

Store Hours, 9 to 5:30

Gimbels lead in fashions—and that means to you that Gimbel fashions are strictly correct—the edict of good taste. And that prices are moderate.

**Gimbel Brothers**  
MARKET : CHESTNUT—EIGHTH : NINTH

There has never been quite such a helpful "fashion show" as that now on at Gimbels. Living models—daily at 11 and 2:30.

# The 1900 Cataract Electric Clothes Washer

is being demonstrated by a real laundry arranged in the House Furnishings Store on the Fourth floor.

It is not new—but it is new to Philadelphia: When it became evident that we should find the best-of-all electric washers we had experts cover the whole field—the work of months—

with no axe to grind; with none to serve but YOU who depend on us for so many kinds of goods.

## The 1900 Cataract Electric Washer won on points of merit

Efficiency      Ease on clothes      Simplicity      Economy of operation      Sureness against perplexing mechanical annoyances.  
It is the Ideal Washer for Home Use.

*An Electrically-Driven Clothes Washer That Forces the Soap Suds Through the Clothes—With Nothing to Wear or Tear Them—With its Own Electrically-Driven Wringer to Carry the Clothes Through Rinse-Water to Snowy Whiteness.*

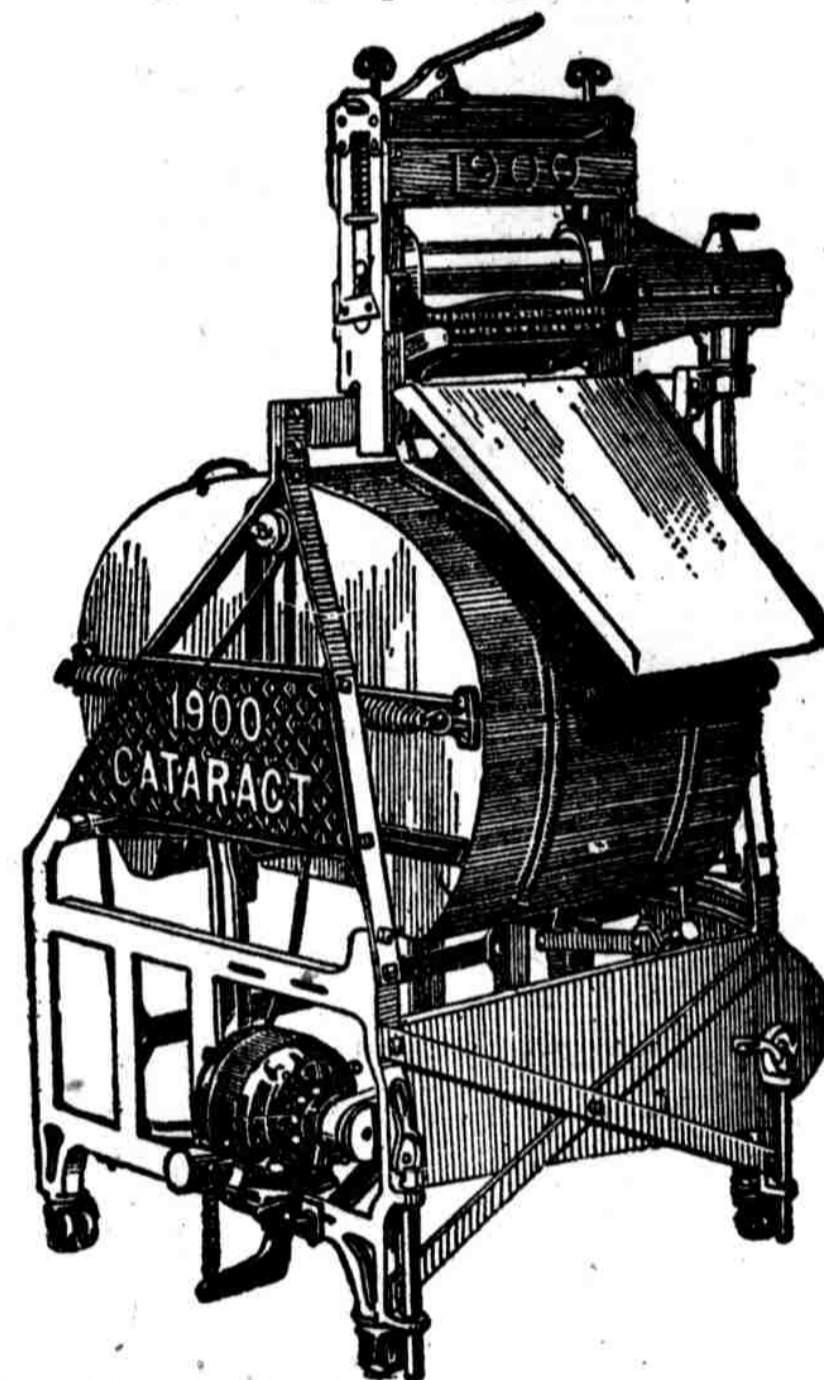
**Electric Power Used Costs Two Cents an Hour—and the Family Washing Can Be Done in an Hour and a Half**

Don't doubt—don't be skeptical—come see real washing being done—and see how easily the outfit can be installed in your home.

The first cost is not very great—and payments are extended over a long period.

The makers of the 1900 Cataract Washer were among the first in the field—and they had "horse-sense" as well as money. They saw what women needed—and finally they distanced all competition by *making the machine move, and letting the clothes idle*—doing away with all internal dragging devices. By experiment or, perhaps, pure chance, a movement was established for the machine whereby the container of the clothes swings and rocks with a motion that forces the water over, under and through the clothes in the form of a great long eight—

That is all any one need know or care about the science of the thing—for, like other scientific things when finally perfected, it is as simple as can be.



**THE 1900 CATARACT WASHER**  
comes in two sizes—for home use holding the equivalent of 8 sheets; for laundries, holding 12 sheets.

Everything about The 1900 Cataract Washer is patented—that is why other makers have to use other and clumsy means to get results.

The Makers of **TWINK**  
"Lux" Make  
Everybody should use it to preserve the full glory of color. It keeps pink, pink; tan, tan and so on. Next to no trouble to use. It sells for 10c in Toilet Goods Section, First Floor.

### "The 1900 Cataract Electric Washer"

—its parts, tub, wringer—are thoroughly durable. The outfit should pay for itself in wages and clothes saved, and in worry and drudgery saved.

**I'll jump in and do the work**



A company-trained and Gimbel-trained force is here to arrange for demonstrations of the Washer in your home—to help in any and every way to make you the thoroughly-satisfied owner of an outfit.

This is the personal word of Gimbel Brothers—a continuing guarantee for this Washing Machine that our experts chose as THE BEST. Sold on easy payments.

Visit the demonstration—see washing and ironing done in the real work-saving, clothes-saving way

**EASY WASHING**

**EASY MONTHLY PAYMENTS**

—Gimbels, Fourth floor.

No need to lose time. If inconvenient to visit the Store, just fill in and mail to us this coupon—

**COUPON**  
GIMBEL BROTHERS, Philadelphia.  
Please have a representative call upon me, so that I may learn the full details of your interesting easy-payment proposition on 1900 Cataract Electric Clothes Washer.  
Name.....  
Address.....  
E. L. 3-9-20.