

For Thursday

Store Hours: 9 to 5.30

Gimbels sold 10,000 shirts in a day—reason, madras, attached or separate collars, \$1.48. Great choice yet.

GIMBEL BROTHERS MARKET · CHESTNUT 14 · EIGHTH · NINTH

Wednesday, Nov. 17, 1920

Be done with pessimism. Let's decide on next spring's values—and Gimbels will place orders right now.

For Thursday

Piano Store Open This Evening and Thursday Till 10 o'Clock

In the Evenings Use Ninth-Street Entrance

# Five Leading Models of Columbia Grafonolas At Unheard-of Prices!

The price is confined to the selling of just a few hundreds---not a tenth enough to meet the instant demand this offer will create.

Please keep this in mind and come quickly to make selection, or order by mail---the catalogue number is given under each picture. Think of it!---\$80 for \$120 Columbia!

## A Whole Year in Which to Pay

Delivery made now or for Christmas.

The Columbia is one of the country's great standard makes of Talking Machines---a scientific triumph as a reproducing instrument, and superbly cased.

Regardless of the price you pay, the Columbia Grafonola which you buy will be a high-class musical instrument. In beauty of tone, in clearness and resonance, and in appearance it is certain to be equally gratifying. It will be an ornament to your home, a source of daily enjoyment to your family, a delight to your friends.

We include our large stock in this offer---so you may be assured of receiving the well-seasoned, exquisitely finished machines of the several leading models. Every one is brand NEW.

We have rebuilt and greatly enlarged the Talking Machine Section on Seventh floor---46 sound-proof, well-ventilated hearing rooms---and the business shall stand easily first in Philadelphia; first in everything that makes for the purchaser's satisfaction.

And a foremost service in records.

## Columbias in this Great Sale on Seventh Floor and in Subway Store

Seventh Floor Open This Evening and Thursday Evening Till 10 In the Evenings Use Ninth-Street Entrance

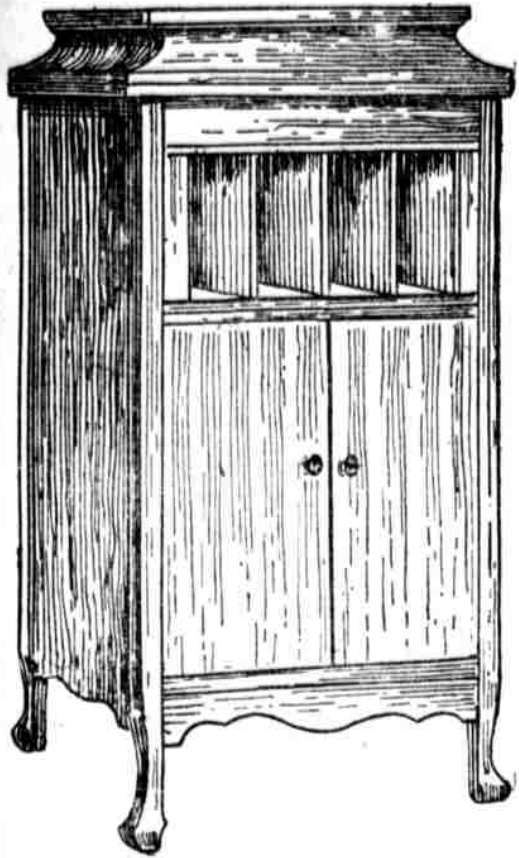
The Columbia Grafonola brings you the best music of the world. Opera, ballads, popular songs, instrumental, orchestral, and band selections, the most rhythmic and compelling dance music---the Columbia Grafonola offers them all. Our fullest guarantee, of course.

## A Carload of CONREID PHONOGRAPHS at \$59

Didn't expect to get them at the price. But here they are. Come---hear this Conreid right on our floor. We'll deliver you one exactly like it---right in its case---right from the cars. Every one is guaranteed perfect---and guaranteed to give fullest satisfaction. If you wish, a phonograph expert will call at your home.

