



Tomorrow is the last day of the
Red Cross Bundle Drive
Bundle up your Bundle now and send it to
9 Union Square or any Red Cross Receiving Station.

Gimbel Brothers

32nd ST. - BROADWAY - 33rd ST

Gimbel Fur Storage Vaults on the Premises
Modern, scientific equipment. Dry cold air protection. Furs guaranteed
against moths, fire, theft, dust, moisture.
A postal or phone call brings our auto
"Furriers since 1842"

A New Purchase of BLOUSES Worth Forty Thousand Dollars

TO BE SOLD AT TWENTY-SIX THOUSAND DOLLARS

BEGINNING TOMORROW, MONDAY
MARCH 31ST, AT 9 A. M.

ALL SALES MUST BE FINAL.
NO BLOUSES C. O. D., CREDITED OR EXCHANGED

Blouses Presented on Sale in the Blouse Salon Third Floor

- Colored Batistes, pique trimmed; sizes 34 to 46.....\$1.85
- Novelty Striped Voiles; sizes 36 to 42.....\$1.85
- Novelty and Plain Voiles, with organdy collar, color-embroidered; also lace-trimmed styles; sizes 36 to 52.....\$1.85
- Extra Size Voiles, lace-trimmed; sizes 40 to 52.....\$1.85
- Voile Slipover Blouses, lace and organdy trimmed; sizes 36 to 52.....\$2.45
- Imported Organdies or Voiles, Venice trimmed; sizes 36 to 52.....\$3.45
- Georgette Crepes, heavily embroidered in beads and silk; some hand embroidered; pastel shades and combinations.....\$4.95
- White Wonderlin Smocks, collar and pleated pockets hand-embroidered in pastel shades.....\$1.85

Sample Blouses at \$1.45 to \$6.95

Voiles, Georgettes, crepe de chine, satins; pastel and suit shades

Blouses Presented On Sale on the Main Floor. An Entire Block of Blouses, the Rear Aisle Extending from 32nd to 33rd Street

- Georgette Crepes, silk soutache, bead and chain-stitch embroidered. Nine pastel shades and combinations; sizes 36 to 46.....\$3.65
- Lingerie Blouses, tailored and lacy; sizes 38 to 46.....\$1.85
- Novelty and plain voiles, shawl and Peter Pan collars, self and pique; sizes 34 to 46.....\$1.25

Odd Blouses at \$1.25 to \$1.95

Voiles trimmed with smart novelty materials or dainty laces; also tailored styles.
Lingerie Blouses, in a dainty lacy model; sizes 40 to 52 only; extra sizes.....\$1.65

A Purchase of the Famous "Royal" Blouses

Navy blue Satins; Georgettes in white, flesh, coral, navy; checked taffetas; satin-plaided taffetas, plaid taffetas; black plaid Louisines; satin-striped men's wear shirts; crepe de chine; Liberty satin shirt blouses; sizes 36 to 46. Also white Habutai silk middy blouses; sizes 14 to 16.....\$3.95



Regulation service blouses of linen.
The majority of the blouses show a machine oil stain or signs of workroom handling; will be perfect after the tubbing.....\$1.25
Organdy-finished lawn, two-in-one model with crocheted buttons.....\$1.65
Colored Batiste Blouses with pique collar and cuffs; sizes 34 to 46.....\$1.85

Blouses From Well-Known Makers in France, America and the Philippines

A Price-Range From

65c to \$8.95

Thousands of Georgette Blouses
Thousands of Lingerie Blouses
Thousands of Silk Blouses
Thousands of Novelty Cotton Blouses
Thousands of Georgine Blouses

Including Eight Hundred Sample
Blouses in Silks and Lingeries

IN the workrooms of one blouse maker after another, not a machine has been running for weeks, pending further developments.

At the first intimation of this, Gimbel initiative asserted itself. We bought the cream of the makers' "on hand" merchandise, in such quantities as to merit extraordinary discounts.

The Paris visit of the Gimbel Blouse Chief produced an additional collection at extraordinary savings.

Blouses that have just arrived from the Philippines have been marked to make them values to be remembered.

This is an event of supreme importance to all who are planning blouses for their Easter suit and for the entire Summer.

Of especial interest to visitors now in the city.

Please Note Particularly,
LOCATION of BLOUSES ON SALE

In order to facilitate buying and render more perfect service, the blouses have been distributed as stated.

