

**Cut Glass Water Set**  
4-pt. Jug, 6 Tumblers, 1 Mirror Plateau,  
complete in 8 pieces. **\$5.95**  
GIMBELS CHINA AND GLASSWARE—Fifth Floor

# Gimbel Brothers

32<sup>nd</sup> ST. - BROADWAY - 33<sup>rd</sup> ST

**A SPECIAL ATTRACTION**  
In the newly reorganized Stationery Section  
Victory Linen Cabinets of Fine Quality Paper in White or Solid Tints.  
50 Sheets and 50 Envelopes of Correct Correspondence Size **59c a box**  
GIMBELS STATIONERY SECTION—Main Floor

## Signs of the Times--Style, Practicability, Economy

### "The Love of Money"

When the great teacher said: Not money, but the Love of money was the root of all evil, he made a very fine distinction.

For the love of money means putting money before things more precious—*as, for instance, before Principle.*

There is no man and no store quite so short-sighted as the one which, putting money before Principle, loses both.

Experience usually shows that a close adherence to Principle in every transaction, business or otherwise, invariably gets the right result—and—the money follows.

A famous merchant once attributed his great business success to the fact that he always placed himself, figuratively, both behind and in front of the counter. In other words, he always "put himself in the other fellow's place."

This is the new doctrine of money making—that he who seeks first to serve, finds money, honor and every other good thing added in abundance—a doctrine made doubly prominent as one of the fruits of the Great War.

At Gimbel's, we like to believe that the wonderful growth of our store in eight short years is due to this truth more than to any other one thing.

### The New C/B Corset Models Have Just Arrived

They will be directly responsible for the success of the hundreds of attractive Spring costumes that are being planned. For without the correct foundation for the silhouette what matters how ingenious a gown may be?

The new C/B corsets retain the low bust line, take just a slight nip-in at the waistline and at the back and hips—a graceful flowing, almost straight line.

Even for as little as \$2 there is an excellent little C/B A La Spirite model of batiste or coutil. The next price is \$3, and then in a broad range of prices to \$15.

C/B Corsets for the Growing Girl **\$1.50 to \$4.50**  
GIMBELS—Second Floor

"Kaiser" Silk Gloves For Women **85c to \$2 pair**

Our glove shop is particularly well equipped to meet any demand made upon it. A visit to this section will convince you. Our new Spring stocks are complete in all the newest colors and sizes.

Made of heavy quality milanese and Triest silk, and double finger tipped, accompanied by the usual guarantee.  
GIMBELS—Main Floor

**An Unusual Sale of Fine Stationery**  
2577 Pounds of High-Grade Paper  
5000 Packages of Envelopes  
from the Stock of One of the Leading Manufacturers of Quality Stationery.

A Pound of approximately 3 Quires, **50c**  
Regularly 70c to 80c a Quire

25 Envelopes, per package, 20c

The Special Purchase of the discontinued lines of a World-famous Massachusetts Mill—Can't mention the Manufacturer's name here though most of the paper bears his well-known Watermark—permits this extraordinary offering in Pound Package Paper and Envelopes to match.

All is in Correct Letter-Size of Superfine Quality and Texture, in various Finishes. Colors are White, Alice Blue, Shell Grey, Nile Green, Royal Blue and Rose.

Important—Not less than Two Packages of Envelopes Sold with a Pound of Paper.

During this Sale—Stationery stamped from your own die or our one-initial stock die in any plain color 15c a quire; in Gold or Silver 25c a quire.

GIMBELS—STATIONERY SECTION—Main Floor

### A Gracious Gown of Heavily Beaded Georgette

Like the Model Pictured

Is a Necessity in the Wardrobe of the Well-Dressed Woman

For Monday, Most Exceptionally Priced

**\$55**

A dress of this kind will serve on innumerable occasions, with elegance and correctness.

The rich bead embroidery in a matching shade makes almost a bodice of itself, and on the skirt panels is almost knee-high.

The narrow drop-skirt is lustrous satin, in keeping with the broad softly-draped girdle.

Colors are henna, copra brown, king blue, navy.

Other Spring Models in Beaded Georgette Crepe at **\$49.50 to \$90.00.**

GIMBELS—WOMEN'S DRESS SALONS—Third Floor



\$55.00

### Apronette Costume Blouses of Georgette Crepe

Are Here in Exquisite Variety and Combine Such Delectable Colors as These:

Grey and Orange  
Delft Blue over Shell-Pink  
Sunset and French Blue



GIMBELS—BLOUSE SALONS—Third Floor

and also appear in single tones of tangerine, Julia Sanderson canary, peach, pale blue—all with the most exquisite motifs in beadwork embroidery.

Unusual treatment of neckline, of sleeve, even sometimes a tie-around sash of the filmy Georgette crepe—make it evident that these lovely Apronette blouses were made to bloom for carefree hours.

