

Store Your Furs Now

Cold dry air storage vault on the premises, with efficient service and protection against all loss. "Furriers since 1842."

Charges moderate. Phone Pennsylvania 5100, Extension 34, and auto will call. Or take elevators 6, 7 or 8. TENTH FLOOR.

Store Hours: 9 to 5:30

GIMBEL BROTHERS

32nd STREET - BROADWAY - 33rd STREET NEW YORK CITY

Toasted Marshmallows : Pound 39c

Deliciously fresh and tempting, sure to be hailed with delight as a week-end candy special. And Milk Chocolate Covered Almonds: lb. 69c
Gimbels Assorted Chocolates: lb. 39c
GIMBELS CANDY SHOPS—Main Floor and Downstairs Balcony

For Other Gimbel News See Page 15



Hats Trimmed Without Charge If Hat and Trimming Are Purchased Here

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June Millinery Occasion

Whole Main Aisle, Main Floor: Whole Millinery Shop Given Over to a Tremendous Underpricing of the Season's Sensational Successes; Sports Hats: Picture Sports Hats

Lowest Prices in Years

Hundreds of Sports Hats

And \$1.95 hats in nothing but price-tag! Stocks of three wholesalers. Profits pared to the bone. Felt, straw, ribbon: satins, silks. All shades. **\$1.95**

Hundreds of Sports Hats

Made to sell at two and three times the quoted price. Every sports style; color fabric. Even the greatly wanted ribbon crusher at the price. All colors. **\$2.95**

White Felt Hats at

The smart little close-fitting felts that are all the go. Trimmed with pond lilies, gardenias or other flowers from fashion's gardens. **\$2.95**

Silk Taffeta Hats at

The kind with the pleated fan or wheel facing. You know what you usually pay for them! Staple shades and combinations with white. **\$2.95**

Extra! White Trimmed Hats

White—the hat-hue of the hour in the shapes of the season. WHITE Baronet Satins; WHITE Taffetas. **\$5.00**

Embroidered duvetyn; flower trimmed; leather-trimmed. For sports—for dress—for every-occasion wear.

GIMBELS MILLINERY SALON—Third Floor

3 Big Bath Towel Specials!

25c 39c 49c

At each price big values! At each price good Turkish towels much reduced.

TIMELY LINEN NEEDS PRICED LESS

Bureau Scarfs
Pure Irish linen, with scalloped and eyelet embroidered edges.
18x36 inches \$1.39
18x45 inches 1.59
18x54 inches 1.79

Luncheon Set
Pure Irish linen, embroidered and scalloped, 13 pieces—mighty low priced at **\$3.25**

Luncheon Cloth
Bungalow luncheon cloth, blue-embroidered in basket design.
68x68 inches: ea. \$4.75
Napkins: 15x15, doz. \$5.40

GIMBELS LINEN SHOP—Second Floor



Sensational Sale of Voile Overblouses

1200 June Beauties Made to Sell for Much More Than Only

Rose Blue **\$1.95** Corn Lavender

But priced \$1.95 because of a purchase of supreme importance to every-woman's summer wardrobe. And my! how lovely they are!

Colored Silk, Hand-stitchery on Collar, Pockets, Cuffs and Bottom.

Very Fine Solid Color Voiles Dainty Dotted Voiles Soft Voiles banded in contrasting color
Sizes 34 to 44

GIMBELS WOMEN'S BLOUSE SHOP—Third Floor



Sale: Pure Fibre Silk Sweaters for Summer

In Summer's Most Delightful Shades—Useful as Well as Ornamental in the Cool Moments of Hot-Weather Days.

Plain Fibre Silk Sweater
Of pure fibre silk. Tuxedo style, with pockets and fringed sash. **\$7.75**

Imported Drop Stitch
Of pure fibre silk. Tuxedo style with pockets and graceful sash. **\$9.75**

GIMBELS WOMEN'S SWEATER SHOP—Third Floor



Madame! Your Sports Frock in Linen : Eponge : Jersey

\$10.00 TO \$18.00

Ever so smart, and oh! so comfy—a real delight, whether you choose the sleeveless style or the short-sleeved.

