

# GIMBELS : THE STORE GLORIFIED

## The Store of a Million Gifts



### Imported Lace Veils

Of Chantilly lace. Fine hexagon mesh, attractive floral designs. 24 sheets; 24 envelopes. In white or tints; ribbon tied. For One Day gifts. **\$1.50**

Other made veils from 50c to \$6.95

GIMBELS VEILING SHOP—Main Floor



### Fitted Suit Cases

For women. Made of cobra grain cowhide, with stitched edges, double locks. Silk lined. Fitted with eight Du Barry "Shell" toilet articles. Sizes 20 to 24 inches. **\$19.95**

Other Fitted Suit Cases, \$25.00 to \$175.00  
GIMBELS LEATHER GOODS—Main Floor



### Gift Stationery

Eaton, Crane and Pike paper, embossed with two or three initials or personal address. 24 sheets; 24 envelopes. In white or tints; ribbon tied. For One Day gifts. **\$1.89c**

Other gift cabinets from 25c to \$17.50

GIMBELS STATIONERY—Main Floor



### Belts and Buckles

Holiday sale of men's sterling silver initial buckles, with genuine cowhide leather belt. Useful gift for men. The complete outfit for **\$1.45**

Other Belts and Buckles, \$1.00 to \$6.50

GIMBELS Men's Furnishings—Main Floor



### Umbrellas

Of American taffeta (cotton), with tape edges, silk cases and attractive handles. For both men and women. **\$2.00**

Other Umbrellas from \$1.50 to \$50.00

GIMBELS UMBRELLA SHOP—Main Floor



### Girls' Raincapes

For Girls 4 to 16. Rubberized raincapes. Shirred hood; plaid lined. Plaid back. **\$3.95**

Other Girls' Raincapes, \$2.95 to \$6.50

GIMBELS Girls' Raincapes—Third Floor



### Handkerchiefs

Handkerchiefs of fine mull, with hemstitched ends and corners, with scalloped edges and dainty embroidered designs in colors. Each **25c**

Other Handkerchiefs from 12 1/2c to \$35 Each

GIMBELS HANDKERCHIEFS—Main Floor



### Middy Blouses

Lonsdale Jean, all white or white with red or blue galatea collars and cuffs. Sizes 6 to 20. **\$1.25**

Other Middy Blouses, \$1.00 to \$3.50

GIMBELS BLOUSE SHOP—Third Floor



### Awaji Tea Sets

Corn yellow or blue. Tea-pot, sugar-bowl, cream pitcher, six cups and saucers. **\$6.95**

Other Awaji Tea Sets from \$4.95 to \$12.95

GIMBELS CHINA SHOP—Fifth Floor



### Candle Sticks

Imported. Holly decoration. In Christmas boxes. With candle. Price according to size: 75c \$1 & **\$1.95**

Other Candle Sticks, \$1.00 to \$3.50

GIMBELS LAMP SHOP—Fifth Floor



### Genco Folding Camera

A splendid camera of fine make. High grade F-7.5 lens. Takes 2 1/2 x 3 1/4 inch pictures. Much below its listed price. **\$11.95**

Other Cameras, \$2.50 to \$100.00

GIMBELS Cameras—Fourth Floor



### Pearl Opera Glasses

White or Oriental pearl opera glasses, with gilt tubes and pearl eye pieces. An ideal gift for the Theatre or Opera-Goer. **\$9.95**

Other Opera Glasses, \$2.50 to \$28.50

GIMBELS—Main Floor Balcony



### Sewing Bags

An attractive combination of flowered and plain satin ribbon, rosette trimmed. All colors. Each **\$1.25**

Other Bags up to \$5.75 each.

