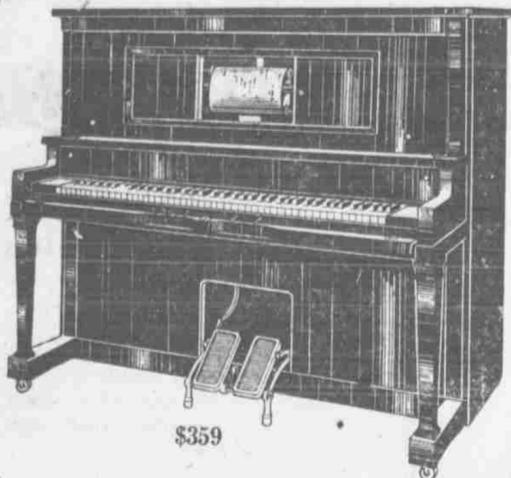


# GIMBEL BROTHERS

32<sup>ND</sup> STREET - BROADWAY - 33<sup>RD</sup> STREET NEW YORK CITY



\$359

## Price Down on These New Player Pianos

# \$359

### And Two Whole Years to Pay

Down—but just at Gimbels—and just for a limited time. When this one lot has gone—and it is disappearing—the price will be back to normal—very many dollars higher. These are brand new 88-note player pianos of a good make—players priced in this sale way below their value—lowest price in years.

Terms include: Two whole years to pay—delivery to your home; a bench to match your player; a liberal allowance on your old piano, if you have one you wish to exchange; service at your home for a year; the privilege of charging up to \$50.00 worth of music rolls to your player account, and a full 10-year guarantee.

QUANTITIES LIMITED.

This Coupon Brings You All Information.

#### GIMBEL BROTHERS MUSIC SALONS

33rd Street and Broadway, New York City

Gentlemen—Please send me further information concerning your sale of NEW PLAYER PIANOS.

Name.....

Street and Number.....

City and State.....

E. W. 1-11

After 5:30 Use  
33rd Street En-  
trance, Bway

Music Salons  
Open Evenings  
Till 9 o'Clock.

## Period Phonographs

\$129



\$129

\$129

Terms As  
Low As \$5  
a Month.

Terms As  
Low As \$5  
a Month.

A lowered price on a high quality period phonograph, achieved by a quantity order at a fortunate moment. A sale opportunity that brings you a handsome period cabinet for about the price of an upright cabinet.

The fine mahogany finish—the clear, resonant tone—the silent-running, powerful motor—all ear-marks of quality. You'll want to come in—day or evening—to see and hear for yourself. Sale priced while quantity lasts.

This Coupon Brings You All Information.

#### GIMBEL BROTHERS MUSIC SALONS

33rd Street and Broadway, New York City

Gentlemen—Please send me further information concerning your sale of PERIOD PHONOGRAPHS

Name.....

Street and Number.....

City and State.....

E. W. 1-11

GIMBELS MUSIC SALONS—Eighth Floor.

### Brunswick: Pathe: Victor: Columbia

Four of the finest phonographs arranged for your comparison. Do not buy your phonograph on some one else's recommendation. Test them all and compare them fairly yourself.

Terms As Low As  
\$5 a Month.

Phone: Penn-  
sylvania 5100

FOR OTHER GIMBEL NEWS SEE PAGE 14

# GIMBEL BROTHERS

32<sup>ND</sup> STREET - BROADWAY - 33<sup>RD</sup> STREET NEW YORK CITY

Store Hours:  
9 to 5:30

## \$4,000,000 Reduction Sales

A COMPLETE NEW RANGE OF LOW PRICES



### HATS: Vivid as Southern Sunlight Witching as Southern Moonlight

Shown in a Southern Setting  
as Brilliant as the Scenes  
Wherein They'll Play Their Part

Vivid—but yes—for so fashion has willed it—Vivid as the tangerine-tinted cherries and raspberry-hued roses and lemon-yellow worsted birds that pose with French vivacity on their exquisitely tilted brims.

