

Store Open 9 A. M. to 5:30 P. M.
For Wednesday

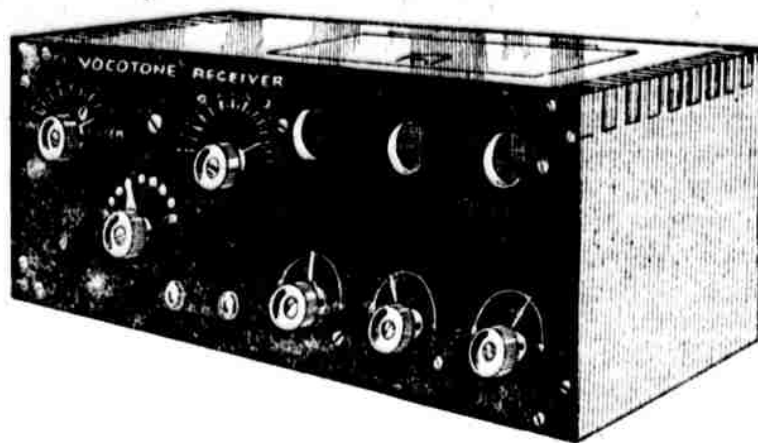
The needs of this business justify the gathering of tremendous stocks—in volume and in variety.

GIMBEL BROTHERS
 MARKET · CHESTNUT · EIGHTH · NINTH

Ten million dollars' worth of dependable merchandise in this one Philadelphia store and its warehouses.

For Wednesday

Radio News Extraordinary! Listen In



We are not concerned chiefly in selling radio goods, but we are concerned greatly in supplying your needs. Radio—in the everyday sense—is so new that the selling of equipment; yes, more serious still, is not standardized, or if standardized in form, isn't in price. The news is this—

By rare good fortune we can offer—

\$100 Radio Receiving Equipment for \$50

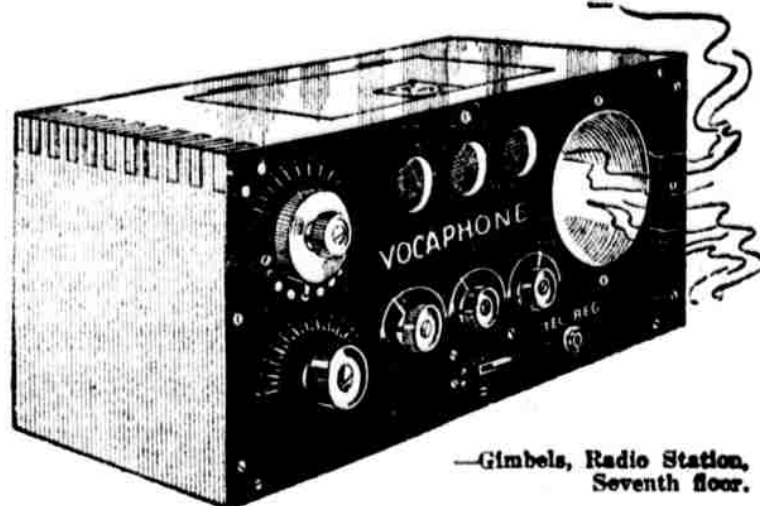
This is the **Firco Radio Receiver** built by the John Firth Company. Model 230-A.

\$35 Radio Receiver—Loud Speaker, built-in—for \$67.50

The apparatus consists of receiver with one stage of radio frequency amplification detector and two stages of audio frequency amplification. All is enclosed in a beautiful mahogany cabinet. The whole constitutes a highly efficient piece of apparatus and satisfaction is guaranteed.

Model 230-B—Reg. \$135—Our price, **\$67.50.**

This is the same as Model A, but with the Loud Speaker (usually costing \$40) built into it.



—Gimbels, Radio Station, Seventh floor.

STAND BY

Gimbel radio broadcasting will be resumed shortly—with the completion of the installation of a most powerful station that will mark a long forward step in Radio progress. W I P is the Gimbel station designation.

Reproducing Pianos

“The Conreid”

