

**Colored Glasses or Goggles
Moderately Priced**

The Gimbel Optical Section is featuring a wide assortment of sun glasses, in anticipation of your vacation needs and in preparation for your Summer comfort. Prices range from 25c to \$5.00.
GIMBELS—Main Floor Balcony

For Other Gimbel News See Page 8

Gimbel Brothers
32nd ST. - BROADWAY - 33rd ST.

Fur Repairing and Remodeling
Special low summer rates now. Estimates free.
Gimbels Fur Storage Vaults on the Premises.
Cold, dry air storage. Guarantee against loss or damage.
A postal or telephone call (Knickerbocker 5100—
Extension 34) brings our auto.
"Furriers Since 1842"

\$7,000 Worth of "1847-Rogers Bros." Silver Plate at Half Regular Prices

**BATHING DRESSES—From the Gimbel
Unequaled Assortments for Everybody**

At \$4.95—The Favorite "California" Worsted Bathing Suits in the new sports colors and combinations of orange with black or white or purple. Also navy blue and black, pique, orange. Or in rose with white. With tights attached.

At \$5—Slip-on of Black Satin Bathing Dresses of exceptional grade; with tie of sports color—a sash belt to loosen or tighten to fit.

At \$6.50—Surf Cloth Dresses. The kind of surf cloth that keeps its lustre after, in or out of the water. One model, as illustrated, with shoulder sleeves; generously shirred from a yoke and bordered in tuckings; a broad buttoned belt.

At \$8.50—Black Satin Slip-on Dresses. Featuring tucking and tucking around the becoming oval neckline and a wide border of tucking. Underarm sleeves and a sash tie belt.

At \$9.75—"California" Bathing Suits in navy, green, and also black, or in color combinations; the stripings in a mercerized knit, with tights attached.

Smart, practical—These are examples in the Lower-Than-Expected Prices That Prevail.



GIMBELS—WOMEN'S AND MISSES' BATHING DRESS SALON—Third Floor.

A Popular Sporting Goods Store

Gimbels Sporting Goods Section prides itself on its most extensive stocks, appealing to all lovers of all sports. The sweeping range of prices fits all purses. Only a few of the thousands of items are listed here.

Our Automobile Supply Store is featuring Firestone Tires at 35% off

Cameras and Photo Supplies

The low prices asked at Gimbels for Cameras and Supplies are too well known to require further comment.

- Vest Pocket Cameras, \$8.00 to \$14.40
- Brownie Cameras, \$2.13 to \$4.80
- Kodaks, \$8.00 to \$62.50

Auto Lunch Kits

- In strong, well-made cases, \$10.00 to \$17.00
- Special Lunch Sets containing quart vacuum bottle and large size lunch box, in a strong, well-made case, \$6.50
- Thermos Bottles, \$2.50 to \$5.75

For Men and Boys—Bathing Suits

- Boys' 1-piece sweater-knit suits, \$4.00
- Boys' 2-piece suits, \$5.00, \$5.50
- Boys' Skirt Suits, \$5.50
- Men's Skirt Suits, \$6.75, \$12.95
- Bathing Suit Bags, 65c to \$1.85
- Gym. Shirts, 85c to \$3.00
- Jock Straps, 50c to \$1.00

GIMBELS—SPORTING GOODS SECTION—Fourth Floor

Tennis

- RACKETS—Famous H. C. Lee Rackets. "Seconds," but you'd hardly know it, the irregularities are so slight. New gut and first class stringing. Three sets: \$2.75, \$3.75 and \$5.75
- The \$5.75 are the "Breakthrough" Slotted Throat models, selling regularly at much higher.
- Other Rackets from \$1.00 to \$11.00
- Tennis Balls, 55c ea.
- Tennis Racket Covers, 50c to \$2.00

Golf

- Sticks, \$1.75 to \$6.00
- Bags, \$1.50 to \$18.00
- Balls, per dozen, \$4.00 to \$12.00
- Shoes, Men's, \$9.50
- Shoes, Ladies', \$9.00
- Juvenile Golf Sets, consisting of bag, 3 clubs and 2 balls, \$5.00 and \$6.00

Other supplies at equally interesting prices.

Colored Pictures

in Hand Carved Polychrome Frames



Sale Price **\$3.95**

100 Only. Colored Mezzo-profiles in hand-carved frames, oblong-shaped, 14x17 inches, beautifully burnished. Subjects include: *Hope, Weeping Magdalene, Storm, Song of the Lark, Pot of Basil, Psyche, Innocence, End of the Day, Angelus, Gleaners, Lord's Supper (Vinci)*, etc.

