

Store Hours, 9 A. M. to 8:30 P. M.

For Tuesday

Pathe Phonographs in the greatest sale ever held. One-third regular price—a year to pay.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Talking Machine Section open till 9 P. M.—Enter at 8th and Market or on Ninth Street.

Philadelphia, Monday, February 27, 1923

Tuesday

"Paris Shows 'Larkspur Blue' to Honor Princess Mary"



—"Women's Wear"
And the Gimbel Store—working more closely with Paris by virtue of its unequalled Paris organization—shows the entire range of larkspur colors—beginning with the soft, ethereal tint that is exquisite for evening wear—and under summer's moon!—down to the deep, strong tone that is one of this year's famous "sunshine colors."
"Larkspur" or "Mary blue" is the favorite color of Princess Mary, and delicate sprays of the flower are to droop from the girdles of her bridesmaids at the wedding which tomorrow all fashionable London will attend.
Georgette, in larkspur blue—at \$1.85 a yard.
Crepe Roma, at \$4.95.
Satin-faced Roshanara—at \$4.50 a yard.
Vassar—a very new, very rich, corded silk—at \$3.95.
Canton crepe—(this last in the darkest toning)—at \$3.68.
—Gimbels, Colored Dress Goods, Second floor.
Women's suits, of larkspur blue "Mara"—new, exclusive model in dark tint—at \$69.
Women's Canton crepe Dresses—simply tucked or exquisitely beaded—at \$39.75, \$45 and \$55.
Misses' Canton crepe Dresses, at \$25 and \$35.
Roshanara Slip-on Blouses, at \$16.75.
Roshanara Peplum Waists with Cockcroft printing—at \$19.75.
—Gimbels, Salons of Dress, Third floor.



PIANO STORE OPEN TONIGHT TILL NINE —Ninth Street Door —Eighth and Market

Pathe Phonographs AT ONE-THIRD PRICE

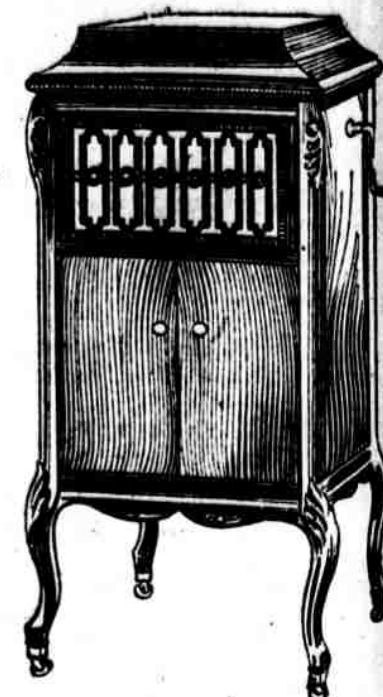
A Whole Year to Pay

Pathe Gimbels Have Purchased Entire Philadelphia Retail Business of the **Pathe Phonograph Shop** at 1026 Chestnut Street



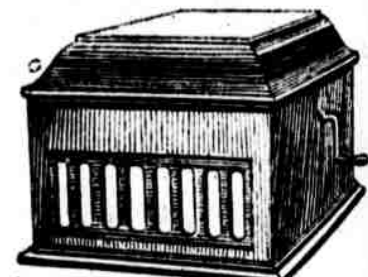
Pathe Freres Phonograph Company was driven on the rocks by the post-war slump, as have been many other fine businesses, but, we are assured, will be re-established. The bugbear has been to quickly turn made-up stock into money, and—

By Order of the Receivers the Philadelphia branch accepted the offer of Gimbel Brothers for the entire retail stock.



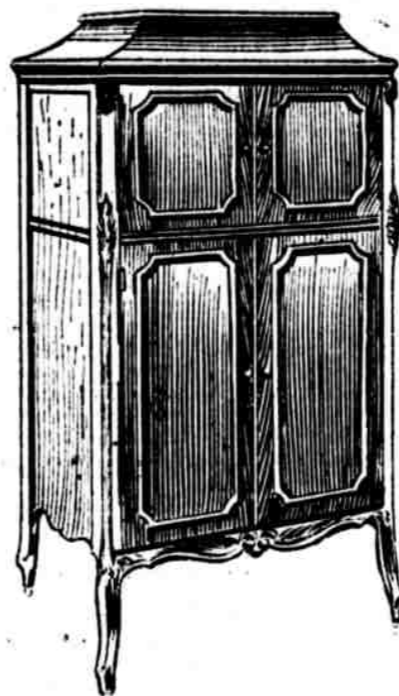
Model No. 17—\$75

Louis XV period. All exposed parts are gold-plated. Mahogany or Oak (Golden or Fumed); Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; extra heavy, long running motor; five record albums; 22 1/2 inches wide; 21 1/2 inches deep; 48 1/2 inches high. Regular price \$225. Sale price \$75.