Additional Blouses Presented on Sale in the Blouse Salon, Third Floor

200 Philippine Blouses, \$8.95
Hand-Embroidered and Hand-Made

Many trimmed with genuine filet laces; sizes 34 to 44.....\$8.95
This price is less than half the price many of these would be ordinarily.

Paris Sample Blouses at \$6.95
From Several Makers

Voiles, batistes, printed cottons and Rodier novelty prints. All hand-made. Many with genuine filet laces, thread and hand-run laces.
The exquisite features of these blouses include English eyelet work, solid embroideries, net footings, fine frills, hand chain-stitch work, hand hemstitchings, hairline tuckings, etc. White and delicate pastel colors. \$6.95.

Blouses Presented on Sale in the Subway Balcony 32nd Street Side

- "Royal" make Tailored Blouses of White Linene. Regulation service styles; sizes 34 to 46.....\$5c
- "Royal" make white batiste blouses with dainty tucking for trimming; sizes 38 to 46.....\$5c
- Silk Crepe de Chine in white, flesh, maize, tea rose, China blue, navy, brown; sizes 34 to 46.....\$1.95
- Colored Striped Voile Blouses, with scalloped organdy vestee and collar; sizes 34 to 42.....\$65c
- Smocks of Linene, Wonderlin, Lonsdale Jean, Voile, \$1.55—All Sizes
- Georgine Blouses, hand and hand-machine embroidered in beads and silk. Eight pastel shades and combinations; sizes 38 to 46.....\$2.65
- Lingerie Blouses, tailored and lacy; sizes 38 to 46.....\$1.15 to \$1.65
- Black and white striped taffeta blouses in tailored styles; sizes 38 to 44.....\$2.95
- Georgette Crepe Blouses, braided, and hand-embroidered; flesh, white, bisque, tea rose; sizes 36 to 46.....\$3.95

200 Extra Salespeople Will Be In
Attendance To Insure Immediate Service

SILKS

Paris lays down the Law about Foulards.
She says no more chic fabric exists, and
no more practical silk woven than Foulard.

Gimbel Foulards
\$1.95 to \$4.50

Every thread Silk; and in such attractive designs.

New!!! Embroidered
Georgette Crepes, \$6.50 yd.

In all of the latest colorings and designs.
Please see the Gimbel Silks priced under
\$2.00 a yd. A wonderful collection.
GIMBELS SILK SECTION—Second Floor

Embroidered
Serge, \$4.75 Yd.

Seldom do you see anything more lovely or more distinctly elegant than this fine soft all-wool serge, embroidered very heavily in silk, border only, black and navy only.

All Wool Gabardine, \$4.50 Yd.

54 in. wide and the correct weight for Tailored Suits, Skirts, Dolmans and other wraps.
Brown, Taupe, Green, Plum, Beesfoot,
Navy Blue, Cream and Black.
GIMBELS DRESS GOOD SECTION—Second Floor

Springtime Brings So Many
Lovely Things for Kiddies
to the Gimbel Baby
Shop

SIZES 2 TO 6 YEARS

Cosy Little Sweaters,
\$2.95—\$3.95—\$4.95

Slip-Over Models, with or without sleeves, made of fine yarns. One Model with white collar, cuffs and belt. Two Models with flannel bottom, border and braid attached trimming.
A Button-down Front Model has a belt and crocheted buttons.

Cunning Colored Dresses,
\$2.95—\$3.95

In Chambray, and Gingham—plain, checked, plaid or striped.
Dear Little Peasant and Empire Models, trimmed with self or contrasting color collar, cuffs, belts and pockets. With or without Blousers.

Smart Little Capes,
\$9.00—\$10.50—\$14.50—\$16.50

Of Navy Serge, sateen and silk lined. With or without vests. Little sweaters listed above are excellent to wear under these capes.

"Madge Evans" Hats,
\$4.00—\$5.50—\$8.50 to \$13.50

Jack Tar, Poke and Sailor styles, all with wide bands and streamers of grosgrain ribbon.

These are just a few of the attractions in the Gimbel Baby Shop. Bring the Kiddies on Monday!

GIMBELS BABY SHOP—Second Floor

KNITTED Underwear

FOR WOMEN

Gimbels knitted underwear sections are ready for Easter and Spring shoppers.

Cotton Vests, 50c

Knitted sleeveless vests of exceptional high-grade quality.

