

Store Hours  
9 to 5:30  
\* \* \*  
Closed All Day  
Saturdays

**Before Going on Your Vacation  
—Have Your Eyes Tested**  
It means a lot to your comfort and enjoyment—and nothing to your pocketbook—For you incur no obligation in asking our advice as to your eyes in.  
GIMBELS OPTICAL SHOP—Main Floor Balcony

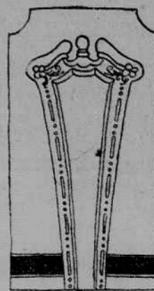
**GIMBEL BROTHERS**  
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

**Fur Storage Vaults on the Premises**  
Cold dry air storage. Guarantee against loss or damage. A postal or telephone call (Pennsylvania 5100, Extension 34) brings our auto. "Gimbels—Furriers Since 1842"  
GIMBELS FUR STORAGE VAULTS—Teeth Floor.

Gimbels Phone  
Number:  
Pennsylvania  
5100

# JULY : Million Dollar Sales : 10% to 40% SAVINGS

## Rogers Bros. 1847 Flatware in Desirable but Discontinued Patterns



### Less Than Half Price

Continental and Sharon—two well known patterns of this supremely well known silver plated tableware. But these are odd lots—so there are only a few pieces in some numbers and generous quantities in others.

NOTE—We would very much like to fill mail and telephone orders, but we feel that the quantities will hardly be enough to fill the needs of the people who will come to the store. Rogers Bros. Silverware at less than half is an almost irresistible attraction!



Set of Six	Each	Each	Each
Bouillon Spoons . . . . . \$2.95	Salad Forks . . . . . \$1.95	Platter Spoons (few) . . . . . \$1.50	
Iced Tea Spoons . . . . . 2.50	Cake Forks . . . . . .65	Berry Spoons . . . . . 1.00	
Orange Spoons (few) . . . . . 2.00	Children's Forks . . . . . .65	Olive Spoons . . . . . .65	
Ice Cream Spoons (few) . . . . . 2.00	Pickle Forks . . . . . .65	Honey Spoons . . . . . .65	
Chocolate Spoons . . . . . 2.00	Sardine Forks . . . . . .65	Salad Spoons (few) . . . . . .50	
Egg Spoons . . . . . 1.50	Berry Forks . . . . . .45	Children's Spoons . . . . . .45	
Coffee Spoons . . . . . 1.50	Oyster Ladles (few) . . . . . 3.10	Cheese Scoops . . . . . .65	
Medium Forks (hollow handle, few) 4.00	Cream Ladles . . . . . 1.05	Cheese Servers . . . . . .65	
Dessert Forks (hollow handle, few) 4.00	Fish Knives . . . . . 1.50	Butter Picks . . . . . .50	
Medium Forks (flat handle) . . . . . 2.95	Ice Tongs (few) . . . . . 1.50	Food Pushers . . . . . .45	
Dessert Forks (flat handle, few) . . . . . 2.95	Sugar Tongs . . . . . 1.00	Medium Knives (hollow handle, few) . . . . . 1.00	
Salad Forks . . . . . 3.45	Butter Knives . . . . . .75	Fruit Knives (hollow handle, few) . . . . . .75	
Ice Cream Forks (few) . . . . . 2.25	Jelly Knives . . . . . .65		
Oyster Forks . . . . . 2.00			

### Plus a Sale of Sheffield Plate Reproductions and Quadruple Silver Plate

Sheffield Vegetable Dishes. \$9.95	Sheffield 5-pc. Tea Set. . . . \$45.00	Sheffield Sandwich Trays. . . \$3.50	Sheffield Sandwich Trays. . . \$6.25
Sheffield Vegetable Dishes. 18.00	Sheffield 5-pc. Tea Set. . . . 50.00	Sheffield Crumb Sets. . . . . 4.50	Sheffield Flower Basket. . . . 15.00
Sheffield Vegetable Dishes. 15.00	Sheffield Fruit Bowls. . . . . 9.95	Glass Cheese Dishes (silver plated cover). . . . . 1.35	Sheffield Flower Basket. . . . 7.95
Sheffield Roll Trays. . . . . 10.95			Sheffield Bread Trays. . . . . 4.95
Sheffield Sugar and Cream Sets . . . . . 7.95			Sheffield Bread Trays. . . . . 2.95
Sheffield Well - and - Tree Platters (16 inch) . . . . . 10.00			
(18 inch) . . . . . 17.00			
(20 inch) . . . . . 18.00			
Sheffield Gallery Trays (19 inch) . . . . . 30.00			
(17 inch) . . . . . 25.00			



GIMBELS—Main Floor, Main Aisle

### Under-Priced Undermuslins

Give Madam Her Chance to Have a Summer of Comfort at a Very Modest Expenditure.

**\$1.95**

1,000 pieces taken from our own stock and substantially cut in price.

Bloomers of seco silk in a dotted design and trimmed with hand embroidery in pastel shades.

Night Gowns of white nainsook trimmed with tucks and hemstitching, lace or embroidery.

**\$2.35 to \$5.95**

500 pieces at reduced prices. Petticoats, envelopes, nightgowns. Effectively trimmed with laces and embroideries.

Broken sizes — but great varieties in every size.

GIMBELS—Second Floor

### Take the Elevator to the Eighth

floor. There you are in the Home of Good Eats. Cool things, summery things, tempting things to lure the most jaded hot-weather appetite. And the restaurant—spacious, attractive, airy—You'll be glad you came!

