

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Friday, October 20, 1916

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# "Philadelphia Development Sale" at Gimbels

## Marks New Readiness in the Supplying of Beautiful Things of Real Merit at Surely Lowest Prices

A speculator goes "broke" by depending on wide variations of the market; a broker that stays at his task cannot fail, for he takes the small regular profit.

The Gimbel Store was first in America to apply new progressive ideas to retailing—to purposely take small profits for the sake of winning the largest business.

### Today—Gimbels Stand First in Value Giving

The evidence of your own eyes marks the vastness and splendid variety of Gimbel stocks. Think of six million dollars' worth of goods under this one roof!

The Gimbel Store appeals to those of large means who would buy expressive, wonderful things. And to the young homekeeper as well—who can gratify the dictates of good taste while practicing the most rigid economy.

In every section of the Store very special lots of goods are on sale this month—new lots each day. We are working for volume—and winning. No other store ever grew so continuously and so rapidly.

And first of all, Dependability.

### Women's Afternoon Dresses

—of Serge  
—of Satin

At \$13.75

Values \$20 to \$25



At \$13.75, value \$22.50.

"Overcuts" from a particularly fine maker.

Charmeuse, satin meteor, crepe de Chine and serge—a few combined with Georgette crepe.

The prevailing lines (though there are few dresses of any one style) are the "long silhouette." Beautifully made and nicely finished.

Black, blue, brown, the different new purples and a few in green.

At \$13.75, values \$20 to \$25. —Salons of Dress, Third floor.

### Women's Newest Street, Auto and Top-Coats

Not a Coat But Represents a Fine Saving

It's the old, old story of the ants and the butterfly! While other stores "took a chance" that cloths wouldn't go up in price, we bought heavily.

Now that cloth prices have leapt, we're having those cloths made up into styles that repeat Paris' latest word.

Naturally, they're far below what other stores can buy—what we ourselves would have to pay if we had waited, too.

The Savings Are Yours

At \$19.75, value \$27.50—Chase's "Reindeer" cloth Coats. Navy, brown, green, burgundy.

At \$23.75, value \$30 — "Fitted Swirl," black broadcloth Coats. Velvet trimmed. Silk lined throughout.

At \$25, value \$32.50—New belted style silk plush Coats with the new Shakespeare collar.

At \$25, value \$35—Fine wool velour Coats in black, navy, brown, green.

At \$29.75, value \$37.50—Fur-trimmed and silk-lined wool velour Coats in black and street shades.

At \$39.75, value \$49.75—Paradise Velvet Street, Restaurant and Theater Wraps in purples, maizes and blues.

### Individualized Street, Motor and Opera Wraps

Very rich, very beautiful. With handsomest linings and with collars that are almost capes in themselves!

Dark rich colors or bright, rich colors. With fur or without. At \$49.75 to \$375.

—Salons of Dress, Third floor.

### In Misses' Coats

Wonderful Variety and Values

It's a coat season, and Gimbels meet this demand of fashion with an assemblage of Misses' Coats that leaves nothing to be desired. And prices are notably low. Sizes for 14 to 20 years.

Practical Coats at \$15 and \$19.75. Of zibelines, diagonal chevrons, wool plushes and velours in a wide range of fall shades; some belted and with flare skirts, others ripple from the shoulders and cut on circular lines; all with pockets, "huge" collars—and the majority be-furred.

Dressy Coats at \$25, \$29.75 to \$59.75

Manifold models at the above prices—enriched with fur, or plain, so as one's own furs can be worn. In the much-desired burgundy, purple, Russian green, taupe, seal brown, navy blue and black. Of soft velour and Bolivia cloths. Novel pockets. Collars that fit high and snugly or lie flat.

Popular Serge Dresses at \$10.75, \$12.75, \$15, \$16.75 to \$29.75. Models that include the straight lines or waist style—all with the charm of youth. Beads and colored embroideries give a bright touch. Blue and other colors. In 14- to 20-year sizes.



Misses' Coat at \$25 —Gimbels, Salons of Dress, Third floor.

