

On payment of a deposit now, furs purchased will be reserved until Autumn
Sale begins at 9 A. M. Monday

"FURRIERS SINCE 1842"

GIMBEL BROTHERS

THIRTY-SECOND STREET—BROADWAY—THIRTY-THIRD STREET—NEW YORK CITY

On request, furs purchased now will be stored in the Gimbel vaults—without charge
Sale begins at 9 A. M. Monday

The Annual Advance Sale of AUTHENTIC FURS

Offers Important Attractions Besides the

20% to 35% SAVINGS

THE Annual August Sale of Authentic Furs has come to take on an importance second to none in the store's periodically recurring events. It ranks with the Gimbel Furniture Sales of February and August, the Gimbel January Sales of White, the Gimbel International Silk Sales, as one of the crowning achievements of the Gimbel business year.

THE Fur Sale of August, 1920, differs in no whit from those that have gone before—save in the vastness of the stocks that constitute its base of supplies. The savings are on an approximate parity with those offered in 1919; the assortments are similarly diversified; the quality standard is the same; the designs have, as in other years, been executed by experts. Those who have known Gimbel Fur Sales of old will not be disappointed in this one.

QUANTITY is in these furs. This is important. We stress it. Yes, in all sincerity, the quality is in these furs—It must be. For the Gimbel Annual Fur Sale is the keystone in the arch of the Gimbel fur business. We are not opportunists—reaching out for a few extra thousands with goods bought for that very purpose. The Advance Fur Sale is a big thing with us—and an important one. By it—we stand or fall. By the goodness of its furs we wish our twelve-month stock to be judged.

AND now to the fashion side of the case. For Gimbel furs must not only be authentic in quality—but in vogue—reflecting—presenting—as in a looking glass the authentic fur mode of 1920-21. And these furs do. We will vouch for it. You will recognize it. Note them carefully, Madame. The suave folds, the artlessly artful drapings—the subtle trick of collar and cuff—the way of a cape—the nonchalant grace of a scarf. Yes, it

is Paris—is it not? For as Paris decrees—as the best designers in America ordain—so Gimbel furs and Gimbel fur-fashions—A review of all that is best—All that is modish.

PRICE. That's the third reason that thinking people are buying Gimbel furs. These Sale Reductions are Authentic Reductions—Genuine Reductions. We bought these furs earlier than most

fur people thought necessary—avoiding several successive advances in costs. We bought fur skins in three-store quantities—an influence that demanded—and secured concessions in price everywhere. And that accounts for these prices—the lowest prices that can prevail in view of the quality of the offerings—and that's the third of the three mighty reasons—Price, Style, Quality—that you'll buy your furs in the Gimbel August Sale.

LUXURIOUS COATS

Over 1,000 of them in the Advance Sale

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|--------------|--|--|--------------|
| \$255 | Hudson Seal Coat—a new sports model. Self trimmed. The advance sale price is \$255. | Russian Pony Coat of soft skins. Contrasting collar and cuffs. Advance sale price, | \$165 |
| \$375 | Hudson Seal Coat, self trimmed, three-quarter length, ripple model. Advance sale price, \$375. | Mink Coat of very fine natural skins. Three-quarter length models. Advance sale price, | \$989 |
| \$425 | Hudson Seal Coat, three-quarter length. Skunk trimmed. Advance sale price, \$425. | Moleskin Coat with large squirrel collar. Made of choice skins. Advance sale price, | \$295 |
| \$595 | Hudson Seal Cape Wrap—full length. Choice pelts, richly lined. Advance sale price, \$595. | Nutria Coat in a splendid shade of taupe. Attractively lined. Large Cape Collar. Advance sale price, | \$265 |
| \$159 | French Seal Coat in an attractive sports model. Skunk, Raccoon trimmed. Advance sale price, \$159. | Natural Raccoon Coats with large self collar and cuffs. Advance sale price, | \$195 |
| \$295 | French Seal Coat—full length model. Self trimmed. Advance sale price, \$295. | | |
| \$345 | French Seal Wrap Coats of choice skins, richly Silk lined. Advance sale price, \$345. | | |
| \$375 | Grey Squirrel Coats—three-quarter length—beautiful pelts, flare model. Advance sale price, \$375. | | |
| \$145 | Natural Muskrat Coats in a smart sports model. Advance sale price, \$145. | | |
| \$125 | Marmot Coats of selected skins, beautifully lined. Advance sale price, \$125. | | |

