

Men who have served in the Army or Navy of the United States are urged to join the American Legion

Store Hours 9 to 5:30—Open All Day Saturdays

# Gimbel Brothers

32<sup>nd</sup> ST. - BROADWAY - 35<sup>th</sup> ST.

Piano Store Open Evenings Until 9 o'Clock  
Last Two Days of Player-Piano Sale  
Use entrance, 33d St., near Broadway.  
GIMBELS—MUSIC SALONS—Eighth Floor.

The International Cooking Library of Twelve Volumes—  
19c a Volume. \$2.25 a Set  
Recipes of the most famous chefs of the United States, Canada and Europe, comprised in compact little books, each nicely bound.  
GIMBELS—BOOK SHOP—Main Floor

## Monday---Come to Gimbels to Prepare for Fall



### New Autumn "Casaques" of Graceful Individuality

fill the Gimbel Gallery of Blouses in hundreds of exquisite variations to complement Autumn tailor costumes fittingly. . . . in Georgette Crepe—Satin Crepe de Chine assuming elegance in proportion with the elaborateness of the superb embroideries that are a feature of all.

Especially Attractive Values.  
**\$19.25 and \$29.50**

THE GIMBEL GALLERY OF BLOUSES—Third Floor



### Hats That Flare From the Face

Are A Triumph in Autumn Millinery Modes

Their frank lines lending softness . . . youth . . . charm

Sometimes it is the roll of a pheasant feather in gorgeous tropical colorings. Or a brimmed hat . . . bordered with tiny curling-in feather tips. Or a roll brim hat edged in fine-flued ostrich or parrot with feathers.

Or the face hats of duvetyne in a tracery of metallic embroidery. Or the face hats banded in applied jet . . . in brocades . . . or embroidered in wool.

Hardly A Counterpart In The Collection—Each Interpreting Paris

**\$15 to \$38**

THE FRENCH MILLINERY SALON—Third Floor

### A Coat With Cape

copied identically from a model by **Jeanne Lanvin of Paris**

It possesses those illusive, intangible qualities of **Naivete and Youth**

that have made Jeanne Lanvin known as the "Peter Pan" of coutouriers.

Of bronze duvetyne—the bit of a choker collar of Hudson seal.

The silhouette? A curving shoulder with wee . . . wee cartridge pleatings where the cape begins . . . the coat beneath it . . . rounded as to hip, curving-in as to ankle; a string-wide belt that is Lanvin's own—and you have it!—a coat indescribably adorable—unquestionably Parisian.



**\$145**

A Showing of Highly Individual Coat Models Copying Brandt, Cheruit, Cara, Bernard, Premet

for Daytime and Evening Wear

**at \$69.50 to \$450**

GIMBELS—WOMEN'S COAT SALON—Third Floor

### at \$39.50 Frocks of Lustrous, Colorful Twill-Back Velveteen



One hundred frocks that are pure joy for Madame, who wishes to be well-turned out these crisp Autumn days in a correct little dress and her own becoming fur.

In the three piquant models that are illustrated—each a wonder-value at the price.

These charming little frocks are equally delightful in three of the new brown tones—in dependable black and navy—in luscious plum.

GIMBELS—WOMEN'S GOWN SHOP—Third Floor

One of the largest specialty stores of women's apparel in the East writes Gimbel's—"Where do you buy this quality silvertone velour suits to sell at this price?" The answer—"The price is almost cost." Especially those who have shopped about and been repelled by the excessive prices prevailing for tailored suits at all worth-while are invited to appreciate the values of these suits.

### Tomorrow—100 Women's Suits

Of Superlative Silvertone or Duvet de Laine

In Twelve New Tailor-made Modes of Character on Style—Distinctive with the Impress of Their Higher Worth.

Exquisitely Man-Tailored by Workers of Highest Skill **\$48.50**

Each model is a distinctive expression of the best tailor-made modes for Fall . . . especially featuring the longer-coat, straight-line and slightly flaring silhouette.

The materials are cozily warm. All are interlined for additional protection. The fine silk linings are in charming patterns matching the suits in color.

Not in just one or two "staple" colors, but in these wonderful new subdued tone shades that Autumn fashion sponsors—these suits may be had.

