

Store Hours, 9 A. M. to 5:30 P. M.

This Store is so much more than just a store

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Saturday, March 4, 1922

Let the family choose, when buying a piano or talking machine. Come in the evening.

**PIANO STORE OPEN AT NIGHT TILL NINE** *Ninth Street Door Eighth and Market*



The Receivers said: "If we can market the made-up stock of



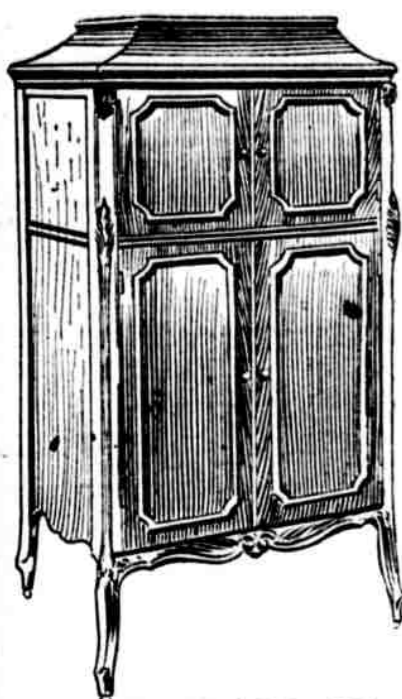
## PATHE PHONOGRAPHS—We Can Save and Rehabilitate the Business!"

So Gimbels bought the entire retail stock of the Philadelphia "Pathe Phonograph Shop" at 1026 Chestnut. The machines went on sale Monday night. Tuesday we took over the Philadelphia warehouse stock. Wednesday afternoon we had so nearly sold out that we stopped taking orders. Thursday, the Receivers saw daylight! "Take our New York factory stock—we had imagined the existence of no such selling organization"—and

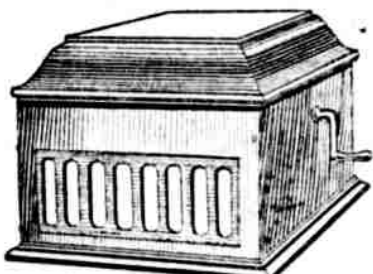
**Now for the Big Help that Makes Success Certain!**

Buy one of the really great phonographs for next to nothing, thereby rendering yourself a great service, while helping to save a fine industry. Terms?

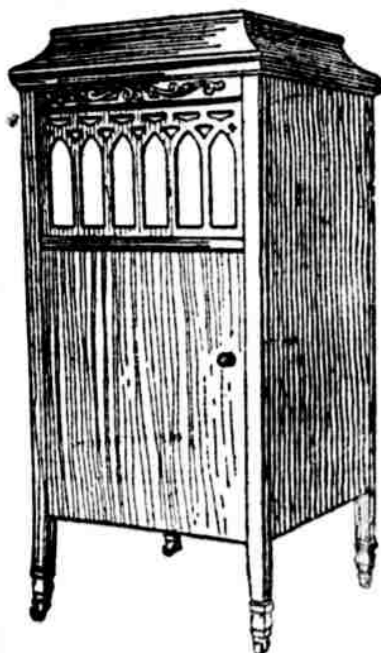
Prices Start at \$18



Actuelle—Model J—\$95  
Regular price \$250.



Model No. 3—\$18  
Gives all important Pathe features at an exceptionally low price. With all exposed parts nickel-plated; Universal tone arm; Pathe perfect tone control; Sapphire ball; double spring motor; 17 1/2 inches wide; 14 1/2 inches deep; 13 inches high. Regular price \$50. Sale price \$18.