### Coats for Lassies

That Defy "North Winds"

Warmth is most important in a youngster's coat. Style is also essential. Both embodied in the models at Gimbels. Values mothers will appreciate.

At \$8.95, \$10 and \$15

are coats of diagonal cheviot, corduroy, wool velour, zibeline, broadcloth and chinchilla, cut with a decided flare; some with "satehel" pockets and "Puritan" collars. Plush, velvet and fur are noted on collar and cuffs—and some banded in fur. Many models—all distinctly girlish. Any modish color. In sizes for 8 to 14 years.



Girls' Corduroy Coat at \$15

### Girls' Dresses of Serge at \$10.75—Featured

And girls must have at least one serge dress. In navy blue, green and burgundy; yoke front and back; straight pleated model, outlined in fancy bright-color stitching. For girls 12 to 15 years.

Other Serge Dresses at \$3.95, \$5, \$5.75 to \$15. A very fetching model at \$16.75, in combination of serge and plaid silk.

—Gimbels, Salons of Dress, Third floor.

### Tots' Apparel

Values of appealing interest.

At 85c, value \$1.25 — Wash Dresses in white and colors. For 2 to 6 year sizes.

At \$7.50, value \$10.50—Coats of imported corduroy and rich black caracal, fur-trimmed. For 2 to 5 year sizes.

At \$1.25, value \$2—Corduroy Tailored Hats and mushroom fur-trimmed hats in white and colors. For tots 2 to 6 years.

At \$2.95 — Cunning Sweater Suits, in white and wanted colors. Toque, leggings and sweater. Sizes for 2 to 5 years.

Quaint little Knitted Toques; "rim" of white, with soft crowns in solid colors; finished with a worsted ornament each side. At 50c.

—Gimbels, Second floor.

### Gimbel SHOE Service Is Attracting Very Great Attention

Shoes are a mighty important feature in the appareling of today—and shoe fashions call for the same infinite study and attention given to mantle or gown.

For years foremost in shoe quality, the Gimbel Store met the demand and is foremost in shoe fashions.

Gimbel "Perfection," shoes for women, embodying-our own principles of shoemaking—

Seven hundred pairs of Gimbel \$6 to \$10 Shoes for Women—Included are—

- Dark-blue kid; lace and button.
- Glazed kid; button.
- Patent leather; cloth top; button.
- Gun-metal calf; cloth top; button.
- Gray kid; button.
- Bronze kid; lace and button.

\$4.60 a Pair

All sizes in the group—practically all sizes in each lot when the selling shall start Saturday morning.

The Gimbel Shoe service for men and for children is equally good. In fact, many mothers who would combine real economy with good form have effected large economy by buying all the children's shoes here.

—Gimbels, Second floor.

### "Suit Hats" Are Small "Dinner Hats" Are Big

Either at \$5, \$6, \$7.50 to \$12.50

The favorite for either—black. Though soft grays, castor brown, aubergine and grape color are all favorite Suit Hats.

For dress-hats—black or black with rich brocade or metal lace or tulle for crown-top and brim-facing.

At \$5, \$6, \$7.50 to \$12.50.

—Gimbels, Millinery Salons, Third floor.

### Children's Hats of Great Style and Little Price

In a special section—just for children and misses.

At \$1.95—Fur-trimmed velvet mushroom Sailor, with facing and band of contrasting color and a motif at the side.

At \$3.95—Smart tailored Hat of velvet—stitched and corded. Black and colors.

At \$5—Novelty Mushroom—the brim of velvet, the crown and facing of silk. Trimming on the crown of chenille and velvet—very quaint, very "different."

Velour Hats at \$1.95 to \$10.

Tailored Hats at \$1.25 to \$5.95.

Dressy Hats at \$1.95 to \$12.

—Gimbels, Juvenile Salon, Third floor.



At \$1.95 At \$5 At \$3.95

### Wool Sweater Coats

For the Sports-Loving Woman

The woman who plays golf or likes to take long tramps finds a Sweater Coat absolutely indispensable.

Fine Sweaters at \$6.95, \$7.50 and \$12.50

At \$6.95, of Shetland weave, with roll collar, pockets and sash. Wanted colors.

