

When Mademoiselle Lengien—First Woman in Athletics in France—wears suits;
When Madame Curie—First Woman in Science in the World—wears suits;
When Mrs. Harding—First Lady in America—travels in suits;
When Marie, Queen of Rumania, soon to visit America—wears suits.
It behooved Gimbels to Be Ready Early With Suits for Philadelphia Women. And We Are!

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Thursday, September 1, 1921
Store Open All of Saturday and Monday

A Very Extraordinary Announcement Bringing This Fine News GRAND PIANOS for \$595

Handsomely Cased—in Mahogany. Spruce Sounding Board. Bell-Metal Plate. Overstrung Copper Bass Strings. Double Cross-banded Veneers.

Almost as low in price as an upright—almost as small in size. But the form of the grand piano allows a tone and bell-like resonance all its own; a beauty and grace of line unapproached. And here is that Grand Piano—

Built to Bring the Note of Luxury Within the Bounds of the Average Apartment

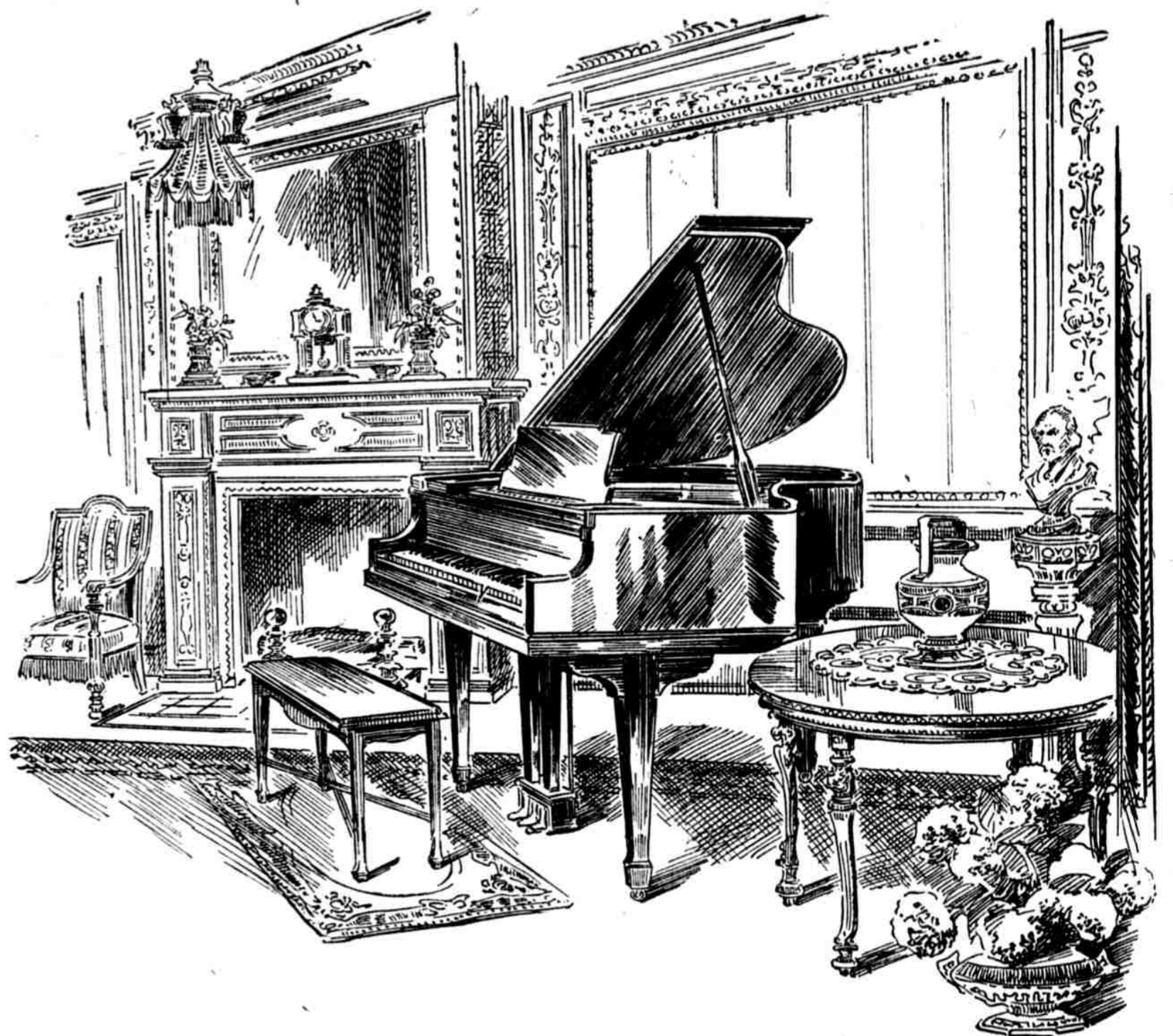
It is an instrument to love and be proud of—the crowning mark of the real home.