Liste Thread

Union Suits, \$1.50, \$2.00

Fine quality pure liste thread union suits in low-neck, sleeveless, knee-length styles. Reinforced at crotch. Regular sizes, \$1.50. Extra sizes, \$2.00.

GIMBELS—Main Floor.

Women's Milanese Silk

Gloves

\$1.19 Pair

Heavy quality silk. Double finger tipped. Some have tucked wrists with contrasting embroideries, others 2-clasp gloves with heavy embroidered backs. Colors, mastic, pongee, gray and white. Black in 2-clasp glove only.

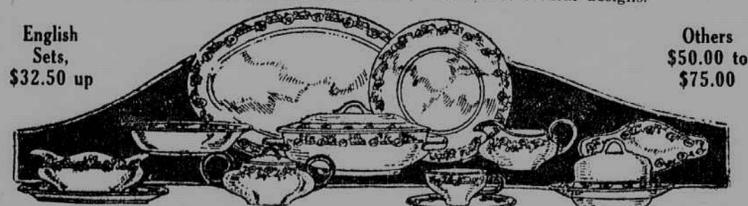
GIMBELS—Main Floor

Tomorrow—the Last Day of the Great March China Sale

A new surprise for you. Richly Cut Glass at small prices

- Handled Bon-bon baskets.....\$2.95
- Tall Footed Comports.....\$3.95
- Sugar and Cream Sets.....\$3.95
- Salad Bowls.....\$5.00
- Tall Flower Vases.....\$5.75

Dinner Sets in French China, \$39.50
100 pieces—one set illustrated below. Choice of several designs.



American Semi-Porcelain, \$16.95 to \$35.00
Enough for 6 persons.....\$7.95 to \$17.50
(100 pieces to 106 pieces.)
GIMBELS CHINA AND GLASSWARE SECTION—Fifth Floor

Last Days of the March Houseware Sale

Bring your farming problems to our expert farmer

SEEDS

Landreth's Famously Good Vegetable and Flower Seeds. A superior brand.

Vegetable Seeds

Bean Seeds—Bountiful, Improved Golden Wax, Early Refugee, Stringless Green Pod, 1 lb., 15c; 1/2 lb., 25c; 1 lb., 48c.
Pea Seeds—American Wonder, Extra Early, Champion of England, Improved Telephone, 1/4 lb., 15c; 1/2 lb., 25c; 1 lb., 48c.
Bush Lima Beans—Burpees, Fordhook, Large Green Seeded, 1/4 lb., 15c; 1/2 lb., 25c; 1 lb., 48c.
Sweet Corn Seeds—Country Gentleman, Stowell's Evergreen, 1/4 lb., 12c; 1/2 lb., 20c; 1 lb., 38c.
All popular vegetable seeds, except those noted above, including beets, cabbage, carrots, celery, cucumber, lettuce, onion, parsley, radish, tomato, turnip, in liberal size packets, 7c each.

Flower Seeds

Sweet Peas—2 oz. Pansy, Astor, Sweet packages, 40c
Alyssum, Cosmos, Tall and Dwarf Phlox, etc., etc.
Nasturtium, 2 oz. Liberal sized package, 28c

REFRIGERATORS

Three Door Side icer with white enameled provision chamber 44 1/2 in. high, 32 in. wide, 18 1/2 in. deep, special, \$25.75
48 in. high, 34 in. wide, 20 in. deep, special.....\$31.75

Grocer's Ice Chest

56 in. wide, 30 in. deep, 38 in. high; ice capacity, 275 lbs.....Special, \$38.50

Rose Bushes

One of America's greatest nurseries sends us these hardy domestic grown plants—and this is the best planting time.

18c Each
\$1.95
Dozen
28c Each
\$3.10
Dozen

Rhododendrons

First quality domestic grown bushes—15-inch, \$1.95; 18-inch, \$1.55; 24-inch, \$2.65; 30-inch, \$3.00; 36-inch, \$4.20; 48-inch, \$5.65. None sent C. O. D.

Parko Hand Cleanser

Used after gardening, it cleanses the skin and leaves it smooth and refreshed. May be used without water—1 lb., 25c; 5 lbs., \$1.10; 9 lbs., \$1.50.