This sale is for two reasons:

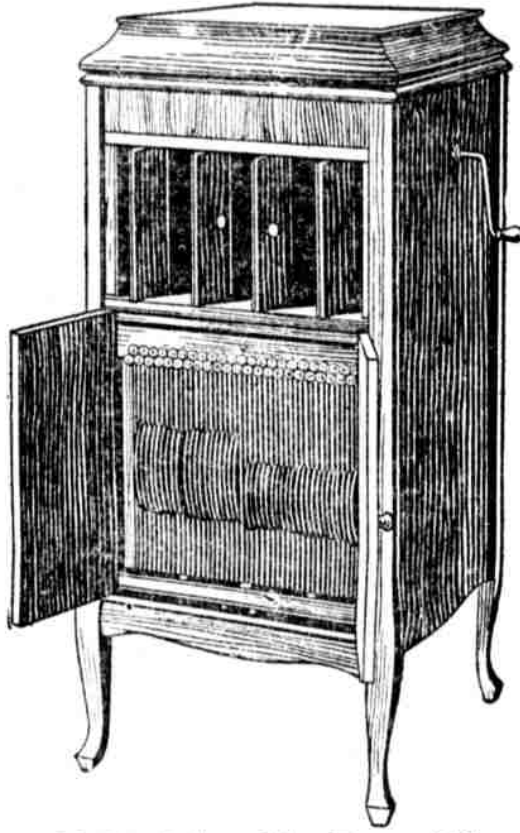
- 1st. To give the country's greatest value in Talking Machines.
- 2d. To get much of the holiday business booked before the rush. To this end, each sale is positive---no countermands.



\$120 Columbia Type E2 Now \$80

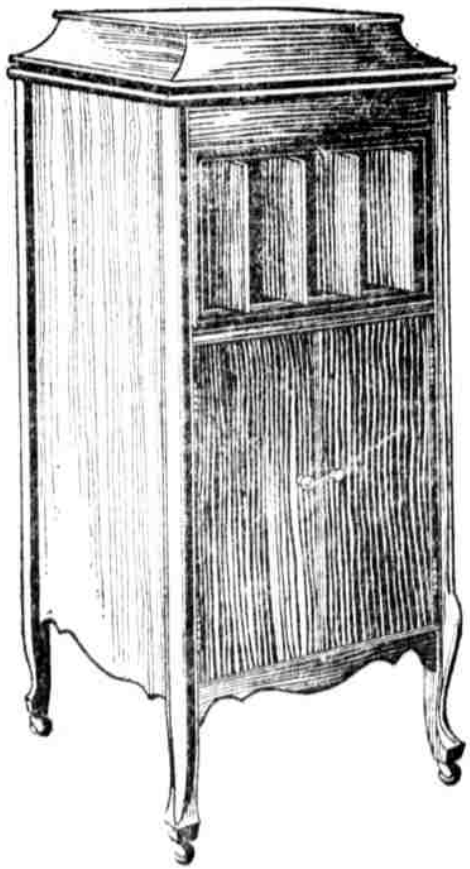
This Grafonola is very large for the price and is of a design that is very pleasing to the eye and one that will perfectly harmonize with almost any design of furniture. Finished in red mahogany, English brown mahogany, American walnut (satin finish), golden oak, fumed oak, and early English oak. Compartments with a capacity for seventy-five records. Size, 42 3/4 inches high, 19 1/2 inches wide, 21 1/4 inches deep.

This Grafonola also furnished with II Unit for electric operation.



\$140 Columbia Type F2 Now \$95

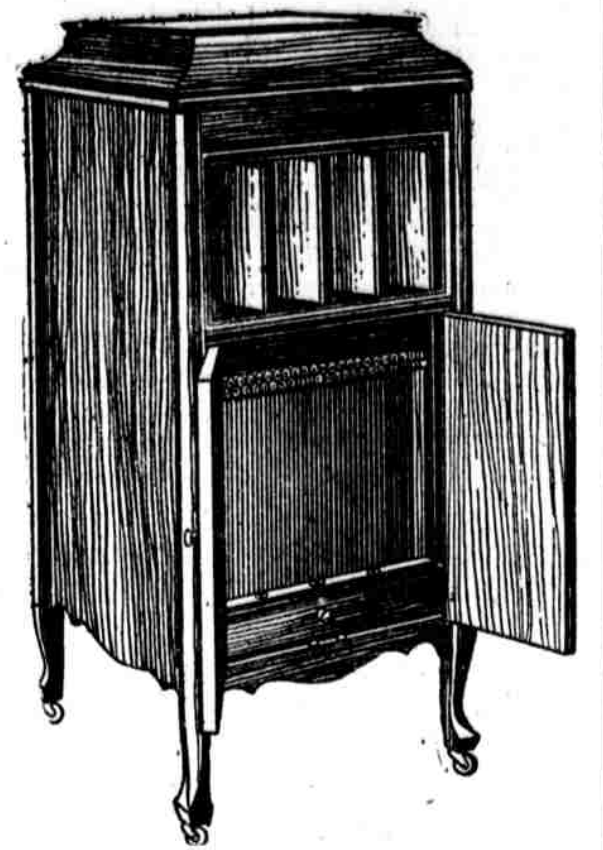
This cabinet is identically the same as the handsome type E-2, save that it has the Columbia Individual Record Ejector, a feature to be found exclusively in Columbia Grafonolas. Just a touch of the proper button, and any desired record is instantly ejected. Contains forty-seven protecting compartments for records. Finished in red mahogany, English brown mahogany, American walnut (satin finish), golden oak, fumed oak, and early English oak. Size, 42 3/4 inches high, 19 1/2 inches wide, 21 1/4 inches deep.