Dame Fashion designed the practical sleeveless frock—to be worn with any old blouse. And Gimbel's interprets the fashion in every desirable summer shade and trims them with a contrasting bit of black or white, with a belt to match. The style pictured in the centre obviates the necessity of wearing a blouse if you prefer.

SIZES: 34 to 44

GIMBELS WOMEN'S DRESS SHOP—Third Floor



SILK Shantung Suits

of Very Long Lines

\$19.75

For Women : Sizes 34-44
For Misses : Sizes 14-18

Nothing's cooler for summer wear—nothing smarter than a good-looking Shantung suit. These are unusually well tailored—with patch pockets and other modes. The style illustrated can be worn with or without belt.

Several Styles Natural Color Only

GIMBELS—Third Floor



SALE Tweed Coats

No Need to Say VALUE: when They're Priced Only

\$13.50

For Women : Sizes 34 to 44

\$13.50 — yes — \$13.50 for Tweed Coats. REAL Tweed Coats — Tweedy-Tweed Coats in the well-groomed model pictured, with all Tweed's own speckled-beauty color flecking on tan or grey.

Fashioned simply; smartly; sturdily—Priced—well, we'll leave the price to finish the argument.

GIMBELS WOMEN'S COATS—Third Floor

Special : Men's Initial Kerchiefs 6 for 50c

Always ready—soft, clean handkerchiefs in one's top bureau drawer. That spells summer comfort. And at this special price one can achieve such comfort in quantity and softness in quality at a price exceptional in lowness.

Women's Linen Handkerchiefs
Hemstitched, with block initial. 6 for \$1.00

Women's Scalloped Handkerchiefs
In mull, with embroidered designs in one corner. Each 35c or 3 for \$1.00

Men's Linen Handkerchiefs
With embroidered initials in corner. Each 35c or 6 for \$2.00

GIMBELS HANDKERCHIEF SHOP—Main Floor

Men's and Women's Silk Umbrellas And Silk Sun and Rain Parasols

500 On Sale **\$5.05** Federal Tax Included

An unusually fine assortment. Those for men in all black with a wide choice of opera and crook style handles. The ones for women with smart leather trimmed and Bakelite handles, club tops, etc. In navy blue, purple, garnet and black.

Women's Silk Sun and Rain Parasols And umbrellas, very smart, with deep satin borders, attractive handles, club tops, long amber and white tips. Special at **\$7.85**

GIMBELS UMBRELLA SHOP—Main Floor

Girls' Organdie Dresses Smart But Sale-Priced

\$2.45



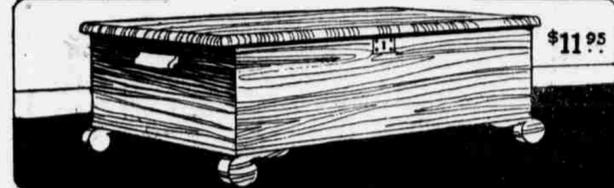
RUFFLED—yes—RUFFLED! And you know that if it's ruffled and organdie—a frock can ask no more in summer smartness. As for the little-price—a very special purchase gives you that!

Pink, Maize, Blue, Orchid, Rose
SIZES 6 TO 14

Gingham Frocks for JUNIORS

Another BIG buy. Plaid and checked gingham, and combinations. Sizes 12 to 16 **\$2.95**

GIMBELS GIRLS' OWN SHOP—Third Floor



300 Tennessee Red Cedar Chests : Sensational Sale \$11.95

You've heard of pre-war pricing, haven't you? Well—here it is for you—and in what many homes need at this very minute, too—a cedar chest to keep winter things safe from Mr. Moth.

Strongly built; splendidly finished; 36 inch x 17 1/2 inch x 16 inch. With lock and key.

Chests 45x19 1/2x18 : \$22.95 Chests 40x18 1/2x17 : \$15.95

GIMBELS UPHOLSTERY SHOP—Sixth Floor