Witching as the shadowy brown maline and elfish threads of gold and petals of pale rose georgette and floating mists of veil that make a fair hat even fairer—a lovely lady lovelier still. Voila, these Southland hats of 1921!

Created by Gimbel Millinery Studio—Therefore Created by Artistes. Priced in the Value-wise Gimbel Way—Therefore Presenting the Hats of 1921 at the Good Low Level of 1914—\$10 to \$35.

And Featuring for the First Time Since 1914 the Florida Special: a Gimbel Studio Creation of Subtly Draped, Richly Colorful Crepe de Chine at \$10.

GIMBELS MILLINERY SALON—Third Floor

NOW ON OUR  
FOURTH FLOOR

### A Six Passenger FLYING BOAT

AEROMARINE NAVY TYPE HS2L

Gimbels Co-operate with the  
U. S. NAVY  
AND AIRCRAFT PRODUCERS  
To Stimulate Interest in Flying  
Boats for Commercial Purposes.

This is the first time that a machine of this kind has been featured in a store of this kind.

Representatives of the Aircraft Producers and the NAVY are here to give interested persons information.

### 3000 Pairs of Pure Silk Socks for Men

# 55c

Bang—down to the old price levels! And—better still—back to the old quality levels, too. Here are pure silk socks (every pair perfect), with ribbed lisle cuffs and reinforced heels and toes.

All sizes, in black and many of the better shoe shades. Stock up for the season—this price is right—and so are the socks.

GIMBELS HOSIERY SHOP—Main Floor

## New Riding Habits

Tailored of Smart Tweeds

# \$36.75

The three wanted models—paddock, Norfolk and belted—tailored most carefully of swagger tweeds in the newer shades and mixtures.

Oxford Brown Grey Tan Green

The size range is complete, from 14-year habits for girls to size 40 for women. And the pricing is far lower than usual for habits of this quality.

GIMBELS WOMEN'S SUIT SHOP—Third Floor.



\$1.49 \$1.49 \$1.75 \$1.75 \$1.75 \$1.49 \$1.75

## Sweeping Reductions Mark The Muslinwear Clearance

NIGHTGOWNS: REDUCED  
ENVELOPES: REDUCED

Few of a Kind—Savings on All

Envelope Chemises

# \$1.49

Pink batiste, white nainsook and pretty novelty voiles. Shoulder straps or built up shoulders—the variety of charming pattern but suggested in the illustrations.

# \$1.79

Envelopes gaily trimmed with Val. lace and ribbons. Flesh voiles, with touches of hand embroidery. Seco silk, with embroidered georgette, ribbons and imitation file.

Extra Size Envelopes

# \$1.95

Envelope chemises in sizes up to 50. Pink batiste with shirings, ribbon straps, and a broad band of imitation file.

Night Gowns

# \$1.49

Ever so many mighty good value gowns to choose from—white nainsook or fine pink batiste. Lace and embroidery trimmed—or simpler tailored styles.

# \$1.79

Night gowns of pink batiste—and fancy self-stripe batiste—firm white nainsook, lace or embroidery trimmed—with shoulder strap—and built-up shoulder.

Extra Size Gowns

# \$1.95

White nainsook night gowns, kimono sleeve styles, with trimmings of Val. lace. Sizes up to 50.

GIMBELS LINGERIE SHOP—Second Floor.

## Women's Spring Frocks

Show a Decided Preference for Dark Taffetas

# \$39.50

is the price of an interesting group of new frocks that have just emerged from their tissue wrappings. Smart, pert, refreshing as Spring itself—and quite as alluring.

New trimming touches and new ways of using old favorites. White organdie collars and cuffs are favored for their fresh becomingness. Eyelet or chiffley embroidery, bits of silvery tinsel, clever pleatings and cordings.

Navy Brown Black  
Sizes 34 to 44



GIMBELS WOMEN'S DRESS SHOP—Third Floor