GIMBELS RIBBON SHOP—Main Floor



### Colonial Candy Jars

Colonial style gold-encrusted candy jar; 1/2 pound size **\$2.95**

1 Pound Size, \$3.95

GIMBELS GLASSWARE SHOP—Fifth Floor



### Children's Fur Sets

Of combination coney and imitation ermine. Smart scarf and cunning muff, with shell ring attached by cord. **\$7.95**

Other Children's Fur Sets, \$2.75 to \$25

GIMBELS FUR SHOP—Third Floor



### Children's Golf Hose

Pure wool! Brown heather mixtures, with gay novelty tops. Or solid colors—all plain. Fine firm quality. **95c**

Others, \$1.75 to \$2.95

GIMBELS HOSIERY SHOP—Main Floor



### Children's Sweaters

A large quantity of all-wool Tuxedo and coat models. In all desirable colors. Sizes 30 to 36. An admirable gift for the younger members of the family! **\$3.95**

Other Sweaters \$2.95 to \$6.95

GIMBELS Women's Sweaters—Third Floor



### Sewing Baskets

Of wicker, sateen lined and fitted with scissors, thimble, stiletto and silk needle case. At regular price of unfitted basket. **\$2.75**

Other fitted baskets up to \$18.

GIMBELS NOTION SHOP—Main Floor



### Madeira Luncheon Sets

18-Piece sets—hand scalloped and hand embroidered on fine rounds thread Irish linen. Genuine Madeira! Sale priced. **\$6.00**

Others \$5.75 to \$27.50

GIMBELS LINEN SHOP—Second Floor



### Singer Sewing Machines

At reduction of 1/2. Only 25, however, at this special low price. Floor samples equal to new. Terms **\$35** \$1.00 weekly

Other sewing machines from \$25 to \$135.

GIMBELS Sewing Machines—Fifth Floor



### Men's Cape Gloves

Smart gloves of splendid quality imported cape leather. Outseam sewn. Tan and brown. Very special. **\$1.85**

Other Gloves for Men, \$2.25 to \$7.50

GIMBELS GLOVE SHOP—Main Floor



### 100 Ball-Bearing Scooters

Ball-bearing scooters. The best toy buy we know—and a great gift! A one-day pricing. No Mail Orders. **\$3.95**

GIMBELS TOYS—Sixth Floor



### Six Light Cut Goblets

Or fruit salads; light cut American Beauty Rose design. In holly boxes for gift-giving. **\$2.95**

GIMBELS GLASSWARE SHOP—Fifth Floor



### 200 Velocipedes : 3 Sizes

Three sizes in the famous Veloking; Fairy and Columbian. \$10.45, \$12.45 and **\$13.95**

GIMBELS TOYS—Sixth Floor



### Fancy Pillows

Of tapestry and velour, with all colour backs. In rose, mulberry, green, brown and lavender. Each **\$4.50**

Other Pillows up to \$18 each

GIMBELS—Second Floor



### Black Blouses

A beauty for Mother's gift. Satin. Roll-tuxedo collar. Knife pleating. **\$5.00**

GIMBELS BLOUSE SHOP—Third Floor



### Silver-Plated Mesh Bags

Heavily silver-plated, with a very fine deep reversed mesh, dainty, narrow etched frame. Dome shape, 8 inches deep, with 2 inch mesh tassel. Lovely braided handle. **\$6.95**

Others \$2.95 to \$22.95

GIMBELS JEWELRY SHOP—Main Floor



### Peter Pan Blouses

Striped voile Peter Pans for Sister's Xmas. Collars and cuffs of embroidered pique. **\$2.00**

GIMBELS BLOUSE SHOP—Third Floor



### Boys' Nickel Watches

12 size nickel case. Engine turned, and engraved back. Guaranteed American movement. **\$3.95**

Other Boys' Watches \$5.95 and \$6.95

GIMBELS JEWELRY SHOP—Main Floor



### Turkish Slippers

Turkish slippers in 2 blues, 2 pinks, red, black, tan. Silver-trim and silk pompon. **\$1.00**

GIMBELS WOMEN'S SHOES—Second Floor



### Sewing Bags

An attractive combination of flowered and plain satin ribbon, rosette trimmed. All colors. Each **\$1.25**

Other Bags up to \$5.75 each.

