

Store Hours,
9 to 6

Music Section Open Till 9 P. M.—After 6
o'Clock Enter at 8th and Market

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Buy Gifts Requiring Engraving Promptly
—That Work Cannot Be Greatly Hurried.

Thursday,
Dec. 8, 1921

These Offers Available Tonight—Piano Store Open Till 9 o'Clock

WE ARE READY TO SEND YOU A Crown Phonograph

On Ten Days' Free Trial **SEND NO MONEY**

Four weeks ago we told how the Geo. P. Bent Co., Chicago, famous in pianos since 1870, and makers as well, nowadays, of very wonderful talking machines, had determined to produce and sell

**A MILLION
PHONOGRAPHS
IN A YEAR!**

—how they had asked the Gimbel Stores to work as a great unit in the selling—and how we agreed, after two months of investigation—if we could say that—

**Gimbels Named
the Prices**

**Gimbels Fixed
the Terms**

You see, such production will greatly lessen cost of each machine and permit of paying for great refinement of cabinet and mechanism.



**Try the Crown in Your
Home for Ten Days—
Not a Cent to Pay**

Choose any model—and remember there is a beautiful mahogany-cased Crown Phonograph

To be bought as low as

\$65

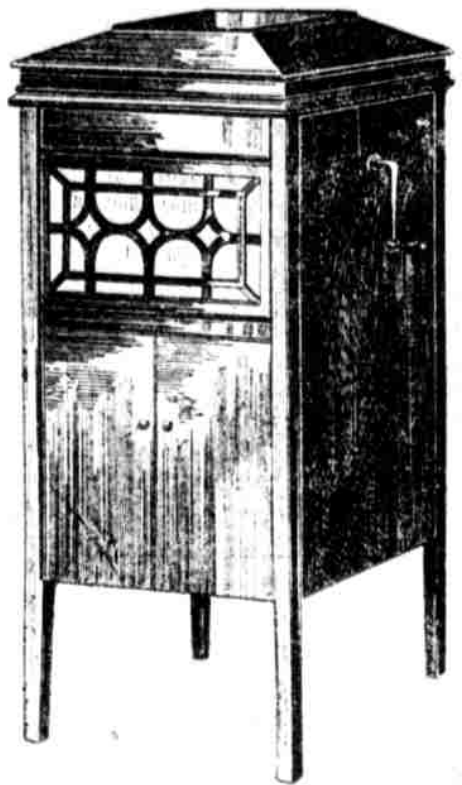
Paying \$1 a Week

But that is looking ahead—

**The Trial is Free—
You Decide at Leisure
About Buying**

Letting this offer serve you in any form you please—we know you'll—

**Have a Phonograph
for Christmas**



Model 9—\$65
Mahogany, 22 1/2 in. high, 13 1/2 in. wide, 21 1/2 in. deep. All models have 12-in. turntable.



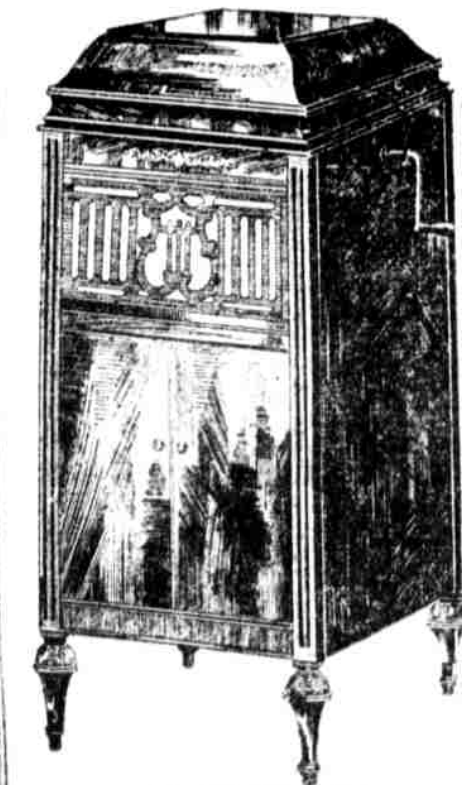
Model 22—\$125
Mahogany or American Walnut, Louis XV Period, 48 1/2 in. high, 27 in. wide, 21 1/2 in. deep.



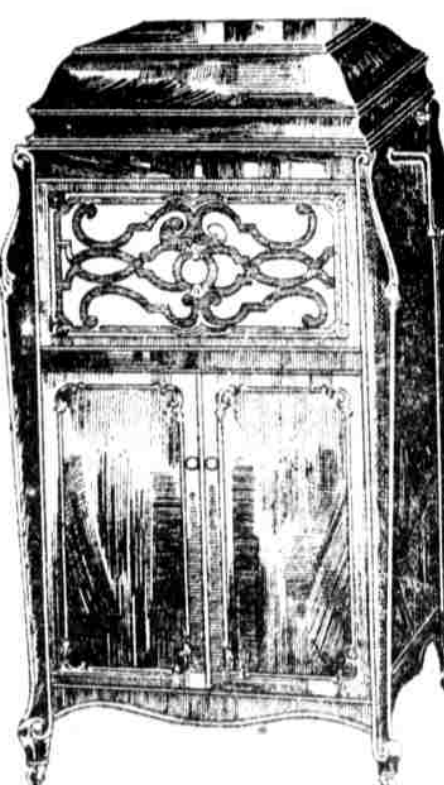
Model 10—\$80
Mahogany or Walnut, Adam Period, 38 1/2 in. high, 29 1/2 in. wide, 22 in. deep.