New at \$7.50 are Sweater Coats with a brushed wool surface which has the appearance of real angora. In purple, cerise, reseda, copenhagen and white.

Beauties at \$12.50. Many would take this Sweater to be of angora, but it is of heavy brush wool. White collars and cuffs.

For children. A dandy Sweater in heavy weave, roll collar, with pockets. In copenhagen, rose, navy and dark gray. At \$3, value \$4.

—Gimbels, First floor.

### Silk Stockings

Gimbels—The Fountain Head

Practically every color of the rainbow has representation. Whatever shade you desire to match—you'll find its counterpart here. As evidence of the variety—

We have over a hundred shades at each price of \$1.15, \$1.75 and \$2.25 a pair.

Silk Stockings with novelty stripes at \$1.35 to \$2 a pair.

Save on These Stockings

75c a pair for women's \$1.15 Silk Stockings in black and popular colors—"firsts" and "seconds"—but nothing to hurt the wear.

18c a pair for Boys' 25c Ribbed Stockings in plain black. A durable school stocking. Six pairs for \$1.

—Gimbels, First floor.

### Women's 16-button-length \$2.50 Lambskin Gloves at \$1.38

Glove "leathers" have been hard to get of recent months in quantities sufficient to meet all demands—and, of course, glove shipments from Europe have dwindled almost to the vanishing point. So count it pure good fortune to get these specials—

Women's \$1 2-clasp Duplex Gloves, washable, in tan only, at 66c.

Women's 16-button-length White Lambskin Gloves at \$1.38, value \$2.50.

Women's 2-clasp white heavy Milanese Silk Gloves, with black embroidered backs, at 38c, value 75c.

Men's \$1.50 tan Capeskin Gloves at \$1.25.

—Gimbels, First floor.

### Women's 35c Handkerchiefs at 18c Sheer Linen and Practically Half Price

If you stop to think about it, half price for anything linen is wonderful these days of linen scarcity! These women's handkerchiefs at 18c instead of 35c are hemstitched, with wide hems; a sheer quality.

Three other remarkable bargains in linen handkerchiefs—

Women's, linen, hemstitched; at 10c, value 15c.

Men's, linen, hemstitched, with colored initial; at 85c for 6, value \$1.25. (Not all letters).

Men's, linen, hemstitched; at 10c, seconds of 12 1/2c kinds.

—Gimbels, First floor.

Very Silky Taupe Fox

### Fur Sets

The prettiest color—and fur—many women say, to wear with suit or dress of any of the popular wine shades.

Very handsome silky taupe Fox Sets at \$67.50 and \$69.

Fine Black Fox Sets

Satisfactory alike for evening wear or for everyday uses—

At \$39.75, \$45, \$57.50 and \$75

Fine Natural Mink Sets

In shapes that suit the character of the fur—at \$59.

—Gimbels, Salons of Dress, Third floor.

## In the Subway Store : Just as True Coat Weather Begins

### A Sale of a Thousand \$16.50 to \$30 Coats at \$12.75

### In Women's Sizes : 36 to 46

### In Misses' Sizes : 14 to 18

In the Subway Store

Coats so well worth \$16.50 to \$30 that they're literally wonders at \$12.75.

Newest styles. Most fashionable materials. Best colors. The new, very full lines. The new, very big collars—so well cut that they have just the right set over the shoulders. Some of the collars are of fur—or fur-trimmed. The new single- or double-strap belts—or no belt at all, depending upon style.

#### The Materials

Wool velours and wool plushes of the better grades. English zibelines and "lynx-fur cloth"—both with wavy, silky "nap." Corduroys and fine mixtures and best-style English tweeds. And pebble chevrons. All cloths that wear splendidly and keep their good looks.

#### The Colors

Besides clear navy blue and clear black and the stylish mixtures, there are the favorite Java brown, Russia green and burgundy.

**Extra Space and Extra Salespeople for This Quicker Service, But the Early Comer Naturally Gets Best Choice**

—Gimbels, Subway Store.



At \$12.75 Value \$30

At \$12.75 Value \$20

At \$12.75 Value \$22.50

**Gimbel Brothers** Market : Chestnut Eighth and Broad