**\$14.75 to \$22.75**

Suit-Shade Blouses of Georgette Crepe Marked for a Decisive Clearaway Tomorrow, **\$5.00**

### Sautoirs from Paris

are being shown in the Jewelry Section. They are made of Rhinestones of unusual brilliancy and Sterling Silver, which simulates Platinum.

One All Rhinestone Locket in a frost-like floral design comes in Octagonal Shape. It is mounted on smart Black Moire Ribbon. **\$27.00**

Bar Pins of Rhinestones and Sterling Silver in lace-like, cross-line or floral designs are priced from **\$1.65 to \$15.00.**

GIMBELS—Main Floor

### Perfumes

Coty's Heliotrope Perfume, **\$4.75**  
Coty's Muguet Perfume, **\$7.75**  
Roger and Gallet's Indian Hay, Peau d'Espagne, and Bouquet des Amours Toilet Water, **\$1.60**  
Roger and Gallet's Violette de Parme Perfume, **\$2.60, \$3.75**  
Piver's Floramye Toilet Water, **\$2.45**  
Houbigant's Rose, Jasmin, Lilac and Violet Toilet Water, **\$3.25**  
Houbigant's Premier Mai Perfume, **\$7.25**  
Djer Kiss Perfume, 1/2 oz., **75c**  
Letheric Lilac Orkidee Perfume, **\$3.60**  
Letheric Acolian Perfume, **\$4.50**  
Violay Bouquet Farnese Perfume, **\$6.50**  
Violay Katsura Perfume, **\$1.35**

GIMBELS—Main Floor

A Week of Gingham is proposed for the near future by some of the "powers that be"; but Gimbel's has already had

A Wonderful Gingham Year! Now Come

**New Ginghams**  
38c, 75c, \$1.25 Yard

More than 150 designs and combinations of color.

Voiles "by the Dozens" also, ranging from the plain, through printed designs, into woven decorations that are very elegant. Prices range 58 cts. to **\$1.25 yd.**

Don't forget the Gimbel Organdies!

GIMBELS—WASH GOOD SECTION—Second Floor

100 Dozen Standard Bleached Seamless

**SHEETS**

Torn, sizes 68x99 in. Made from high grade of bleached Standard Sheeting.

Special **\$1.58 ea.**

150 Dozen Standard Bleached

**Pillow Cases**

**38c ea**

Torn, sizes 45x36 in. Made from good grade of Bleached Pillow Case Muslin. Wide hemmed ends.

GIMBELS—Second Floor

40 inch

**Georgette Crepe**

Specially Priced

at **\$1.48 per yd.**

Regularly at \$2.25 yard.

Ideal for the making of dainty summer dresses, blouses, also very lovely for trimmings. All the staple and latest colors in an excellent quality. Sold in Lace Section.

GIMBELS—Main Floor

In This Spring Showing of

### All Wool Dress Goods

Special prices join this happy combination to give you the best savings you have ever had.

All-Wool Tricotines, 48 ins. wide, shown in the new Spring shades and black, **\$3.45 yd.**

54-Inch All-Wool Jersey Cloth—A fine stocking knit weave. Woven so you may have a skirt without a seam. All the new Spring shades: Tan, sand, beige, castor, turquoise, henna, taupe, plum, French blue, peacock, liberty rose, grey, navy blue, **\$3.75 yd.**

Ivory White Broadcloth, a rich, lustrous finish. Sponged and shrunk, **\$3.50 yd.**

GIMBELS—DRESS GOOD SECTION—Second Floor

All-Wool Navy Blue Dress Serges, 42 to 45 ins. wide. A fine all-wool French twill serge, closely woven and a perfect weave. Two good shades of navy... **\$1.95 yd.**

Plaid Skirtings—Fine all-wool serge weave in the newest color combinations. Medium and large plaids... **\$3.75 yd.**

A Superfine Quality of 54-Inch all-wool Tricotine, the fabric in demand for smooth tailor suits. Shown in cream, navy and black... **\$5.50 yd.**



Paris Itself Has Been Brought to You

In This Millinery

which is an expression of her joy, of her hopes, of her art.

Hats with new symphonies of color-harmony. New contours whose charms have been culled from periods of utter femininity in costume. New trimmings that express elegance and dignity. New accessories that make of the hat an even greater part of the ensemble.

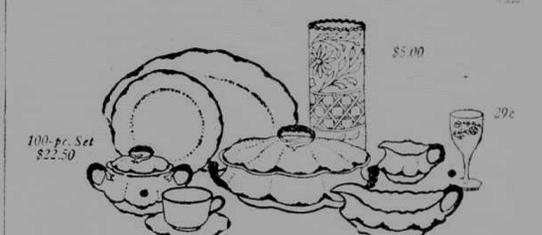
Facsimile Reproductions and Exclusive Adaptations of the Original Models

Are Priced **\$15 to \$75**

GIMBELS—PARIS SALONS—Third Floor

### March Sale of China, Glassware

Brings you this Charming Table Service at prices so modest you cannot resist the temptation to see them.