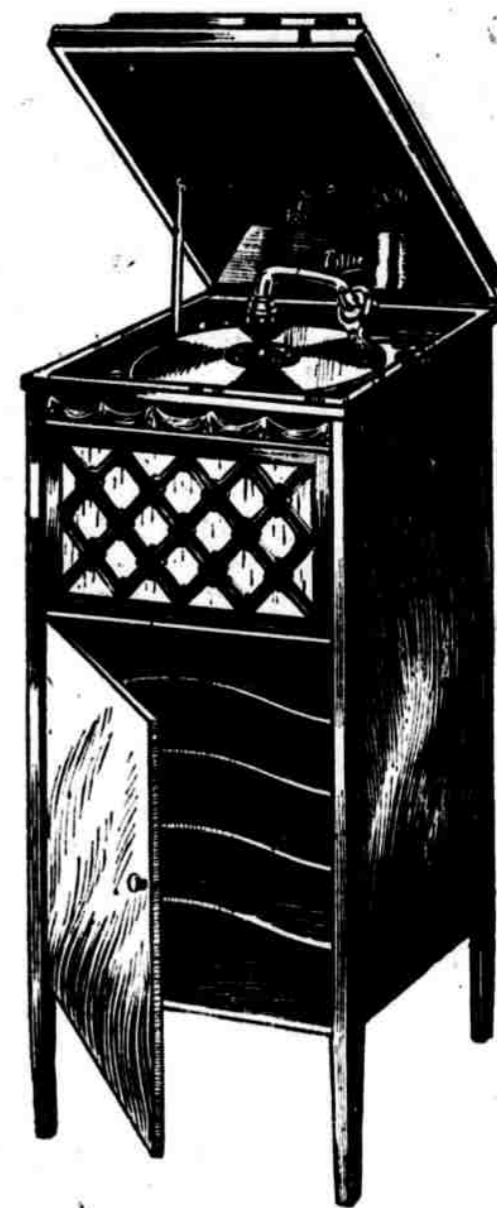


Model No. 3—\$18

Gives all important Pathe features at an exceptionally low price. Oak or Mahogany with all exposed parts nickel-plated; Universal tone arm; Pathe reproducer; Sapphire ball; double spring motor; 17 1/2 inches wide; 18 1/2 inches deep; 13 inches high. Regular price \$55. Sale price \$18.



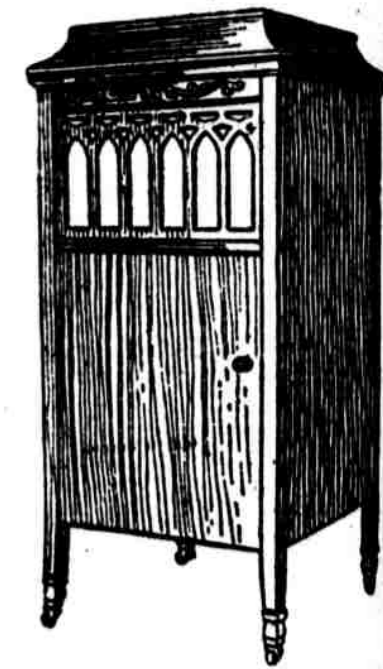
Actuelle—Model J—\$85
Regular price \$250



This Model—\$38

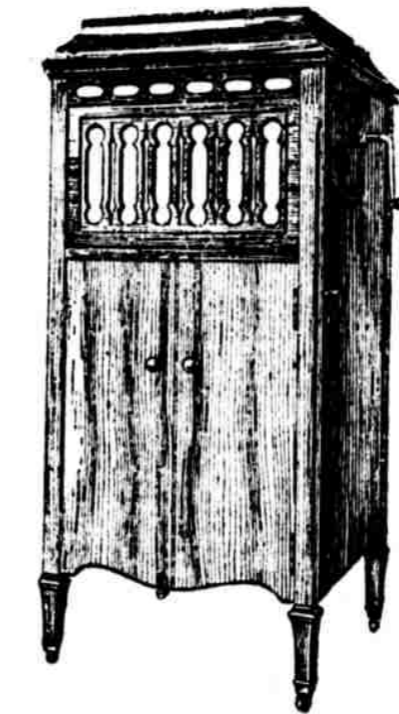
Selling Starts at Once
Piano Store Open This Evening Till Nine o'Clock. Evening Entrances at Eighth and Market Corner and on Ninth Street
Prices Start at \$18

Pathe is one of the very great phonographs—been of the Gimbel line since 1919—has permanent sapphire ball to play Pathe records; with ordinary needle, plays any record beautifully.
In cabinet work the Pathe is beautiful. The 15 best models are in this sale.
All the machines are new and perfect.
—Gimbels, Seventh floor and Subway Store.



