHESTNUT
EIGHTH AND NINTH**