

GIMBEL BROTHERS DOWNSTAIRS

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

MEN! DOWNSTAIRS—TOMORROW
2100 All Wool 2-Pants SUITS



Topcoats and Overcoats

A Value That Is Sure to Lead the Town

Suits of all wool tweeds, cassimeres and herringbones. Newest models. Colors greys, brown, tans and club checks. Sizes 34 to 46. Regulars and stouts.

Overcoats Plaid back and contrasting back, and tweeds of extra quality overcoatings. Ulsterette models with belt all around and inverted pleats, also ulsters and box coat models. Sizes 34 to 44.

Topcoats of fine quality Jersey cloth, silk or satin lined, chevots and tweeds, greys, browns, greens, blues and heather mixtures. Sizes 33 to 44.

\$18.75

GIMBELS BIRTHDAY SALE—Downstairs Balcony

A Fashion Show on Living Models

Displaying the Wonderful Women's Dresses to Be Sold Thursday

Will Be Held Tomorrow
From 12 to 1:30

Be Sure to See Tomorrow's Evening Journal for Full Details

2000 Pair Wool and Cotton Blankets

\$3.90 Pair
\$4.85 Pair
\$5.85 Pair

Called Run of the Mill: nothing but an oil spot or a slight misweave. White, Gray and Plaids. Sizes for single, 3/4 and full bed sizes. Some cut and bound separately.

3,000 Seamless Bleached Sheets, Each, Size before hemming, 81x90 inches; standard quality; wide hemmed ends. Each **\$1.08**

5,000 Bleached Pillow Cases, Each, Size before hemming 45x36 inches; standard quality. Each **22c**

Heavy Satin Damask Table Cloths: \$1.75

In a large assortment of circular patterns. Size 72x72 inches.

Heavy Satin Damask Napkins to match. Size 22x22. Dozen **2.75**

Hemmed Huck Towels; heavy quality. Size 18x36. Firm and closely woven. Each **12 1/2c**

GIMBELS BIRTHDAY SALE—Downstairs Lower Floor

ROOM SIZE

Axminster Rugs: \$24.50

Size 8.3x10.6. Assorted Oriental and all-over centres. All good colors.

9x12 Seamless Tapestry Brussels Rugs at \$12.95

Plain and all-over figured patterns. Hard wearing and durable rug. Useful for any room.

8.3x10.6 Seamless Wool Velvet Rugs: \$29.50

Splendid patterns. Look like Wilton Rugs. Linen fringed ends. Slight imperfections, but does not affect their wear.

GIMBELS BIRTHDAY SALE—Downstairs Lower Floor

Children's Knitted Sleepers

(Sizes 1 to 10 Years)

69c

Fine quality Knitted Yarn. In white and gray. Open front. Drop seat with feet. Full cut. Every garment perfect.

GIMBELS BIRTHDAY SALE—Downstairs Balcony

Reversible Velour Portieres

Combination of colors—blue, rose, brown, gold and mulberry, 2 1/2 yards long. Pair **\$13.95**

Lace Window Panels, \$1.95 each

36 inches wide, 2 1/2 yards long. Beautiful Lacet motifs with Marie Antoinette sprays, in good quality net; white, ecru.

Opaque Window Shades 55c EA.

Size 36x72; mounted on strong spring rollers; all guaranteed perfect. Colors: White, ecru and green.

GIMBELS BIRTHDAY SALE—Downstairs Lower Floor

A Real Anniversary Sale Feature

10,000 Yds. Fine SILKS

\$1.25 1 Yd.

All of the above silks are of the very best qualities and very few of them that are not worth double the sale price. There is every imaginable color in the entire assortment, and suitable for skirts, dresses, etc. We advise early shopping while assortments are complete.

GIMBELS BIRTHDAY SALE—Downstairs Balcony

GIMBELS GREATEST SALE

12th Anniversary of the Opening of the New York Store

This sale marks the culmination of months of intense effort by an organization whose sales this year in three cities will exceed \$70,000,000.

An organization internationally famous for its supremacy in distribution of vast lots of goods. An event so great in size—involving millions of dollars' worth of new goods—as will arouse the amazement of the retail world. An event establishing low price levels on new wanted merchandise beyond the dream of the buying public and such as the average merchant could not hope to achieve.

All of our sources of supply have contributed their quota. Manufacturers have ignored their costs. We have priced the offerings almost on a cost basis. Special purchases aggregating millions of dollars have been made.

The aim of this store has been to achieve the presentation of the season's newest merchandise, meeting the entire list of requirements for person and for home, at about half the ordinary prices that would prevail at this time.



