

Women's and Misses'
DRESS SALONS:
Third Floor

Store Hours: 9 to 5:30
GIMBEL BROTHERS
For Other Gimbel News See Page 8.

32ND STREET—BROADWAY—33RD STREET—NEW YORK CITY

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DRESS SALONS:
Third Floor

THIS SALE FOR TOMORROW AND ELECTION DAY



Phenomenal Sale of Dresses

1500 OF THE NEWEST STYLES IN SILKS AND CLOTHS
SHOWN TOMORROW FOR THE FIRST TIME

Some Half Price : Some Average Half Price : Some Less Than Half

PHENOMENAL! Seems like a strong word to use. But it isn't too strong for this Sale. We scarcely hoped to be able to get such VALUES ourselves—but we've done it! We've searched the entire market for weeks—we've bought discreetly for weeks—and this is the result! A truly remarkable collection of loveliest frocks—offered at but a fraction of their true market value.

\$ 25

MATERIALS

CONDITIONS are unusual. Granted. But even so we could never have gathered together such values were it not for the splendid co-operation of several well-known manufacturers. Every single frock is new, Fashion's latest ideas. Every frock is smartly styled. Fabrics, colorings, trimmings, silk linings—every detail proclaims them of the finest—ordinarily demanding a much higher price.

For Women: Sizes: 34 to 44

No matter what your type, Madame, you will find a variety of styles that are suitable. Without which your Winter wardrobe will be incomplete. Smart walking frocks. Lovely street dresses to wear under your fur coat. Silk dresses to go matineeing in. Lace gowns for parties and dinners. Frocks for every occasion. And plenty for everybody.

THESE STYLES: The lines that Fashion chooses. The ways that Fashion shows them. Straight lines, slim lines, basque lines. New sleeve lines. Panel effects. Shown charmingly. Alluringly. Smartly. By means of exquisite color effects. Graceful drapings. Clever manipulation of fabrics. **COME AND SEE THEM.**

Canton Crepes
Poiret Twills
Tricotines
Crepe Satins
Sequin Robes
Crepes de Chine

Crepe Satins Combined
With Lace
Chiffon Velvet Combined
With Lace
Taffeta Dance Frocks
Chiffon Velvets

Laces
Satin Cantons
Duvetyns
Broadcloths
Charmeuses
Chiffons

For Misses: Sizes: 14 to 20

'Twill not be difficult for the youthful Miss to find her frocks in this sale—and to fill her entire dress needs for the winter. With simplicity as the keynote, there are frocks to robe her charmingly for all those functions whither her youthful fancy leads her. Appropriate costumes for motoring, tea-ing, dancing. Shopping, playtime and schooltime.

THESE TRIMMINGS: Distinctiveness. Good taste. Effectiveness. Evidenced in gay bead embroidery. Soft silk embroidery. A bit of fashion's latest device—Krimmer cloth. Nail heads. Metal girdles. Tasseis. Tinseltone trimming. **Everything** that clever designers could fashion into frocks. **COME AND SEE THEM.**



- A. Women's Frock of Poiret Twill, novelty embroidered in silk and beads.
- B. Women's Frock of Poiret Twill, smartly braid trimmed; novelty belt.
- C. Misses' Frock of Duvetyn, with acorn trimming.
- D. Women's Frock of Crepe de Chine and Lace; novelty beaded belt.
- E. Women's Frock of Canton Crepe, with applique of Georgette and beads.

- F. Misses' Frock of Broadcloth over Satin, trimmed with Krimmer Cloth.
- G. Misses' Frock of Tricotine, trimmed with Duvetyn applique with tinsel braid.
- H. Women's Frock of Canton Crepe, embroidered in silk, with silk ball trimming.
- I. Misses' Dance Frock of Taffeta, trimmed with silver ribbon.

- J. Women's Frock of Canton Crepe, trimmed with silk embroidery and strings of silk braid.
- K. Women's Frock of Canton Satin, exquisitely embroidered in iridescent beads.
- L. Misses' Frock of Tricotine, trimmed with soutache braiding and metal girdle.
- M. Misses' Frock of Canton Crepe and Lace combined.

- N. Women's Frock of Poiret Twill, elaborately embroidered in gold beads.
- O. Women's Frock of Canton Crepe; embroidered; new basque effect.
- P. Misses' Frock of bugle beaded net over satin for evening wear.
- Q. Misses' Frock of Poiret Twill, trimmed with lacquer braid.
- R. Misses' Frock of Chiffon Velvet, with Georgette under-lace.