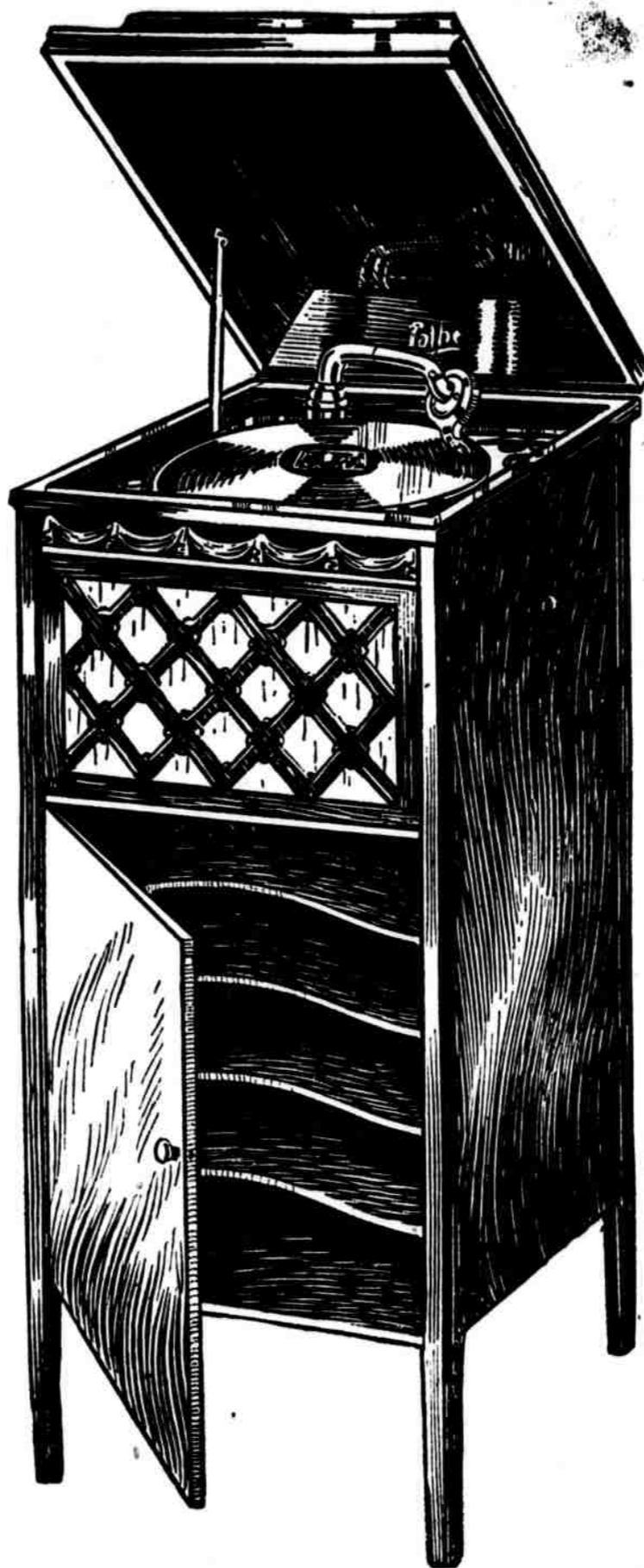


Model No. 10—\$59  
In Mahogany or Oak with all exposed metal parts nickel-plated; Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; double spring motor; 20 1/2 inches wide; 20 1/2 inches deep; 43 inches high. Regular price \$150. Sale price, \$59.

Pathe Freres, French, perfected this magnificent reproducing instrument—we had one sent over, a dozen years ago. It needed certain standardization of parts to make the production of an artistic marvel practical in quantities. The inventors kept at it—and time came when they sold American rights to the perfected machine.

There have been several hundred talking machines put on the market, only a few of which were inventions. Most of them were made possible by using parts on which patent protection had ceased—mere merchandising freaks.

The Pathe is a distinct, wonderful creation.



This \$110 Model for \$38

A Year in Which to Pay

Pathe Phonographs have permanent needle—a tiny sapphire ball—used in playing Pathe records. With ordinary needles the machines play all makes of records.

All Pathe Phonographs in this sale are brand new—right from the makers—and are not to be confused with fugitive lots wherever offered.

**BE IN TIME!**

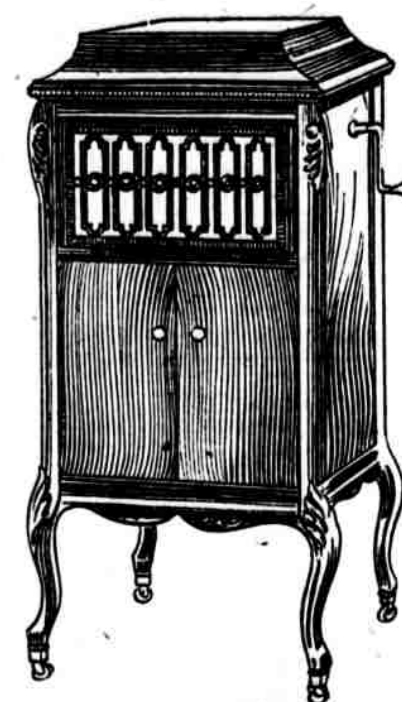
These phonographs are selling so rapidly that we suggest the use of following form, if an early visit to the Store is inconvenient.

If for any reason we cannot fill the order, the money will be promptly refunded.

Gimbel Brothers, Philadelphia.