Mordore Navy Blue Pompeian Plum Conference Versailles Blue Mocha Reindeer

Sizes in the various models—34 to 44.

GIMBELS—WOMEN'S SUIT SALON—Third Floor

### Paris Says "Long Gloves"

and—as proof of good faith—sends us an interesting shipment. We're wondering when another is coming—for good French Gloves are going to be hard to find—but—in the meantime—Madame America may wrinkle these prettily over her slender arms—and gracefully top them with a gay Parisian bangle.

Gloves are in Lamb or Kid of finest French Make:

8-Button Style in Lamb, \$5.00—In Kid, \$5.50  
12-Button Style in Lamb, 5.50—In Kid, 6.00  
16-Button Style in Lamb, 6.00—In Kid, 6.50  
20-Button Style in Lamb, 6.50—In Kid, 7.00

GIMBELS—GLOVE SHOP—Main Floor

### Cozy Things for Chilly Nights

Maybe Miss 12 to 16 is bound for boarding school "up state" or "down east." She knows what comfort these warm night-things mean. Little Sister will love their snug "cuddiness," too.

Nightdresses of white or colored flannel; yoke or collar models. **\$1.00 to \$2.00**

"Billie Burke" Pajamas, colored flannel; yoke models; yoke style; elastic at leg. **\$2.50**

Nightdresses, with or without feet; flannel; or cotton flannel. **\$1.00, \$1.50**

Two-Piece Pajamas, in plain or striped flannel; frog-trimmed. **\$2.00, \$3.00**

GIMBELS—Second Floor

### Gimbels Piece-Goods Sections—A Revelation

to the clever woman who avails herself of their economy.

Fashion sets many a trap for all the good hard-earned dollars in one's pocketbook, and it takes real courage to keep clear of all the temptations that are in Fashion's traps. It is so easy to be beguiled by the exquisite creations that coutouriers contrive, and have ready-to-wear on a moment's notice. But if you will only come to see the lovely fabrics noted below, you will soon discover how easily you, yourself, may be a creator of the prettiest frocks you have ever had, for you can put all of those little personal touches on them that you are always wanting and are not always able to get from a disinterested party.

Fabrics for Grown-ups, for Misses, and for "Wee Folks"

Silks	Wools	Cottons
Black Satin Royal, \$2.75 Yd. For dresses. High finish, 36 in. wide. Colored Satin, \$2.00 Yd. Lustrous finish. Good range of modish colors, White, Navy and Black.	Brocade, \$4.50, \$5, \$5.50 Yd. Every wanted color, White and Black. All-Wool Velours, \$4.50 to \$10.50 Yd. 34 in. wide, in every wanted color, and in some colors several shades.	Cotton Plaids, \$1.50 Yd. These are finished like wool and are really so wool-like in appearance that few persons at a distance can tell the difference. Large, handsome plaids.

GIMBELS—PIECE GOODS SECTIONS—Second Floor

### "The Social Hour of Wit and Gaiety" depends upon the Table And a Proper Dining Room Set

At Gimbels there are so many lovely sets that it is difficult to make a choice to illustrate for your pleasure. Moreover, showing just one is totally inadequate to express this great stock.

"William and Mary" type, 10 pc. Dining Room Set. Golden Quartered Oak.

**\$285 Set**

"Queen Anne" type, 4 pc. Dining Room Set. Glowing American Walnut.

**\$370 Set**



"Tudor" type, a handsome set of 10 pieces in frosted brown oak. Very rich and massive. All posts are turned and set is thoroughly well made. Buffet is 60 inches long and Table has 54-inch top. Rich blue Spanish leather covers seats of the 6 chairs. (5 side and 1 host).

**\$425.00**

GIMBELS FURNITURE SECTION—Seventh Floor

"Queen Anne" type, 10 pc. Dining Room Set. Mahogany finished.

**\$325 Set**

"Sheraton" type, 10 pc. Dining Room Set. Very rich, glowing American Walnut.