Exclusively at Gimbel's

Eclipse Cabinet Gas Range

A high grade, 4 burner gas range having extra fine features. Burners, cooking top and oven bottom of cast iron, insuring long service. 18 in. oven and broiler. White porcelain doors. Patent oven light or explosion proof. Body of heavy rust-resisting blued sheet steel.....Special, \$42.00

Farm and Garden Implements

Everything for the Amateur and Professional Gardener at Gimbel's Usual Attractive prices. Great variety of stock.

Garden Set, 4 pieces, \$2.50
Malleable Rakes—12 tooth, 50c; 14 tooth, 55c; 16 tooth, 58c
Steel Rakes—12 tooth, 85c; 14 tooth, 95c; 16 tooth, \$1.05
Garden Spades—D-handle, \$1.25
Wire Lawn Rakes—21 tooth, 65c
Biveted Steel Garden Hoes, 70c
All Steel Garden Hoes, 6 1/2-inch blade, 95c
Spading Forks—4 tines, \$1.30

Poultry Wire

2 1/2 inch Mesh, 1 inch Mesh
24 in. wide.....\$2.10 \$3.75 \$4.60 \$8.75
30 in. wide.....\$2.40 \$4.50 \$5.40 \$10.50
36 in. wide.....\$2.75 \$5.15 \$6.15 \$11.95
48 in. wide.....\$3.60 \$6.90 \$8.10 \$15.90
72 in. wide.....\$5.35 \$10.30 \$12.00 \$23.85

Exclusively at Gimbel's

Famous Detroit Vapor Cooking Stoves

Burns kerosene, gasoline or distillate. Wickless and odorless.

The most serviceable cook stove for bungalow and country home. Burns 18 to 20 hours at full flame for each gallon fuel.

\$23.50 to \$60.00

GIMBELS NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor

Bead Necklaces

Thousands of them, in every possible style, color and color combination! Barbic Necklaces, Egyptian, Japanese and other Oriental effects. Dainty Necklaces for the Debutante, Victory Necklaces for the School Girl, Cuning Wee Necklaces for Baby—a Necklace for everybody—from one's most sedate Maiden Auntie to the wildest Greenwich Villager imaginable. You'll find all these Necklaces at Gimbel's.

Cherry Red Necklaces, all solid colors. Graduated or alternating bead and fancy metal chain.....50c to \$7.00

French Blue, Pekin Blue, Lapis Blue, all solid colors or combinations; some with pendant. \$1.50 to \$4.95

Cut Stone Effects in Sapphire, Topaz or Amethyst; some with metal shot tassel of light green gold. \$2.50 to \$4.50

Other Necklaces, with or without pendant, in every conceivable color.....50c to \$4.50
GIMBELS—Main Floor.

New York Never Saw
Such a Lamp Sale

100 Lamps

Fully Equipped for Electricity
(Except Bulb)

\$1.00 to \$35.00

Specially Priced

Scarcely two alike. Mahogany, metal painted. Some finished to simulate lacquer, others enameled. Most of these lamps have shades. These lamps have been specially selected for this sale, to go quickly so as to readjust department.

Lamp Shades, \$10.00 Down

Dozens. Every sort of an odd shade that could be desired. Some were made in famous studios in Paris.

GIMBELS LAMP SECTION—Fifth Floor

All Box Springs and Mattresses

For One Day Only

Reduced 10%

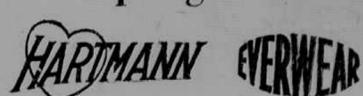
A New Purchase!

Day Bed Frames, \$19.00 Each

Solid Walnut. Ivory enamel. Also Mahogany finished. Choice of several designs. All are beautifully built according to the famous Gimbel standard.

GIMBELS MATTRESS SECTION—Eighth Floor

Spring Sale



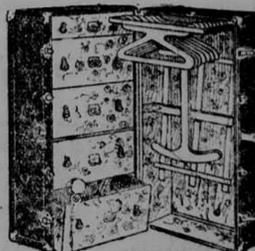
TRUNKS

Two internationally known brands. Those who are familiar with them will require no further inducement to buy than these specially low sale prices.

Hartmann Steamer Wardrobe Trunks \$33.50
Hartmann Dress and Steamer Trunks, \$22.50 to \$32.50

Everwear Wardrobe Trunks,
\$22.50 to \$35

Everwear Fibre Dress Trunks,
\$15.50



GIMBELS TRUNK SECTION—Fifth Floor