GIMBELS RIBBON SHOP—Main Floor



### Colonial Candy Jars

Colonial style gold-encrusted candy jar; 1/2 pound size **\$2.95**

1 Pound Size, \$3.95

GIMBELS GLASSWARE SHOP—Fifth Floor



### Children's Fur Sets

Of combination coney and imitation ermine. Smart scarf and cunning muff, with shell ring attached by cord. **\$7.95**

Other Children's Fur Sets, \$2.75 to \$25

GIMBELS FUR SHOP—Third Floor



### Children's Golf Hose

Pure wool! Brown heather mixtures, with gay novelty tops. Or solid colors—all plain. Fine firm quality. **95c**

Others, \$1.75 to \$2.95

GIMBELS HOSIERY SHOP—Main Floor



### Children's Sweaters

A large quantity of all-wool Tuxedo and coat models. In all desirable colors. Sizes 30 to 36. An admirable gift for the younger members of the family! **\$3.95**

Other Sweaters \$2.95 to \$6.95

GIMBELS Women's Sweaters—Third Floor



### Sewing Baskets

Of wicker, sateen lined and fitted with scissors, thimble, stiletto and silk needle case. At regular price of unfitted basket. **\$2.75**

Other fitted baskets up to \$18.

GIMBELS NOTION SHOP—Main Floor



### Madeira Luncheon Sets

18-Piece sets—hand scalloped and hand embroidered on fine rounds thread Irish linen. Genuine Madeira! Sale priced. **\$6.00**

Others \$5.75 to \$27.50

GIMBELS LINEN SHOP—Second Floor

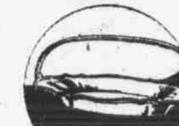


### Singer Sewing Machines

At reduction of 1/2. Only 25, however, at this special low price. Floor samples equal to new. Terms **\$35** \$1.00 weekly

Other sewing machines from \$25 to \$135.

GIMBELS Sewing Machines—Fifth Floor



### Roll Trays

Reproduction of Sheffield Plate. 12 inches long. With handle. Plain burnished thread border. **\$3.65**

Other Trays \$3.95 to \$7.75

GIMBELS SILVERWARE—Main Floor



### Ivory Pyralin Sets

Du Barry style toilet sets—10 pieces—decorated in color. Hair brush, puff box, hair restorer, buffer, nail file, but- ton hook, cuticle knife, cloth brush, comb, mirror. **\$38.25**

Others from \$9.70 to \$110.00 Set.

GIMBELS TOILET GOODS—Main Floor



### Tots' Sweater Sets

Four piece set of brushed wool—sweater, leggings, cap and mittens. White or colored. Sizes 2 to 6 years. **\$7.95**

Other Sweater Sets \$9.95 to \$12.95

GIMBELS BABY SHOP—Second Floor



### Imitation Cluny Lace

For gift trimming—handsome laces, 3 inches wide. For everything from underwear to curtains. Sale: yard, **25c**

Other widths 10c to 55c yard.

GIMBELS LACE SHOP—Main Floor

**D**ECEMBER ushers in a new era for the Gimbel Store. An era of spaciousness; of room; of convenient arrangement; of efficiency in the display of merchandise that did not formerly prevail. For almost a year now a vast army of artists and artisans has been at work. You who visit the store frequently have with uniform good humor put up with the inconvenience and discomfort attendant upon such extensive alterations.

The work is completed. Profiting by all that we have learned in three-quarters of a century of storekeeping (over a decade in New York), we have lifted this great store from the merely utilitarian to a place of real beauty. The aisles are spacious. Goods are fascinatingly displayed on counters and in crystal cases that make for easy selection. Departments are conveniently arranged in relation to one another, so that you may pass from one to another without weaving in and out from aisle to aisle. The sections have been laid out with an eye to perspective, so that you may find what you want without constant inquiry.

A step inside any of the great entrances, and the map of the whole floor unfolds itself to your view. There is nothing elaborate. Nothing of ornateness to detract from your consideration of what you are here to see—which is the merchandise.

Brilliance there is, too—the brilliance of alabaster, of granite and of marble. And studied cleanliness.

But beautiful as it is, it is but a setting for merchandise more beautiful still. Best of the best in America and Europe. Vast assortments.

Gifts superb. Gifts humble. And the happy medium, too. Fountain pens and pencils and ribbons and handkerchiefs, cheek by jowl with exquisite jewelry, rich laces, rare perfumes. Christmas gifts for the six million.

It is a far finer store now than it was on its opening day. It is a rebuilt store. A transformed store. A store glorified.

Shop by Mail Through  
Our Mail Order Department

STORE HOURS 9 TO 5.30 FOR OTHER GIMBEL NEWS SEE PAGE 10  
**GIMBEL BROTHERS**  
32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

Shop by Mail Through  
Our Mail Order Department