Model No. 10—\$49

In Mahogany or Oak (Golden or Fumed); with all exposed parts nickel-plated; Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; double spring motor; 20 1/2 inches wide; 20 1/2 inches deep; 43 inches high. Regular price \$160. Sale price \$49.



Model No. 12—\$59

Made in Mahogany or Oak (Golden or Fumed); all exposed parts nickel-plated; Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; double spring motor; 20 1/2 inches wide; 21 inches deep; 44 inches high. Regular price \$175.

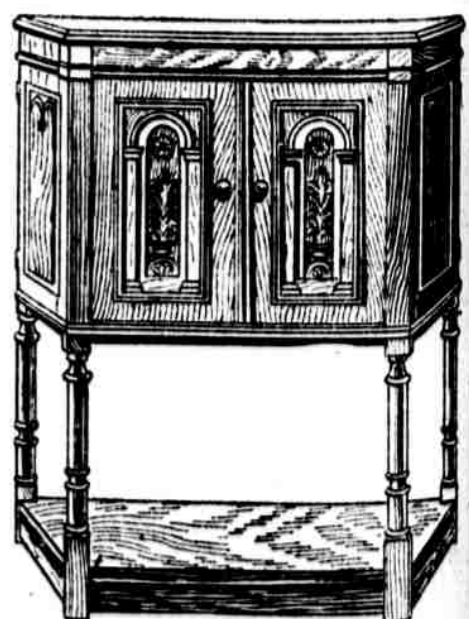


William and Mary

Model combines grace, dignity and harmony of proportions. American Walnut, metal trimmings of antique brass. Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; double spring motor; 42 1/2 inches wide; 20 inches deep; 38 inches high. Regular price \$225. Sale price \$75.



Actuelle—Sheraton—\$100
Regular price \$300



Actuelle—Model T, Gothic—\$110
Regular price \$325

Women's Suits—We Were About to Remarks the Furore for Boxy Suits, But—



—There's just as great a furore for cape suits—and the "suit with the bellow's back" seems to have made a wonderful place for itself in feminine fashions.

—Literally Wonderful Variety at \$25—at \$29.75—at \$33.75—at \$38—up to \$49.75

More than a dozen styles—endless "sunshine colors"—to choose from at \$25.

The famous "Dentwood tweeds"—at \$29.75.

"Trelaines"—new as the morning!—at \$38.

"Kasha" (women seem mad about it); and "Melrosa" (newest of all), at \$45.

Strap-buckle-side tweed suits—at \$39.75.

"Melrosa" Suits—in a wonderful stone-green with moss color through it—at \$39.75.
Trelaine dress with coat—at \$49.75.
—Gimbels, Salons of Dress, Third floor.

Paris Millinery Opening



The *Reboux* rose! *Morie Louise's* rose! The famous "hat with a sleeve" (yes, actually!)—pictured. *Vasselin Villard's* circlet with circ ribbon hat. *Lewis's* new-line, big—enormously big!—black Milan with its huge ostrich "brush."—The talk of Paris—the "hat with the smoked top."

Caroline Reboux's "new bow." *Cire geranium*. The "Poll Parrot colors."
Maria Guy's poppy petals—In the true "couleur du rose."

Lewis's black straw lace over "strea"—strea, which is the new straw-cloth that looks like metalcloth.