Almost all musical instruments are sold on Extended Payment Plan

With this we have simply tried to make the terms easier as we have succeeded in bringing down the price.

Choose bench or stool—either is included.
Free delivery.

And the Gimbel guarantee that means everything for permanent satisfaction.



—Gimbels, Hardman Hall, Seventh floor.

Beautiful Mahogany-Cased Talking Machines \$49

that play 3 records with one winding

They have one of the well-established motors and in every way are quite sure to please.

Pay \$5 and Secure Immediate Delivery

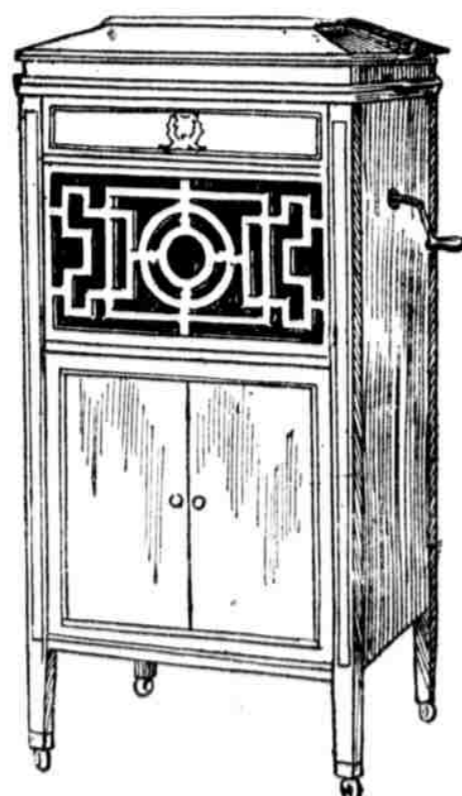
—paying balance in easy monthly parts.

MAIL THIS TODAY

Gimbel Brothers, Philadelphia

Without obligation on my part, I desire fuller information regarding the remarkable offers printed in Evening Ledger.

Grand Piano Mark an X beside one that interests you.
Talking Machine



—Gimbels, Hardman Hall, Seventh floor and Subway Store.

This Is Worth Re-Stating Every Year or Two

The Gimbel business is at heart and in practice the selling of satisfaction. We have at no time taken the sale of an article simply to profit on the selling. We did not sell musical instruments at all, until we saw that a new kind of service could greatly benefit the public. Then men foremost in the craft were organized to "make good on Gimbel lines." It was revolutionary—it called for a new manner of salesmanship—it ended price haggling—it made it as safe for your little girl to buy a piano as for the most hardened bargain driver.

One great maker lost heart—couldn't believe that a musical business, like music itself, could be a little bit of heaven. After arranging the agency, the goods were refused us and sold to another concern. We have them now!

In a very large territory we represent—

Hardman Pianos } the instruments Caruso loved.
Hardman Autotones }

The exquisite VOSE Piano and Player-Piano, Packard Piano and Player-Piano, Milton Piano, and to our own specifications we have produced in many charming styles—Conreid Pianos—Grand and Upright, and Player-Pianos.