GIMBELS

A Specialty Store for Home-furnishers

Nearly one-third of this entire building—a space exceeding eight acres in total area—is devoted to these highly important lines—

Furniture—of all good kinds,
Carpets and Rugs,
China, Glassware and Lamps,
Pianos,
Curtains, Draperies, Wall Papers,
Kitchen Furnishings

In these lines, as in all others, we have stocked with an eye chiefly to providing that permanent satisfaction to customers that can come only from **reliable quality, at a reasonable price.**

There are, in all these lines—even the last—articles as fine as the longest purse and the most cultivated taste can demand. The very best that either Europe or the Orient can show is here with the best of America's production.

But the majority of the goods in each division were selected to suit the needs and the purse of the **average** householder. While the showings in all are beautiful, they are, nevertheless, **practical** in their interest for the general public.

Our ideas on this point are well exemplified in

"The Ideal Home"—Seventh Floor

This is a series of full-sized furnished rooms, to be seen on the furniture floor. They are frankly intended to be of **practical** suggestion. Their elegance is the result of talent and skill in design and furnishing (talent and skill that are freely at your service) and do **not** depend on extravagant expenditure. While the present opening display leans somewhat to the rich and costly, the showings hereafter will usually prove inspirations to, and for the moderate purse.

GIMBEL BROTHERS

BROADWAY SIXTH AVENUE — NEW YORK — THIRTY-SECOND ST. THIRTY-THIRD ST.

Opposite Greeley Square