**\$685 Set**

### Annual Autumn Sale of Petticoats

Savings of 15% to 30%

Petticoats	Extra Size Petticoats	Pettibloomers
At \$1.15—Fancy Taffeta in black Dresden effects: elastic at waistband. At \$1.95—Jersey Topped Petticoat with mercerized satinette flounce. Colors and black. At \$4.95—Taffeta Silk Petticoats, flounced on straight lines; changeable effects and black. At \$5.95—Cashmere Wool Jersey Top Petticoats with novelty silk flounce, accordion pleated and corded.	At \$1.95—Black Mercerized Quaker Taffeta (cotton)—ruffle and cluster tucks. At \$2.95—"Tedin Charmeuse," a lovely mercerized cotton, floured in lavender and rose. At \$4.95—Black Taffeta with tailored flounce, cordings and shirrings. Semi-extra size. Other Extra Sizes to \$19.95	At \$1.95—"Princess Cloth," in lovely street shades and black. At \$5.00—Cashmere Wool Jersey in black and colors.

GIMBELS—PETTICOAT SHOP—2d Floor.

### Linen Needfuls

near Thirty Price Tags  
100 Dozen Imported Irish Hemstitched Huck Towels, \$6.00 a doz.

Linen and cotton; attractive damask borders; 20.30 in.

250 Dozen Turkish Bath Towels, 35c ea.  
Extra heavy and very absorbent; neat blue borders; 18x30 in.

300 Dozen Hem Huck Towels, \$1.50 a doz.  
Firm and closely woven; 16x32 in.

200 Dozen Imported Irish Glass Towels, \$5.40 a doz.  
Linen and cotton; very absorbent and entirely free from lint. 22x29 in.

450 Yards of Imported Cream Damask, \$1.75 a Yd.  
Extra heavy and very durable; several attractive floral designs; 70 in. wide.

2500 Yards of Imported Irish Linen Crash Toweling, 28c a Yd.  
For hand, roller and dish towels.

GIMBELS—Second Floor

### Formal Frock Must Wear Laces and Beads and Spangles

comes the mandate of Parisian modistes—so the models that cross the wide ocean are ravishing because of

"Beautiful flounces of black Chantilly—Sparkling jet ornaments—buttons—motifs—American Beauty net with bodice of rose paillette—Garlands of hand-made French flowers and silver-embroidered flouncing"

and on and on through long lists of fairy, filmy things run these luscious descriptions of the loveliness that Paris has sent to New York.

The Gimbel Lace and Trimming Shop Is Showing

Superb Chantilly flouncing in black and white—Luscious robes of Net and Jet and Spangles, in black and magnificent colorings—Pansy-embroidered Bands—glowing like opals and sapphires—or gleaming with jetty black sequins—Exquisite, hand-wrought motifs of jet—of jet and gold—of jet and silken cord—Nets that run the fiery gamut of Victory hues or flush with melting pastel tints.

These—and every other opulent creation—are Parisian imports—so that the shop breathes Paris—And looks like Fairyland—but then—Paris is Fairyland—ne c'est pas?

GIMBELS—LACE AND TRIMMINGS SHOP—Main Floor



1,200 pairs may seem a great deal—but when you consider that hundreds of thousands of women are looking for just such shoe values as this, you will understand why you must come early. The quantity on sale makes it easy to select several pairs.

All Sizes and Widths

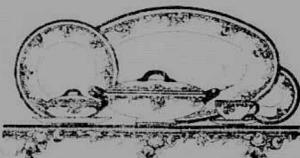
GIMBELS WOMEN'S SHOE SECTION—Second Floor

### Carload After Carload of Dinnerware Has Gone Out

During the Magnificent September Sale of China, American, English and Other Wares.

### Now Comes the French China Feature

Just space to illustrate 2 Sets. Dozens of others.

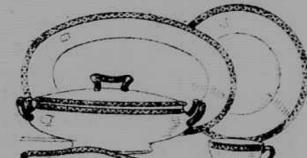


108 pieces of Finest French China, from Theodore Haviland & Co., decorated in pink roses, black and gold lines. Handles handsomely covered in gold.

**\$125.00**

**\$39.50 to \$395.00 Set**

GIMBELS—Fifth Floor



A remarkably beautiful French China set of 108 pieces. Richly encrusted gold border.

**\$195.00**

Other more elaborately decorated sets that are specially priced to wind up generously the September Sale.