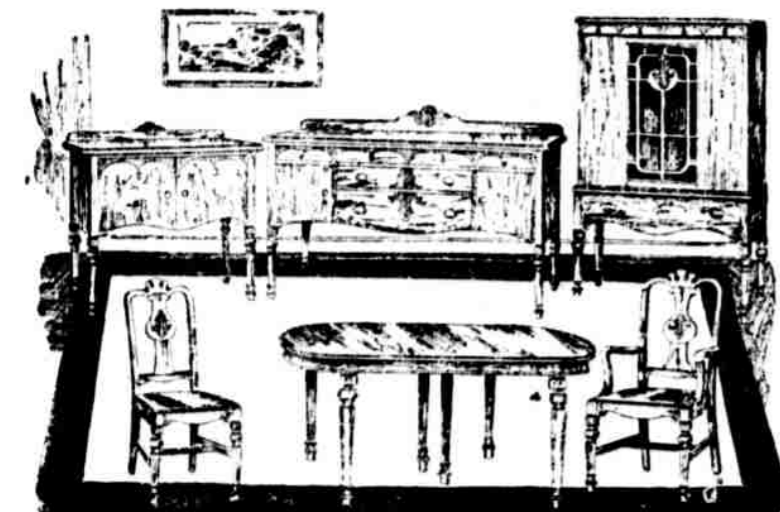
"Biot"—a new plumage-treatment that is like nothing else in the whole wide world!

Lace made of wool. Lace made of straw. Coque. A new feather that looks like felt! Color-facings—any color that "flatters."

Undoubtedly a Season of Color—In Spite of Which, Black Holds Its Own
OPENING DAYS!
—Gimbels, Millinery Salons, Third floor.

Half Price is the Rule for FURNITURE in Ending the FEBRUARY SALE

The savings are big, yes, but the biggest thing is the furniture itself! Kinds to like more the longer you live with it! Remainder lots are being cleared out. Partial payments for furniture can be arranged.



Italian Motif Dining-Room Suite—Solid Walnut or Mahogany, Ten Pieces at \$285



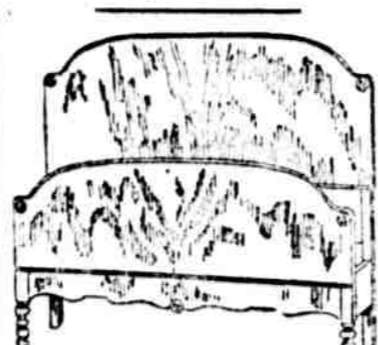
18 Walnut Bureaus, Finest Construction and Finish. To Be Closed Out at \$35 Each



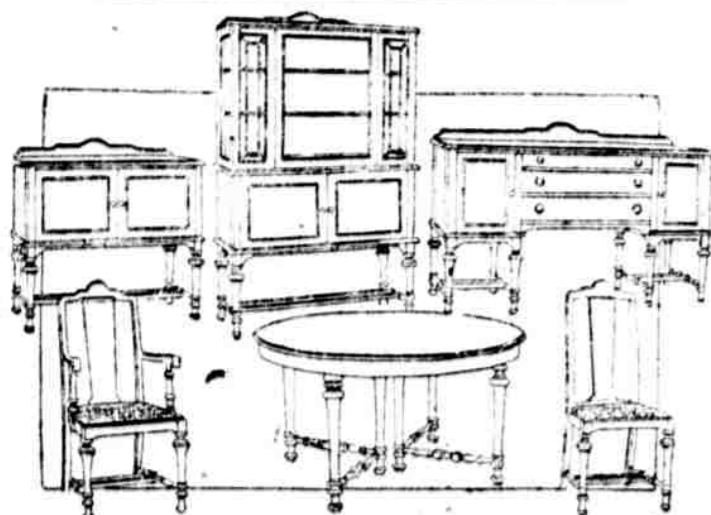
15 Walnut Dressing Tables, Swinging Side Mirrors, Center Glass, Gives Full Body Reflection. To Be Closed Out at \$35 Each



Walnut Chiffonniers to Match Dressing Table, Sliding Tray Interior, Two Drawers. To Be Closed Out at \$35 Each



Full-Size Bedsteads, Mahogany or Walnut, to Match Above Pieces. To Be Closed Out at \$30



William and Mary Dining-Room Suite—Walnut Ten Pieces at \$285

100 Metal Bedsteads with 2-Inch Posts, 1-Inch Fillers, All Sizes, To Be Closed Out at \$15 Each

Satin-Finish Bungalow Brass Bedsteads, Two Designs. To Be Closed Out at \$35 a Pair

—Gimbels, Sixth floor.

New 10-inch Double-face Records—including the wanted dance records—"Wimmin," "Leave Me With a Smile," "Blue Danube Blues"—regularly 75c. **49c**
New Columbia Double-face Records—10-in., 33c; 12-in., 65c
Record Albums—for 10-in. records, 39c; for 12-in., 49c
—Gimbels, Seventh floor and Subway Store.