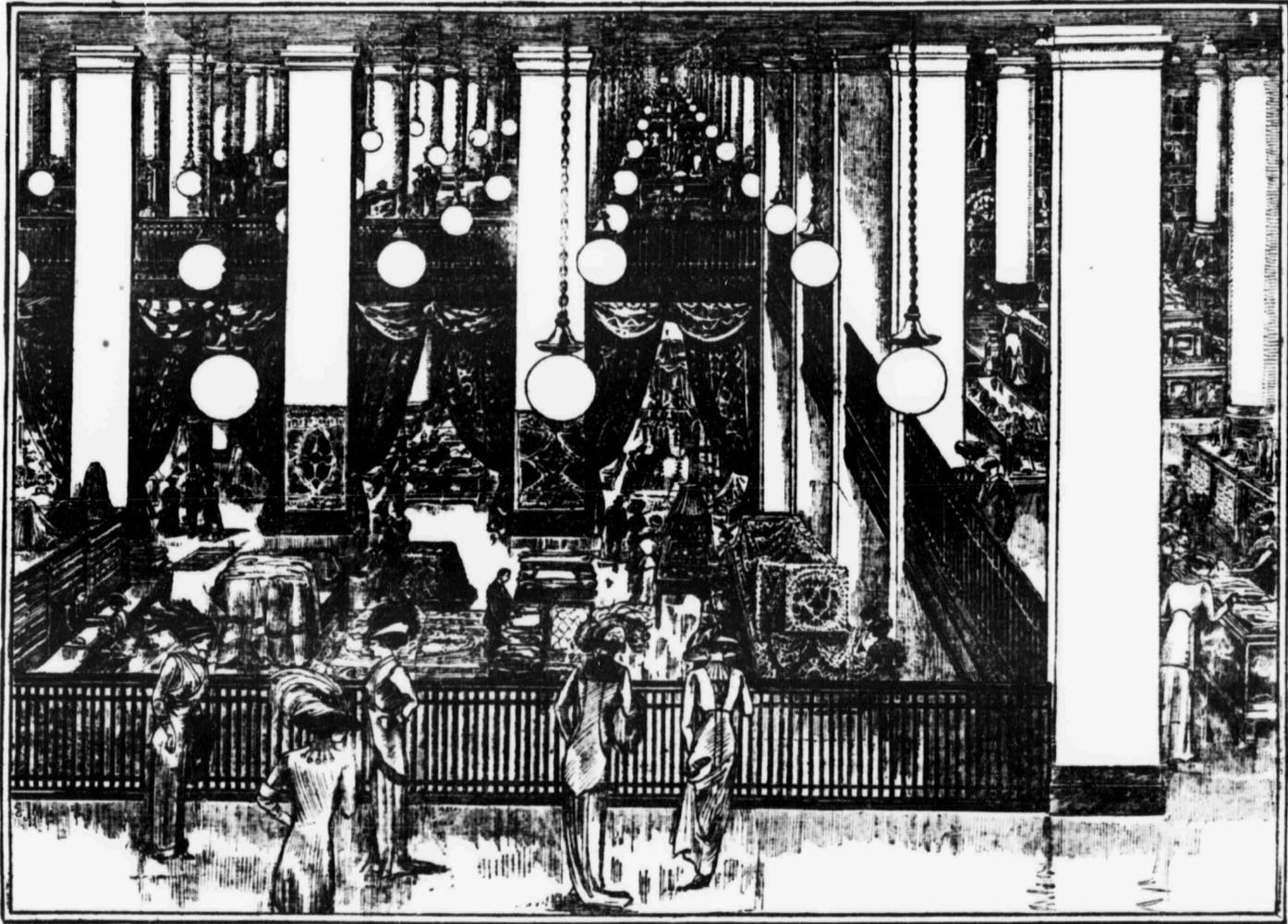


The "Subway Store" at Gimbels

Two Stories High, Below the Street Level



This Subway Store Is So Totally Unlike Any Other in the World that You Will Never Realize that You Are in a Basement at All

When we planned the Gimbel Store we spent months over the problem of making a Basement Salesroom as bright and cheery as any above-ground section.

With the help of the ablest architects in America we succeeded.

Gone are the low-hanging ceilings, the dim lights, the deep shadows, the stuffy atmosphere and the musty corners of the old-fashioned basement.

Gone are the old-fashioned methods of basement merchandising—the collection of odds and ends and unpleasant trash; the slipshod, careless service—the general air of "cheapness" pushed to its worst.

You will look in vain for any of these at Gimbels. Ours is a big, bright, handsome store—of

TWO selling floors, occupying a space of over one hundred and fifty thousand square feet.

Powerful pumps, working through an elaborate ventilation system, change the air in the Subway Store completely, every ten to twelve minutes. Even with the throngs of the past few days, the air is always as pure as it is outside and the temperature never more than four degrees higher—a triumph in ventilating engineering.

And in the Subway Store you will find broad varieties of almost all lines of merchandise carried in the upper floors duplicated in the less expensive grades—every penny's worth *Reliable*, every penny's worth a full measure of value; every ounce and inch of it good, clean, inexpensive—but worth having.

The same service, the same ideals, the same standards prevail in the "Subway Store" as elsewhere in this house, and everything in it is NEW.

GIMBEL BROTHERS

BROADWAY
36TH AVENUE

NEW YORK

THIRTY-SECOND ST.
THIRTY-THIRD ST.