

Store Hours 9 to 5:30

Philadelphia, March 6, 1920

One store can specialize in many lines because each group of goods is in charge of a specialist.

Gimbel Brothers
MARKET : CHESTNUT—EIGHTH : NINTH

Monday—Philadelphia's very commanding exhibit of French and American clothes for women and girls. Shown on living models.

PHILADELPHIA'S GREATEST PURE FOOD STORE

Nearly eighteen years ago Gimbel Brothers, having greatly enlarged their building, decided to add the selling of foods to their activities.

We thought we knew nearly all about the grocery business; that all we needed were pretty fixtures and a skilled buyer.

We secured both—paid nearly a hundred thousand dollars for the fixtures — and in six months we grew to almost hate ourselves. The business was not of a sort that chimed in with the great business we were building.

What was wrong?

Not our store, but the whole so-called "pure food" business was in the chaotic state that fore-runs a real creation.

It was of the character of the store-in-the-corner-of-a-house, wherein the proprietor stuck his head in the door and called: "John, have you put the chickory in the coffee?" "Yes, sir." "And the sand in the sugar?" "Yes, sir." "Then come in to prayers."

That grocer was of his times—as was the Continental town that raised money by a lottery to build a church—it all looked un-evil in its setting.

Foods had no basis of quality—Dr. Wiley was in his early campaign.

Nor were weights and content of packages "standard"—and by some stroke of fate the

non-standard hard-luck always hit the housewife. Her five-pound can of lard was that only in price. It ran short often as much as half a pound in lard.

We found "pure strained honey" with no honey at all in the substance — made up — and one bottle in every dozen or two had a dead bee floating in it.

There was "naphtha soap" with no naphtha in it and there was "diabetic flour" that led to death, not to the preservation of life.

We found candy so highly and ruinously colored that a wisp of white yarn was dyed pink with the coloring from a handful.

And we were selling that sort of goods!

And so were thousands who felt themselves helpless to tackle the mess:

Please bear in mind that we are telling of conditions—and that we assume no superior virtue over any producer or seller who personally offended no law.

But we decided on one thing—

We must clean up the business we were conducting or quit it.

And we cleaned it up.

That is a very proper word — for so many things had to be preserved with benzoate of soda

—whereas, if a foodstuff is clean and unspoiled it doesn't require embalming.

We won't sell anything with benzoate of soda or other drug preservative in it.

Conditions nationally are not yet ideal, but all conditions are bettered. When a manufacturer was cited to Dr. Harvey W. Wiley the doctor showed him how to "clean up"—but said: "Your label lies, too. Go back home—clean up your product and get Gimbels to help you make a true label—and your troubles end."

You read at times of the "Westfield standard"—Westfield being the pure-food town of New England. Its work has been wonderful — no crooked foods are sold there. Gimbel standards were in the making as Westfield standards grew—and are every whit as strict.

Now, then:

Pure foods have an economic value that would make them really cheapest if they cost more money. But the Gimbel system makes pure foods and full weights cost as little as other foods even "seem" to cost.

Many thousand homes depend on Gimbels exclusively—and to their own real advantage and economy.

Will you?

The Pure Food Store maintains an efficient telephone order system—and mail orders are carefully attended to.

The Gimbel system of monthly charge accounts adds to the convenience of our service. Yours to enjoy:

**The Chestnut-Street Annex is, by the way, the Cleanest
Grocery Store in the World**