

Store Hours, 9 to 5:30

Gimbels for the famous SETH THOMAS CLOCKS—clocks of a fame the years have confirmed.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Tuesday, Nov. 8, 1921

Christmas gifts and other purchases bought now can be paid for in January.

Piano Store Open Till 9 P.M. This Week—Evening Entrance at Eighth & Market

An Amazing Sale of Phonographs

A History Making Merchandising Movement as a Result of a Combination of Gimbel Originality and Chicago Initiative



Gimbel Player-Piano Club Closes Saturday Evening of This Week

Through this 52d Gimbel Club we are supplying the very beautiful and thoroughly good—

“Conreid” Player Piano for \$395

Piano of full seven-and-a-third octaves; player action one of the country's best. Piano has bell-metal plate; overstrung copper-wound strings. The case is double-veneered throughout—finished dull or bright as desired.

Pay \$10	And the Instrument Goes Home— Agreeing to Pay Balance at Rate of—	Weekly \$2.50
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No Interest: No Extras: Free Delivery: Free Bench: Free Tuning:

Handsomely cased in mahogany.

Gimbel Piano Clubs were devised by us years ago, to promote business through a new willfulness to buyers of musical instruments. We have through these clubs sold more than two million dollars' worth of instruments, of various good makes, including Hardman, at savings to the public running in hundreds of thousands of dollars.

You Buy for Less Money in a Gimbel Club—with nearly three years to complete payments—than the same or equal instrument can be bought for even for cash anywhere else.

How can we do it? By having faith in the public's appreciation of supremely good values.

We buy a large number of a certain instruments—effecting large money saving. We center the attention of millions on this one instrument—thereby reducing selling expense very greatly.

These savings we give you—in the reduced price. We make the one comprehensive price cover cost, carrying charge, delivery and all—simplifying the transaction. And the savings run from sixty to more than a hundred dollars.

Some are timid about entering an obligation running so long. To meet that fear, we add this provision—

We Send the Player-Piano Home on a First Payment of as Little as \$10

Then you pay the remainder at the rate of \$2.50 weekly. This would give you 153 weeks to complete payment. Suppose at the end of a year you decided to pay the balance. You had paid \$10 at purchase, and 52 times \$2.50—in all, \$140.00. The remainder would be \$255—equal to 102 weekly payments. The money would earn us 6 per cent for the average time or 51 weeks, and you would be allowed \$15.25.

SEND US THIS

GIMBEL BROTHERS, Philadelphia—
Without putting me under any obligations please send fuller particulars of Conreid Player-Piano or Crown Phonograph Mark (X).

Name

Street

City and State

GIMBELS REPRESENT
Hardman Piano and Autotone
Vose Piano and Player
Harrington Piano and Player
Packard Piano and Player
Milton Piano and Player
—Gimbels, Seventh floor.

A Million New Phonographs Created for a Single Year's Sales

By a Chicago Piano House Famous Since 1870

This amazing offer is the direct result of a simple, yet tremendous idea. A fine old Chicago piano house—George P. Bent Co.—famous for its musical instruments since 1870—conceived the idea of creating a new phonograph of highest quality standing—and of putting it at once at the top by building a million new phonographs for a single year's sale. Daring—never before done. But not impossible. And to Gimbels—the recognized leader for driving through to accomplishment great and daring merchandise movements—the offer came to join in the effort. They put the problem up to us.

Satisfied as to Quality-Standing, Gimbels Launch the Great Enterprise on the Basis of Price and Terms

Gimbels set the price. Gimbels set the terms. Accepted the undertaking on a basis that can admit no doubt of success. An opening offer that will not only secure tremendous immediate distribution—with its amazing terms and price—but secure at once the permanent quality fame of an exceptionally high-grade instrument.

1000 Machines Here and on the Way to Meet the First Rush

This offer is by no means indefinite in duration. This price—and these terms—apply to the first great opening sale—limited to the first 3000 phonographs sold. Prompt action brings the phonograph to your home at once—right in advance of a long list of gay holidays. Prompt action brings it to you at the extraordinary opening price of \$65—on the extraordinary opening terms of \$1 down—and \$1 a week.

\$1 DOWN \$1 WEEK

We Deliver to Your Home the New

Crown Phonograph

Of the Highest Quality Tone:
Appearance: Construction:
On First Payment of \$1

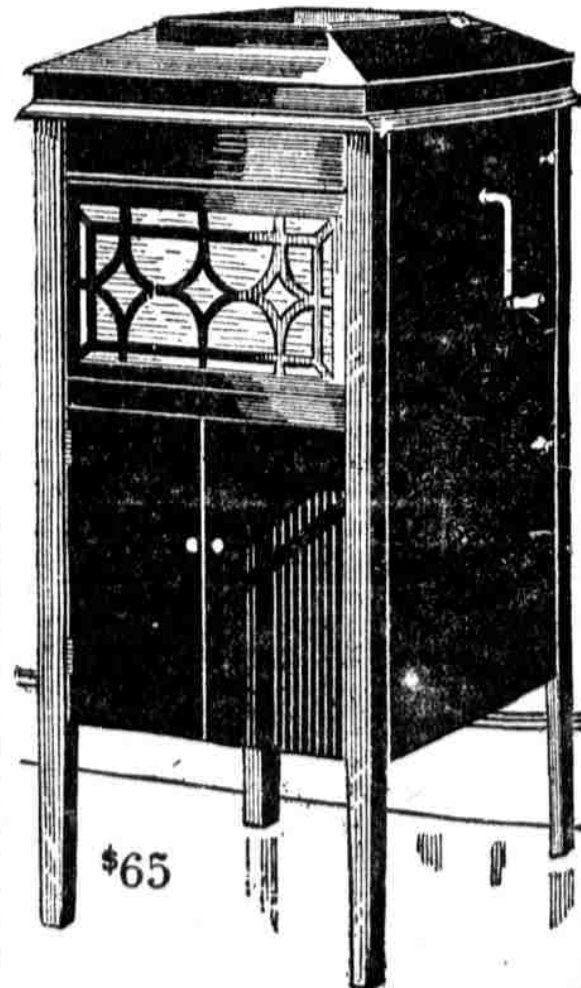
Again Gimbels come forward with an offer that brings the fine things of life within purse reach. At last—though for a limited time—a phonograph of the highest quality, on terms that every home can manage with ease. Those who have always wanted a phonograph. Those who would have nothing but the best, and have found the best beyond their means. Here—result of a combination of Gimbel originality and Chicago initiative—as the great merchandise story in the adjoining column explains—is their chance to fully satisfy years of desire for a phonograph of first excellence. On payment of \$1 down and \$1 a week.

And the Price—**\$65**

Is a Third Less Than the Prevailing Market Price

A full third less than the prevailing market price for phonographs of equal excellence. Not price alone, nor terms alone, but BOTH. And for a machine that will take its rightful place in the aristocracy of the phonograph world at a price determined by its worth.

Every one knows the best makes of phonographs. Gimbels have played a great part in their growth to fame. Now Gimbels come forward with unquestioned sponsorship and absolute guarantee of the new Crown Phonograph. An instrument created by an old piano house that has produced fine musical instruments since 1870—George P. Bent Co.—a cabinet built by the best cabinet builders in the country. Beauty and richness of appearance. Careful, perfect finish. A tone clear, pure, free from surface sound. After all, this test is final—tone. And the tone quality of the Crown Phonograph places it on the highest level of phonograph excellence, worth.



Pianos and Talking Machines Hardman Hall, Seventh Floor and Subway Store