Birthday Prices on PUMPS

Specials Made for the Birthday Sale and Our Regular \$9.90 to \$10.90 Grades

\$6.90

4 models in straps to choose from. Every one a leader in Fashion's parade of footwear for fall. Single straps; cross-straps; two-straps. Medium Spanish heel. Correctly rounded toes. Comfortably fashionable; value-full!

Black Suede
Black Satin
Black Brocade
Patent with Color



GIMBELS BIRTHDAY SALE—Second Floor



5326 Chiffon Velvet, Velveteen, Duvetyn and Leather Hand Bags

Two tremendous purchases bought for the BIRTHDAY SALE. Extraordinary VALUE!

GIMBELS BIRTHDAY SALES—Street Floor

\$1.68

Regular \$2 to \$3.95 Quality

Boys' Woolen Overcoats
A Big Birthday Value



Sizes 3 to 10 **\$10** Wool

Fine all-wool Cheviot—the fabric for warmth! With good, comfy all-wool Red Flannel lining. Nicely made. With mull pockets, emblem and inverted pleated back. In the best shades of Brown, Blue, Tan and Grey. Convertible collar for extra warmth. A Winter necessity—and Economy—at the price!

All-Wool Chinchilla Coats, \$10
 SIZES 3 TO 8

Boys' Sample Hats
Marked Very Low

Samples from a high-grade manufacturer. Two or three of a kind but hundreds to select from! Plushes, Chinchillas, Velvets and Felts. **\$1.35**

GIMBELS BIRTHDAY SALES—Fourth Floor

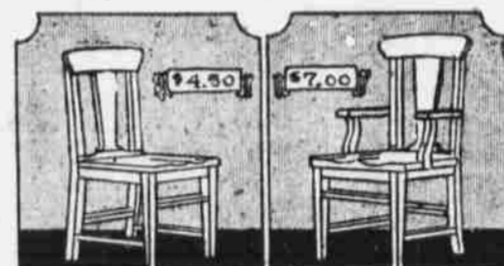
Gimbels Black Silks Offer Extraordinary Birthday Value

The Season's Most Desirable Silks of Unusual Quality

Special Purchases of New Merchandise: Great Reductions

36 In. Satin Charmeuse: \$1.55	40 In. All-Silk Canton: \$2.45
40 In. Satin Duchesse: \$1.95	40 In. Satin Crepe: \$2.85
40 In. Crepe de Chine: \$1.95	39 In. Spiral Canton: \$2.90
40 In. Crepe Meteor: \$2.45	39 In. Satin-face Spiral: \$2.90

GIMBELS BIRTHDAY SALE—Second Floor



The Last Shipment of Government Chairs

At Less Than Half Price; The Lowest We've Ever Sold 'em

150 Solid Birch Arm Chairs: made for U. S. Government; mahogany finish. October Sale Priced **\$7.00**

150 Solid Birch Side Chairs: made for U. S. Government; mahogany finish. October Sale Priced **\$4.50**



25 Small Desks at Less Than Cost to Us: \$16.00

Suitable for home or office use. 36-inch size. Quartered Oak and very big VALUE!

GIMBELS BIRTHDAY SALE—Eighth Floor

Silk Dressing Sacques

Special Birthday Price

\$3.95

Several pretty models underpriced. Crepe de Chine, washable Satin and Georgette Dressing Sacques, trimmed with dainty laces, rosebuds and ribbons.

Pink Blue Lavender

GIMBELS BIRTHDAY SALE—Second Floor



GIMBELS BIRTHDAY SALE—Street Floor

Men's Caps
 Thousands of 'Em **\$1.00**

Caps of the finer sort. In the new softings and tweeds. Big choice. All big Birthday value.

GIMBELS—Fourth Floor

\$3.50 Rugby Footballs



of Genuine Cowhide

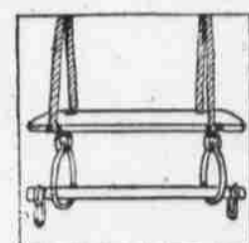
\$1.45

Imported Rugby balls are a mighty good Birthday buy at \$1.45! Genuine cowhide leather, note that. And note, too, the red rubber bladder. Full size.

Heavy Leather Helmets: \$2.25

Our \$3.00 grade. Heavy leather, with padded inside, and padded earflaps. Buy 'em at the Birthday price!

GIMBELS BIRTHDAY SALES—Fourth Floor



200 Home "Gym" Sets
\$5.00

Regularly \$6.50

Birthday Sale goes in for health and exercise! Set of trapeze with swinging rings, leather covered. And the needful ropes.

GIMBELS GREATEST SALE

12th Anniversary of the Opening of the New York Store

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways

For Other Gimbels News See Page 13

GIMBEL BROTHERS

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

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways

Store Hours 9 to 6:30