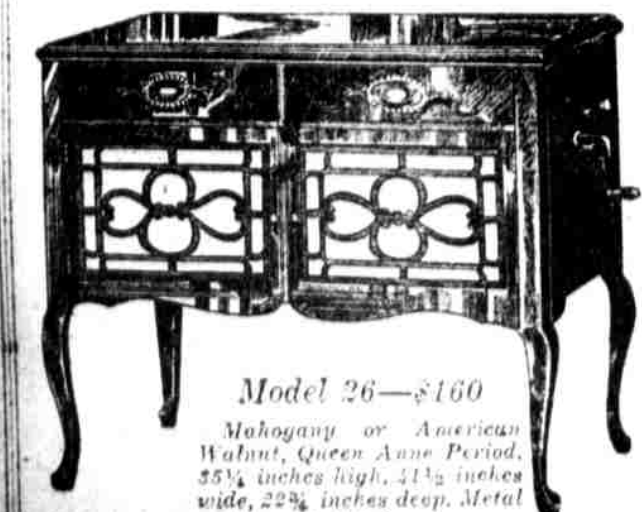
Model 21—\$150
Mahogany or American Walnut, Adam Period Art design, 57 1/2 in. high, 29 1/2 in. wide, 29 1/2 in. deep.



Model 21—\$90
Mahogany or Walnut, Louis XVI Period, 45 1/2 in. high, 29 in. wide, 22 in. deep. Metal parts gold plated.



Model 25—\$175
Mahogany or American Walnut, Louis XV Art Design, 48 in. high, 27 1/2 in. wide, 23 1/2 in. deep.



Model 26—\$160
Mahogany or American Walnut, Queen Anne Period, 55 1/2 inches high, 31 1/2 inches wide, 22 1/2 inches deep. Metal parts gold-plated.

GIMBEL BROTHERS, Philadelphia. Date.....

You are requested to deliver a Crown Phonograph—model checked in margin—for ten days' trial in my home. If I decide to keep it I agree to make monthly payments as called for in this coupon.

Otherwise Gimbel Brothers will accept return of the Phonograph without obligation on my part—by freight from out of town points or Gimbel delivery will call. I am to be repaid any freight paid by me.

Name.....

Address.....

Phone..... E.L. 12-8-21

MODEL NO. 9 \$65—\$1 weekly
 MODEL NO. 10 \$80—\$1 weekly
 MODEL NO. 21 \$90—\$1 weekly
 MODEL NO. 22 \$125—\$1.50 weekly
 MODEL NO. 24 \$150—\$1.50 weekly
 MODEL NO. 25 \$175—\$2 weekly
 MODEL NO. 26 \$160—\$2 weekly
 MODEL NO. 30 \$185—\$2 weekly

—Gimbels, Hardman Hall, Seventh floor.

Here Is An Unexpected But Splendid Christmas Sale of "Conreid" Player-Pianos

Recently we sold hundreds of these splendid Player-Pianos through the economical plan of a—

Gimbel Piano Club

wherein, after making large savings through tremendous buying and the inexpensive way of selling, we group interest and all annoying "extras" and name one comprehensive price.

The makers at that time had no hope of being able to supply us before Christmas with another—

Five-Carload Purchase

—but they did, and here is rare good fortune for Christmas shoppers—

\$395

**No Interest : No Extras : Free
Delivery : Free Bench :
Free Tuning**

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 mahogany case is double-veneered throughout.



Pay \$10 And the Instrument Goes Home Promptly—
Weekly \$2.50 You Agreeing to Pay Balance at Rate of—

Supply of music rolls can be included in this transaction without additional first payment.

No other plan of selling musical instruments has ever proved so economical to the purchaser as the Gimbel club. There is no drawing, no chancing, no waiting—just co-operation; just our faith in this great public that justifies larger purchase of a single instrument than other dealers dream of—and then centering the attention of millions to a one bright point of service and economy. It reduces selling expenses mightily.

**You Buy for Less Money in
a Gimbel Club Than the
Same or Equal Instrument
Can Be Bought for Any-
where Else, Even for Cash**

Very Special

In the nick of time for Christmas, we have a group of the splendid—
**Shoninger Upright Pianos to Sell at \$395
Instead of \$550**

—while the club plan gives you three years in which to complete payments.

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

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

Then you pay the remainder at 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.

Under the Gimbel club plan we have distributed over two million dollars' worth of pianos, including the original Knabe; the Hardman, the piano of Grand Opera, and other instruments of the inner circle.

If you cannot visit the Store, will you fill in and mail us this coupon?

Messrs. Gimbel Brothers, Philadelphia.

Kindly give me fuller particulars of the "Conreid" Player-Piano offered on Gimbel Club Plan.

Name.....

Street.....

Town..... E.L. 12-8-21

—Gimbels, Hardman Hall, Seventh floor.