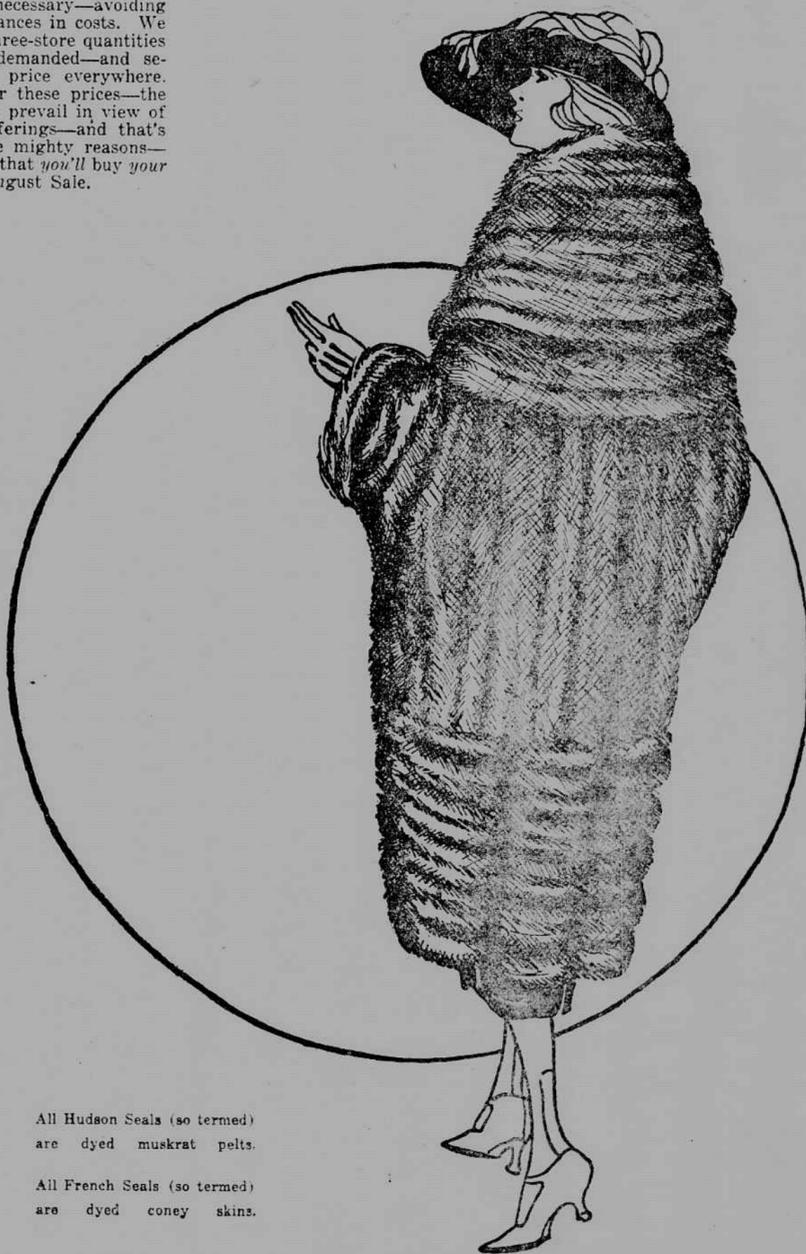
SMALL FURS

3200 Pieces in the Sale

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|--------------------------------|--------------------|
| Natural Skunk Capelets..... | Sale price \$45.00 |
| Natural Skunk Muffs..... | Sale price 37.50 |
| Natural Beaver Scarfs..... | Sale price 35.00 |
| Natural Beaver Muffs..... | Sale price 45.00 |
| Hudson Seal Muffs..... | Sale price 24.50 |
| Australian Opossum Collars.... | Sale price 37.50 |
| Taupe Nutria Collars..... | Sale price 19.50 |
| Grey Squirrel Muffs..... | Sale price 45.00 |
| Brown Wolf Scarfs..... | Sale price 35.00 |

All Hudson Seals (so termed) are dyed muskrat pelts.

All French Seals (so termed) are dyed coney skins.



GIMBELS : THIRTY-SECOND STREET—BROADWAY—THIRTY-THIRD STREET—NEW YORK CITY

FUR SALON : THIRD FLOOR