\$150 Columbia Type G2 Now \$110

A Grafonola of exceedingly artistic appearance. An example in design and finish of the best American craftsmanship. Finished in red mahogany, English brown mahogany, American walnut (satin finish), golden oak, fumed oak, and early English oak. Equipped with shelves adequate for seven albums, each with a capacity for twelve records. Size, 46 1/2 inches high, 19 1/2 inches wide, 21 inches deep.

This Grafonola also furnished with II Unit for electric operation.



\$165 Columbia Type H2 Now \$120

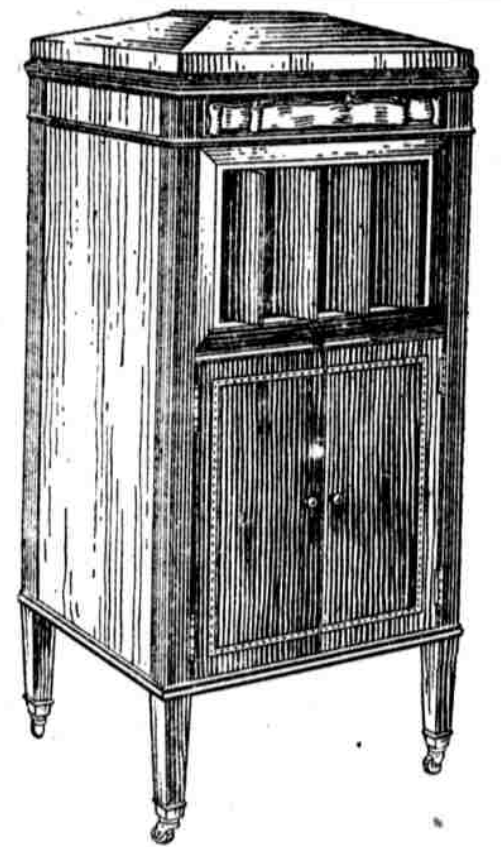
This cabinet is precisely the same as the type G-2, except that it is equipped with the Columbia Individual Record Ejector, a feature to be found exclusively in Columbia Grafonolas. Just a touch of the proper button, and any desired record is instantly ejected. Contains forty-seven protecting compartments for records. Finished in red mahogany, English brown mahogany, American walnut (satin finish), golden oak, fumed oak, and early English oak. Size, 46 1/2 inches high, 19 1/2 inches wide, 21 inches deep.

### This Sale Means---

- \$80 for \$120 Columbia Grafonolas
- \$95 for \$140 Columbia Grafonolas
- \$110 for \$150 Columbia Grafonolas
- \$120 for \$165 Columbia Grafonolas
- \$200 for \$275 Columbia Grafonolas

### Columbia Records---

- 69c for the \$1.00 records
- 89c for the \$1.25 records
- \$1.10 for the \$1.50 records
- \$1.39 for the \$2.00 records
- \$1.75 for the \$2.50 records
- \$1.95 for the \$3.00 records



\$275 Columbia Type L2 Now \$200

Impressive in size, beautifully inlaid with satinwood, and with the most handsome appearance, this Grafonola is suitable for the most elaborate of homes. The workmanship is of the best and the finest of materials are used. Finished in English brown mahogany and American walnut (satin finish). Equipped with ten handsome record albums, each with a capacity for twelve records. Size, 47 1/2 inches high, 21 1/2 inches wide, 19 1/2 inches deep.

Messrs. Gimbel Brothers, Philadelphia

Without obligating me, please give fuller information regarding offer on Columbia Grafonolas.

Name .....

Address .....

This offer ends with the selling of available machines---ends any day. We suggest quick decision.