

For Friday

Store Opens 9 A. M. to 5:30 P. M.

Costly thy habit as thy purse can buy,
But not express'd in fancy; rich, not gaudy;
For the apparel oft proclaims the man. —Hamlet.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Thursday, September 21, 1922

He will come to her in yellow stockings, and 'tis a color she abhors; and cross-gartered, a fashion she detests. —Twelfth Night.

For Friday

Gimbels—A Store for Men

It is quite usual to hear the remark, "oh, department stores are women's stores—perhaps they do sell some men's stuffs, but women buy them—oh, conscience! I can still recall the scarfs my wife bought for me. If they'd been cigars, the country would have had one less smoker."

That doesn't fit Gimbels—nor is Gimbels a so-called "department store," even though so classed—and it is time to re-state some facts:

Kuppenheimer Clothing
Society Brand Clothing
Manhattan Shirts
Stetson Hats : Mallory Hats
Mallory Feature Hats for Gimbels: The Autocrat, \$5
Fownes' Gloves
Hurley Shoes—Welbred
Phoenix Hosiery : Berkley Scarfs
Many of these splendid lines at Gimbels exclusively

It is quite within bounds to say that the five large general stores sell a majority of the better men's clothing sold in Philadelphia—with no disparagement to the splendid men's stores in Philadelphia, but as showing that men do buy for themselves in general stores.

Men's Goods Occupy the Ninth Street Building

—the original store as we took it over in 1894—Subway, First floor and Second floor.

Manhattan Shirts Unrivalled in Excellence and Why?

Their artists design the fabrics; they are woven to exacting specifications; they are tested for strength—many pounds resistance, warp-wise and woof-wise:



They are master cut—they fit to the point of making the wearer forgetful that he has a shirt on. The neckbands are "Manhattan"; the button-holes, too. Buttons are really first-class and put on to stay—as much more than a mere shirt as a Rolls-Royce is more than a mere automobile.

Solustra, \$4.50
(a Manhattan feature)
—Gimbels, Ninth and Market, Front.

Kuppenheimer Clothes

(Exclusive Philadelphia Representatives)



Chosen because they stand for tailoring excellence and conscience in trade—holding to wool fabrics (eschewing fabrics of re-worked wool—really shoddy held together by new threads); so treating the fabrics that all shrink and stretch are worked out and the original surface beauty held.

In linings and "findings"—the frame of real clothes—holding to the best; shrinking them; making them steadfast as well as hold-fast.

In designing—leaders.
In overcoats: Alone!

Fall Suits, \$35 to \$55
—Gimbels, Second floor.

Society Brand Clothes

Exclusively Here in Philadelphia



Chicago way of naming a thing—considering man a mere maverick that needs the artist tailor to groom him into a parlor ornament or save his looks in every-day life.

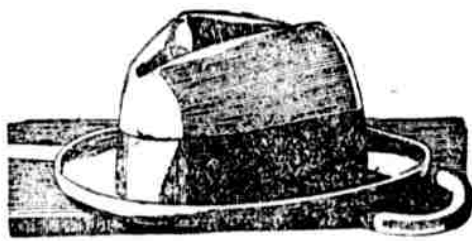
Society Brand Clothes are essentially college men's clothes—the clothes for men of any age, who "drive with an over-draw"—red-blooded, two-fisted, winners in commerce or love.

Their mode of production also shrinks and re-finishes fabric; shrinks linings; puts braces into the clothes and sews the seams with silk.

Go into any neighborhood pressing and cleaning shop and you'll see a machine something in shape like a camel. Coats are put in, steam turned on and the garment is pressed into shape. Real clothes have the shape made into them—tailors pull the stitches home and knead the fabric into shape. That shape stays.

Fall Suits, \$35 to \$55
—Gimbels, Second floor.

Stetson Hats



Did you ever consider the supremacy of a good thing? In war-times, when committees plugged prices and plagued profiteers, did anybody ever say Stetson hats were too dear—even though high costs did worry all of us? Stetson hats were not compared with "just hats."

Stetson Hats, \$7
Derby and Soft
—Gimbels, First floor.

Mallory Hats



Good hats for ninety-nine years—they've been made since 1823—but in the more recent years they have been brought to a new refinement, a new excellence. It's fine when a business in the hands of upstanding men gets so far above mere meal-eating that its conduct is an inspiration to a better and better product.

Derby hats and soft hats—after this year, straw hats as well.

As Philadelphia representatives of the Mallory Co. we feature winning shapes under our trade-mark (Mallory-Gimbel hats)—

The Autocrat \$5
—Gimbels, First floor.

FOWNES GLOVES



Fownes—that's all you need know about a glove.

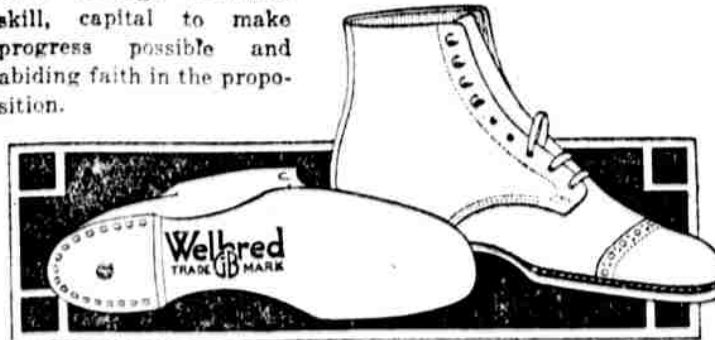
Men's Tan Capeskin Gloves—

\$2.50
—Gimbels, First floor.

Hurley Shoes

"Welbred"

Chosen because they've won—through combined skill, capital to make progress possible and abiding faith in the proposition.



The "Turk" Not the Unspeakable \$12
—Gimbels, Second floor.

Hosiery



Fit company for this real man's outfitting.

Silk—75c



—Gimbels, First floor.

BERKLEY "The Tie of a Thousand Knots"

Berkley Knit Silk Scarfs

That Remain Fresh for Months
The supreme achievement in Knitted Neckwear—BERKLEY KNIT—known from Coast to Coast by the well-dressed man as the supple, durable knit scarfs that tie into a smart, neat knot. They untie just as easily, losing none of their freshness thereby. Truly "The Tie of a Thousand Knots." Made only of the best Silks.

New and exclusive weaves in scores of delicately blended colors—dots, figures, wide and narrow stripes. These are the fall productions of BERKLEY KNIT—now on display at Gimbels—in a wonderful choosing.
\$2.50
\$3.00
\$3.50
—Gimbels, First floor.