100 pieces clear white Dinner Ware with very elaborate garniture in gold. The shapes are very quaint and the whole effect is most attractive. Priced for to-morrow only, **\$22.50**

Goblet is the famous cut "Nell Rose" design. **29 cts. each**  
Saucer champagnes to match. (Illustrated.)

The tall Cut Glass Vase is very choice at the price. **\$5.00**

**French China Dinnerware**

at Sensational Reduction. Note some of the prices below:  
108 pcs. Limoges China Dinner Set. Wide Encrusted Gold Border. Gold Handles. Also open stock. Regularly \$375.00. **\$295.00**  
100 pcs. Dinner Set. "Elite" Limoges. Encrusted Gold Band in combination with green. Regularly \$300.00. **\$225.00**  
107 pcs. Dinner Set. "Elite" Limoges. Exquisite Border. Coin Gold Handles. Regularly \$120.00. **\$95.00**  
Theo. Haviland & Co. Dinner Set. 107 pcs. Choice of two very attractive Borders. Coin Gold Handles. Reg. \$127.50. **\$100.00**

GIMBELS—CHINA AND GLASSWARE SECTION—Fifth Floor

Visiting Dressmakers from all over America are finding what they want in the

### International Silk Sale

Which Specializes in Silks **\$2.00 yard**  
Less than

Here are some of them:

Figured Foulards  
Georgette Crepes  
Crepes de Chine  
Satin Charmouses

Dress Satins  
Messaline Satins  
Washable Satins  
Plaid Silks

Black Silks, etc., etc.  
Plain Taffetas  
Changeable Taffetas  
Chiffon Taffetas

Chinese Pongees  
Japanese Pongees  
Tub Silks  
All in the desirable wide widths.

The following supplementary list ought to interest everyone:

**Rich Black Silks**  
Including Crepes de Chine, Satins, Crepes, Georgette, Taffeta, etc.  
Specially priced at **\$1.68 yd.**  
Regularly \$2.00 to \$2.50 yd.

**\$10.00 and \$15.00 Gold Brocaded**  
Georgette Crepe, \$5.50 yd.

**\$3.50 and \$4.00 Satin Crepe Meteore,**  
\$2.95 yd.  
**\$2.25 Washable Satin, \$1.85 yd.**  
**\$2.50 Georgette Crepe, \$1.95 yd.**

**\$2.50 All Silk Crepe de Chine, \$1.95 yd.**  
**\$2.75 Satin Crepe Meteore, \$2.25 yd.**  
**\$5.00 Warp Printed Moire Silks, \$3.50 yd.**  
**\$4.00 Fibre Sports Satin, \$2.95 yd.**

**\$5.00 Imported Changeable**  
Satins, **\$3.65 yd.**

**\$2.50 and \$2.75 Shirting Silks, \$2.25 yd.**  
**\$1.75 Chinese Pongee Silk, \$1.28 yd.**  
**\$2.50 and \$3.00 Chinese Silk Pongee, \$1.85 yd.**  
**\$2.00 Striped Tub Silks, \$1.35 yd.**  
**\$2.50 Silk and Wool Poplins, \$1.95 yd.**

GIMBELS—SILK SECTION—Second Floor

### A Chinese Importer Has Disposed of His Entire Stock of CHINESE EMBROIDERIES at About 1/4 Their Original Prices

A most wonderful collection of these exquisite brightly colored embroidered pieces. The collection is so varied that it is difficult to describe—the uses to which these pieces can be put are many.

You can make of them

Wall Panels Pillow Tops Collars and Cuffs  
Lamp Shades Mats for Bags Panels for Skirts  
Table Scarfs Waistcoats Fan Holders  
Girdles

Prices Ranging from

**25c to \$42.50**

Per Piece

and innumerable other articles. In the comprehensive and gorgeous collection are

The "God of Mith," Mandarin Chains and Three Robes of Exquisite Beauty Exceptionally Low Priced

Our shopper finds, in comparing these pieces with other pieces in the Antique Shops, that pieces almost identical with these were priced more than double what we have them. In some cases pieces are by pairs.

GIMBELS—DRESS TRIMMING SECTION—Main Floor

### New Klearflax Rugs

at New Prices

Room sizes:

**9 ft. x 12 ft., \$39.60**

**8 ft. x 10 ft., \$29.35**

Other sizes, \$3.75 up to \$19.80

Colors:

Grey, Medium, Tan, Grey, Light, Taupe, "Old Blue," Green, Rose, Russian Green, Seal Brown, etc.

**180 Art-Loom Rugs**

9 ft. x 12 ft.

Added to Gimbel's Already Mammoth Stocks

**\$59.50 and \$69.50**

Small sizes, \$6.75

All of these Art-Looms are discontinued patterns and are seasonally reduced.  
GIMBELS—Sixth Floor