Colored prints in oval polychrome tinted frames, 15x19 inches, with ornamented tops. Subjects include: *Dance of the Nymphs, Innocence, Madame le Brun, Old Mill, Boy with the Rabbit, Simplicity*, etc. These pictures make suitable Wedding Gifts.

GIMBELS—Sixth Floor

Annual Sale Petti-Bloomers and Petticoats

This great June event at Gimbels is always planned months in advance; and planned so that there are

Savings of 10% to 30%

Just a Few Items to suggest how luxurious is the selection. New features will be added almost daily through the month.

50 Doz. "Sunshine Satine" Petticoats

A white satiny cotton material that is very lovely as a Summer petticoat fabric. These petticoats are well bonaced and have fitted elastic band.

\$1.95 each

Wash Satin Petticoats

\$2.95—Lace flounce, ribbon and rosebud trimming, white satin top.

\$3.95—Embroidered scalloped edge. Straight line model with panel front and back in pink satin.

\$4.95—Wash Satin, in pink and white; Van Dyke lace flounce, filet pattern, deep net underlay.

\$5.95—Embroidered Wash Satin, straight line flounceless model, handsomely scalloped.

Petti-Bloomers

\$1.95—Petti-Bloomers of Princess Cloth, in the most wanted street colors and black. Ankle length, garter finish with over ruffle.

\$3.95—Habutai Striped Silk Petti-Bloomers. Charming assortment of street colors, also pink, white and black. Ideal to wear under the new narrow skirt particularly. Ankle length with elastic fancy shirred ruffle.

\$5.95—Glove Silk Jersey Petti-Bloomers. Street colors and black. Ankle length.

GIMBELS—PETTICOAT SHOP—Second Floor

Extra Size Petticoats

\$3.95—Habutai Silk Petticoats in colors and black, combination tucked and ruffled flounce.

\$4.95—Tulle Silk Petticoats in lovely changeable colors and black, shirred flounce, cleverly designed elastic waist band.

\$4.50 - \$5.95—White Tub Silk Petticoats, smartly bonaced, double panel.

\$8.95—French yoke model, lined throughout, satin striped Habutai, in white; deep hem-stitched hem, elastic waist band.



Many Desirable Models in

Reed Pullman Coaches

Grouped for a Special Sale at \$32.95

All are well made of various grades of reed; many are truly remarkable at the price. Each coach is equipped with reversible gears, reclining back, heavy rubber-tired wheels and good upholstery. PERAMBULATORS in blue, gray or brown, with upholstered bodies, are \$29.75. STROLLER GO-CARTS made of the best grade of all-round reed and fully upholstered are \$29.75.

GIMBELS—Fourth Floor

Inlaid and Printed Linoleum

Purchased subject to slight imperfections, in most cases not noticeable, and in no sense does it affect the wearing qualities.

Fine for the Hot Weather

because so cool and so sanitary.

Best quality Parquetry Inlaid Linoleum **\$1.95** square yard

Heavy Inlaid Linoleum in tile effects, at **\$1.45** square yard

Printed Cork Linoleum, 4 yards wide, enabling one to cover the ordinary room without seams, thus prolonging the wear, at **85c** square yard

GIMBELS—LINOLEUM SECTION—Sixth Floor

**1430 New, Perfect Mohair Rugs
At 25% Less Than Regular Price**

These come from a mill that has decided to stop the manufacture of these soft, "curly lamb" sort of rugs. Suitable for Bedrooms and Bathrooms. Rich, beautiful plain colors—plain borders and curly centers, in a good range of desirable colors.

- 18 in. x 36 in. \$2.75
- 24 in. x 48 in. \$5.25
- 27 in. x 54 in. \$6.25
- 30 in. x 60 in. \$8.25
- 4 ft. x 7 ft. \$15.00
- 5 ft. x 9 ft. \$25.75

GIMBELS—Main Aisle, Main Floor Only

**Now Comes the June Event
in China, Glassware, Lamps**

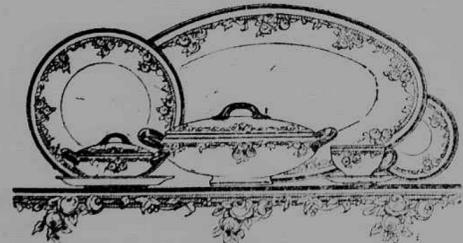
and all of the other Beautiful Things needed by the June Bride's Dining Room and Guest's Chamber, and at SAVINGS OF 10% TO 50%.