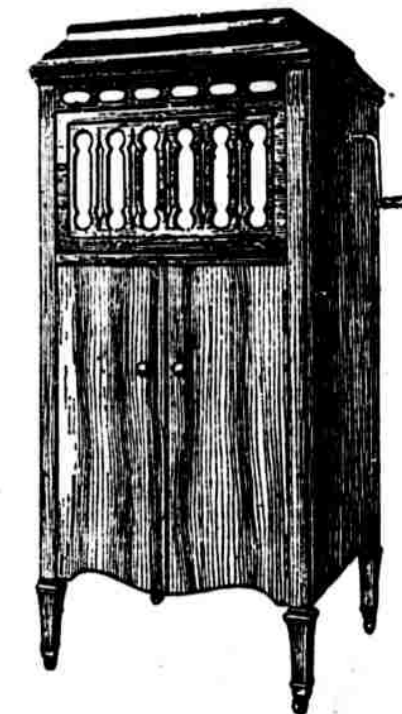
Please deliver to me Pathe Phonograph Model..... at \$..... I enclose \$..... as first payment and agree to pay the balance in ten equal monthly parts. Two References—

Name.....  
Address.....  
Name.....  
Address.....  
My Name.....  
Address.....  
Town.....



Model No. 17—\$85

Louis XV period. All exposed parts are gold-plated. Mahogany; Universal tone arm; Pathe perfect tone control; Pathe reproducer; Sapphire ball; extra heavy, long-running motor; five record albums; 22 1/2 inches wide; 22 1/2 inches deep; 46 1/2 inches high. Regular price, \$225. Sale price, \$85.



Model No. 12—\$69

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. Sale price, \$69. Regular price, \$175.

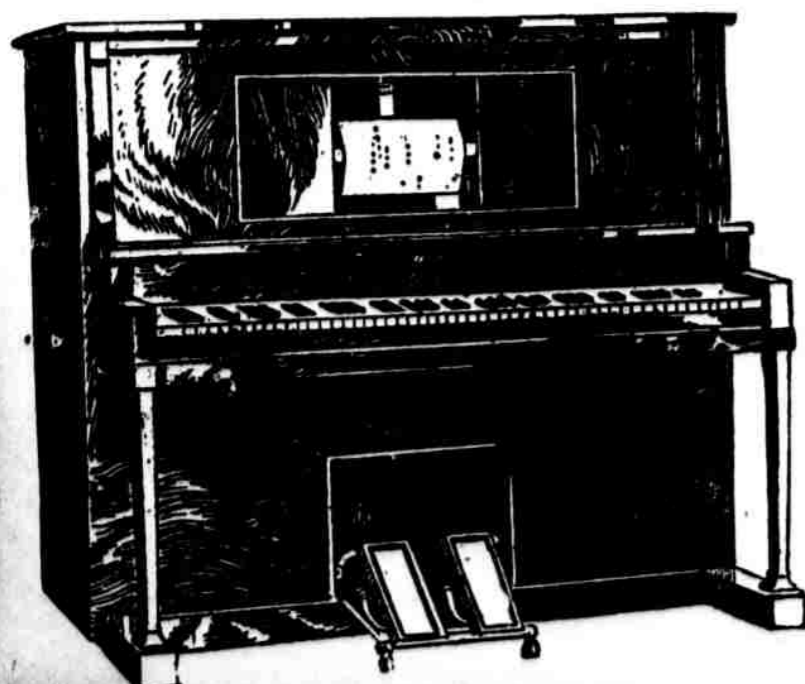
**This Player-Piano Offer Ends March Fifteenth**  
Until then we will furnish a

## Milton Player-Piano at \$465

No Interest; No Extras

Actual Saving \$181.75 Free Tuning; Free Bench

Pay \$10 and the instrument is sent home—delivery free. Then pay \$3 Weekly



Beautifully Cased in Mahogany

Milton Pianos and Player-Pianos are of our regular line—we have sold many hundreds of them during the past fifteen years. But not until now have we been able to make the tremendous and money-saving purchase that justifies a specially low price and no interest on deferred payments.

Milton Player-Pianos are thoroughly good musical instruments, with a long-proven player mechanism that is satisfying and durable. The piano is seven and a

third octaves; has overstrung copper bass strings and every essential of the real musical instrument.

Gimbel Brothers, Philadelphia.

Without putting me under any obligation, please give full particulars of your Club offer on Milton Player-Piano.

Name.....  
Street.....  
Town.....

If inconvenient to visit the Store, fill in and mail this coupon and fuller particulars will be given you.

Gimbel Brothers represent  
**Hardman Vose**  
**Packard Milton**  
**Pianos and Player-Pianos**  
—Gimbels, Seventh floor and Subway Store.