Easily \$150 saved from the price of its nearest equal

\$585

ELECTRIC OR FOOT POWER

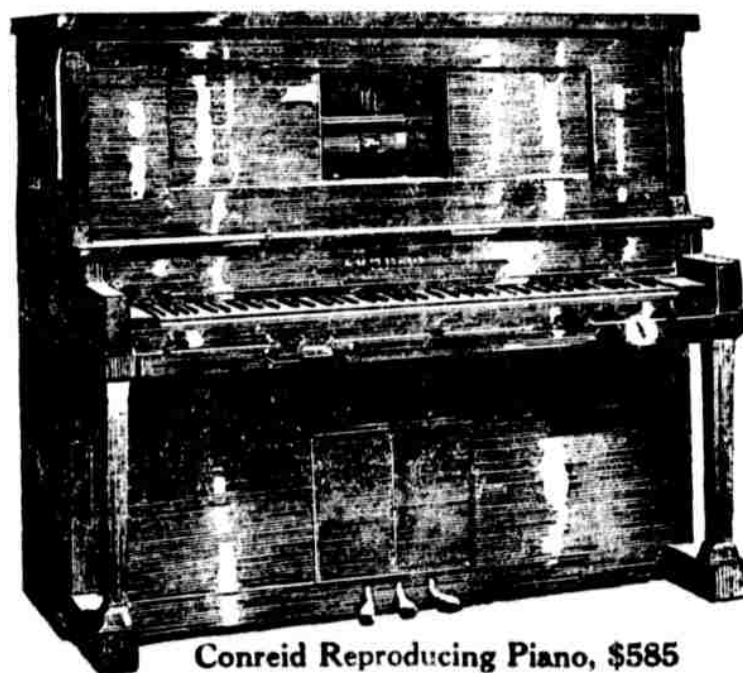
“Reproducing Pianos”—they are sold under several names and are of several makes—are

Player-Pianos with Added Charm

reproducing not only the notes, but the expression and phrasing of the master-artist or composer.

This is done positively by pneumatic action that is released through added system of perforations in the music, working the pedals as the usual player works only the keys.

These and other artists make the records for the Conreid Reproducing Piano—



Conreid Reproducing Piano, \$585

- | | | | | | |
|---------------------|------------------|----------------|-----------------|-------------------|----------------|
| Mary Angell | B. Tannenbaum | M. Obendorfer | Ivan Kerouak | Dai Buell | Rudolph Reuter |
| F. Himmelreich | Desider Vescei | M. Boguslawsky | Robbert Lytton | A. B. Nierman | |
| Ossie Gabrilowitsch | Frederick Morley | Zema Randale | C. Gotthelf | Florence Schubert | |
| M. N. Ilgenfritz | Jeannette Durno | Art Kahn | Lillian Ammalee | Thamara Swirskaya | |

Sold on Gimbel Club Plan, offering these advantages—

1. Only a trifling first payment needed to send the instrument to you.
2. No interest to pay on deferred part.
3. Payments at the rate of \$3.75 weekly.
4. Six rolls of Artist-reproduced music.
5. Bench is given without charge.
6. Free tuning for one year.
7. Free delivery.

These instruments are beautifully cased in mahogany. Come see and hear this player-piano that seems to think.

Conreid Player-Pianos, \$365

offered in this same Gimbel Club. No interest; no extras; free tuning for a year; 6 rolls of music; and a bench included. Free delivery.

The Greatest Value in Years

Pay \$10 and the Conreid Player-Piano is sent to you **\$2.50 Weekly**—you agreeing to pay balance at rate of—

The Conreid Player-Piano is 4 ft. 6 in. high, 5 ft. 2 in. wide and 2 ft. 3 in. deep. Beautifully cased in mahogany. Dependable player action with latest automatic tracking device.

Conreid instruments are made to our order and embody many features that most makers reserve for higher-priced instruments. They are made in a factory that made 15,000 player-pianos last year—where equipment and organization produce results without excessive cost.

The instruments are guaranteed for five years—time only will tell how long they will remain as pleasurable instruments; we've never heard of one wearing out.

FILL IN AND MAIL THIS COUPON

Messrs. Gimbel Brothers, Philadelphia:

Without obligating me in any way, please send folder and fuller particulars about—

Conreid Reproducing Piano

Conreid Player-Piano

Put cross after instrument that interests you.

Name

Street

City

A Store that Serves

You could not get along with the neighborhood railroads of forty years ago. And that sort of railroad couldn't get along, either. Step by step the short roads have been gathered into systems. In fact, the tendency—almost the demand of the times—is to still further consolidate into a dozen great regional systems.

And yet the men who pioneered in building the short lines put their very lives and fortunes into the projects and deserve all the honor we can pay to their memories, equal honors with the giants of today. They, too, were giants.

Eighty years ago the first Gimbel store was started—in Vincennes, Indiana. Then sons came of business age and we had to expand—and the family has grown and the stores have expanded until now we have three—

| | | |
|-------------------------|-------------------------|-------------------------|
| Milwaukee | Philadelphia | New York |
| 17 acres of floor space | 24 acres of floor space | 27 acres of floor space |

And all because a family has always held together in one business association—fourteen of us now—and when, in a spirit of development, we recently planned to let our employes and the public have some stock in our concern, we gave the bankers these statistics—

Gimbel Stores Sales in 1921
Sixty-eight Million Dollars

Gimbel Stores co-workers numbered 10,000
Gimbel Stores carry in merchandise,
retail value Twenty-two Million Dollars

The growth is continuous. 1922 will close with above \$70,000,000.00 in sales.

No trust, no monopoly—simply a family organization, incorporated of course.

And as the business grows we can continuously serve better.

October is Our Anniversary Month

It will be devoted to a succession of important sales—held in token of our appreciation and thankfulness for the business you have given us, and to encourage still more thousands to deal here regularly.