Dinner Sets and Superb Glass Services

are gifts that every Bride wants, and it's a good plan for friends to "club together" and give a really fine tableware:

For Example, there is White and Gold "open stock" from

- Copeland
- Wedgwood
- Aynsley
- Shelley



This is the Border, Enlarged, that decorates the French China Sets at \$120.00 and at \$145.00.

Other Dinner Sets, \$17.95 to \$75.00
Cottage Sets, \$6.95

New Glassware at June Event—Prices



GIMBELS—CHINA AND GLASSWARE SECTION—Fifth Floor

Socks for Little Tots at 38c

Sizes 5 1/2 to 9 1/2 Inches.

Cotton Socks for warm Summer days. Choice of dark or light colors with striped contrasting colored tops to match their clothes.

GIMBELS—Main Floor.

Dainty Shaded Picot Edge Ribbon

has just arrived from France. Nimble fingers are waiting to fashion it into unusually lovely trimmings of many kinds and to make Summer fancy-work more charming than ever.

Choose from your favorite colors

- 3/8-in., 20c a yard.
- 1/2-in., 25c a yard.
- 5/8-in., 30c a yard.

GIMBELS—Main Floor.

Lingerie

for the Sweet Girl Graduate 8 to 18 Years

These dainty foundations for Commencement loveliness are of nainsook or lawn, trimmed with tucks, ribbon and embroidery.

Princess Slips, \$1.00 to \$5.00

Drawers, knicker or straight, 55c to \$1.50

Knicker Drawer Combinations, \$1.00 to \$1.50

Camisoles, \$1.00, \$2.00

Petticoats, 85c to \$4.50

GIMBELS—Second Floor.

Graduation Gifts

in the Stationery Shop

Special—5 Pc. Plain Brass Desk Set—Ink stand, paper cutter, pen tray, hand blotter and desk pad, \$2.98.

Fountain Pens—Up-to-date lever self-filling pens, 98c.

Gift Cabinets of Stationery—4 assorted tints in each box. 48 Sheets of good quality paper; 48 Envelopes to match. An attractive and inexpensive remembrance for a teacher or classmate. 59c a box.

GIMBELS—Main Floor.

ALL WOOL

Velours

\$3.95 Yard

Sponged and shrunk, 48 inches wide. A rich velvety finish in the choice tones of Rooke tan, beaver, taupe, Victory blue, Pekin blue, dark gray, Algerian red and the favorite and popular navy blue.

IVORY WHITE

Broadcloth

\$4.50 Yard

50 inches wide, the correct weight for tennis suits, sport skirts or capes. Sponged ready for the needle.

GIMBELS—Main Floor.

Cool, Gray Oak for Summer Bedrooms

Built on Simple Chippendale Lines

Wicker Chairs and Sofa

Contrive to make a charming, restful Warm Weather Room.

The Gray Oak Cottage

Bedroom Suite (Illustrated)

has turned posts, wood knobs, and is priced as follows:

- 3 Pieces, with Full Size Bed, \$79.00
- 4 Pieces, with Twin Beds, \$102.00

Separately.

- Dresser, \$28.00
- Full Size Bed, \$25.00
- Chiffonier, \$26.00
- Twin Beds, \$24.00 Each

Chest of Drawers for the Bedroom

- Ivory Enamel, 30 in. x 16 1/2 in., x 48 in. high, \$15.00
- Gray Oak, top 30 in. x 18 in., x 48 in. high, \$18.00
- Gray Oak, top 22 in. x 18 in., x 53 in. high, \$18.00

GIMBELS—FURNITURE SECTION—Seventh Floor

Reed, Fibre and Willow

Large Fibre Arm Chair or Arm Rocker, Brown Stain or Ivory Enamel, woven design back, cane seat, \$11.00
Reed Arm Chair or Rocker of heavy reed in Ivory, with loose cushion and chair. Large of brown reed, loose cushion seat and back, \$12.50
Reclining Couch with raised head, brown frame with pattern top, \$17.50
Large Natural Willow Arm Chair, broad, flat arms, rounded back, \$8.75

SPECIAL

1,000 Cretonne Seat Cushions, both sides alike. Two models from which to choose. Knife edge pad, \$1.55.
2-in. Border, buttoned on both sides, \$2.00 and \$2.75.