RESTAURANT—Eighth Floor



Printed Georgette \$15.00

Tricolette \$15.00

Wool Embroidered Georgette \$15.00

### AN EXTRAORDINARY SALE OF

# Silk Frocks

FOR WOMEN AND MISSES

**\$15.00**

Printed georgettes, tricolettes, beaded georgettes, wool embroidered satins, wool embroidered georgettes—such are the splendid fabrics in the Women's group. Styles are exceptionally simple and charming. Three are shown. Sizes 34 to 42. Most of them navy.

In the Misses' group—satins, taffetas, georgettes and tricolettes in delightful styles and shades. Sizes from 14 to 20.

ONE GLANCE AT THESE DRESSES WILL TELL YOU THAT THEY CAN'T EVEN POSSIBLY BE \$15 FROCKS!

GIMBELS WEARING APPAREL SHOPS—Third Floor

## Housewares Keep Step With July's Sale Offerings



### Refrigerators

Radical reductions on a very good make. Lift-top Style, with food chambers white enamel lined.

Width.	Depth.	Height.	Price.
20 in.	14 in.	38 in.	\$14.70
21 in.	15 in.	39 in.	\$17.45
23 in.	16 in.	40 in.	\$20.75

Apartment House Style, food chambers white enamel lined.

Width.	Depth.	Height.	Price.
20 in.	15 in.	48 in.	\$23.85
21 in.	16 in.	50 in.	\$25.95
23 in.	17 in.	51 in.	\$31.50

Alaska-make Porcelain Lined

Width.	Depth.	Height.	Price.
22 in.	18 in.	50 in.	\$39.95

ICE CHESTS—A Big Saving on the every day price. A small ice-box of great merit. 2 sizes, \$10.70 and \$14.70.

### 2500 White Porcelain Table Tops

Slightly marred. The manufacturer put them aside for these flaws—but you won't. The prices would outweigh a multitude of imperfections—but in this case the imperfections are few and small.

**\$2.95 to \$4.50**



### Auto Vacuum Freezers \$3.45

(Freezers with no crank to turn) Another fortunate purchase of freezers considered slightly imperfect, but backed by the full perfect guarantee.

No crank to turn. Freezes by the thermos system and keeps the cream hard eight hours.

GIMBELS NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor

### Children's

GARDEN TABLE SETS: REDUCED  
**\$25.00**

Four little chairs, and a darling round table, through the center of which rises a nice large red and white striped umbrella.

A picturesque and "comfy" way of centering the outdoor activities—Dolly's complete wardrobe could be achieved on warm mornings under this friendly shade, and many afternoon tea parties would surely be "big successes."

The table and chairs are made of good heavy weight steel, nicely enamelled in green; the umbrella is large and strongly made of good awning canvas.

ROLLER COASTER WITH 14 FT. TRACK: REDUCED  
**\$4.65**

It's a wee coaster car which runs down a 14 foot track; lots of fun; safe; strongly made; and packs into a small compact package.

GIMBELS—Fourth Floor

### SALE

## 1500 Men's Cowhide Belts 75c

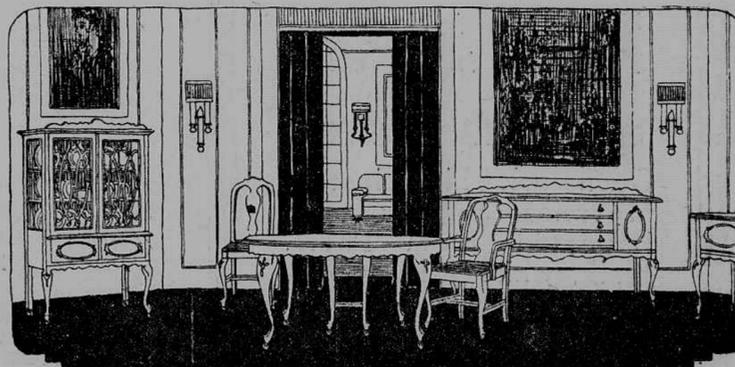
Black leather bridle belts;

—of genuine cowhide;  
—of one piece of leather;  
—1 inch or 1 1/2 inch wide;

—with excellent quality black gunmetal buckle.

A good looking belt that will give lots of wear.

GIMBELS—Main Floor



## 30% Off This 10-Piece Mahogany Dining Room Suite Brings It To \$665

It's of the Queen Anne style, marked by strength and grace of line—brought to this low price by the much heralded Million Dollar Sales of July.

Buffet 66 inches long. 54-inch round table. Enclosed server, china closet with latticed doors; chairs covered with the new blue hair cloth. And if THAT isn't value—there's no such thing.

## Four More VALUE Features of the Sale

20% OFF THIS

4-Piece Queen Anne Suite, 66-inch buffet with mirror top; enclosed server, china closet, 54-inch round table; mahogany.

You Pay \$480

**10%**

20% OFF THIS

4-Piece Walnut Suite, Queen Anne style—buffet, server, china closet with latticed panel, 48-inch round table.

You Pay \$360

**20%**

20% OFF THIS

10-Piece Golden Oak Suite, Hepplewhite style—54-inch buffet with mirror top; enclosed server, china closet, 48-inch round table, chairs covered in brown leather.

You Pay \$304

**30%**

30% OFF THIS

4-Piece Walnut Suite, style of Louis XVI—66-inch buffet, enclosed server, china closet, 48-inch round table.

You Pay \$297

**50%**

Off every piece of a million dollars' worth of furniture—for the month of July.

GIMBELS FURNITURE SHOP—Seventh Floor