

Music Salons Open Evenings

Until 9 o'clock : Eighth Floor

Big sales now! Brand-new player pianos—high grade, at \$345. Splendid new phonographs at \$59.50. And easy terms of payment on both.

After 5:30 use 33rd Street Entrance, near Broadway

GIMBEL BROTHERS

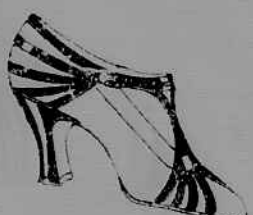
32ND STREET—BROADWAY—33RD STREET—NEW YORK CITY

Shop By Mail Through
Our Mail Order DepartmentPhone
Pennsylvania
5100

SHOES from PARIS

Our Own
Importation!All the New-
est French
Models!Made in Paris especially
for Gimbel Brothers! All
the models which will
lead the vogue for spring.
At this exceptionally low
price because of the fa-
vorable rate of exchange.

\$11.75

The styles are designed
by the best designers in
Paris. The leathers are of
the finest to be had. And
the workmanship upholds
the standard of Parisian
artisans."Eloise"—a charming
combination of black
and gray. \$11.75"Aimee"—a fascinat-
ing little model in wine
red kid. \$11.75"Diane"—with broad
fancy strap band on
black patent leather. \$11.75"Fanchon"—Chic?
Most assuredly! Gray
suede and black patent
leather. \$11.75"Cecile"—as adorable
as the name. In black
satin, steel head trim-
med. \$11.75"Veronique"—Paris-
ienne from its crossed
red straps to slim red
heels. \$11.75

Boudoir Mules from Paris : \$6.50, \$7.50



\$6.50



\$7.50



\$7.50

Dainty footwear to match Madame's boudoir outfit. Of
brocaded satin and leather in many desirable colors.

GIMBELS WOMEN'S SHOE SHOP—Second Floor.

Cold Snap? Here's a Sale of Warm Fluffy
All Wool Blankets\$6.75
Pair

100% Wool : Full 5 Pound Weight

These are the blankets that roused
nation-wide attention when we first
announced their sale. Then the price
was higher—but considered extraor-
dinary for the quality.Now cut for a sensational white sale
offering—right in the heart of the
cold snap. Splendid quality. Full
size, 70x80 inches. Good block plaids
in blue, pink or tan.All Wool Comforters
Fine quality plain sateen, in rose
or open, 100% wool
filled. Each \$6.75Satin Finish Spreads
High grade, full size spreads,
hemmed. Marseilles
patterns. Each \$4.85MAIL ORDERS FILLED WHILE QUANTITIES LAST
GIMBELS BLANKET SHOP—Second Floor.An Unrestricted Sale of
MADE-TO-MEASURE
SUITS FOR MEN

\$36

Entire stock of fine woollens for your
choosing at this price. A suit made
to your measure—expertly fitted—
expertly tailored. Of just the right
shade—just the right style—just
the right pattern. A finely custom
tailored suit actually less in price
than a ready-made suit that ap-
proaches it in quality!Sizes 44 or larger will be 10%
additional and double-breasted
suits will be \$1.50 extra—but
outside of those two exceptions,
every yard of goods in our mer-
chant tailoring section will be
made into suits at the sale price
of \$36.00.

Extra Trousers: \$9.75

Plenty of Patterns for a 10-Day Sale.
BUT Widest Choosing for First Comers.
GIMBELS MEN'S CLOTHING—Fourth Floor

PLAY GOLF

5 Professionals and
5 Good Courts HereJoe Mitchell
Montclair Golf Club
Jas. Farrell
Quaker Ridge Golf Club
Ollie Wood
Norwood Golf Club
Walter Ward
Woodbury Country Club
Robt. Thomson
Glen Ridge Country ClubThe golf school is open—
and in full swing. In-
structors chosen because
they can play and because
they can teach. Lessons
daily from 9:30 A. M. to
5 P. M.—and they're gay,
jolly lessons—and profit-
able ones.

GIMBELS GOLF SCHOOLS—Fourth Floor.

13-Piece Irish Linen
LUNCHEON SETSA White Sale
feature at a White
Sale price. Pure linen. \$3.25
SETOf simple design,
daintily scalloped,
splendid quality.Real Madeira Centerpieces
Hand scalloped and
hand embroidered
— lovely. \$2.00
24-inch size,
fine round threadLinen Scarfs
Pure Irish linen, hemstitched,
with mitred corners.
18x48 inches. \$1.00Table Mat Sets
Hand woven table mats; 4
pcs., graduated sizes.
Neatly boxed. Set \$2.25

AND TOWELS : Reduced!

Large Turkish Bath Towels,
white and spongy
28x46 inches. 49cGuest Towels, of pure Irish
linen, hemstitched.
14x22 inches. 49c

GIMBELS HOUSEHOLD LINENS SHOP—Second Floor.

Books! Books! Good Books By
Thousands : Going Fast as They Come InIf anyone doubts
That New York
ReadsGOOD BOOKS—
Step in and see
The Crowds and
Watch them choose
By thousands
And choose
Good books.

45c 65c \$1.00

10,000 to start with! A huge surplus—40,000
books bought from the government. Books
bought for U. S. naval libraries. Sold at a
surplus, with the lessening of the navy. Most
of them new, unopened volumes. A handful
of them slightly shelfworn. Books priced by
the publishers at 75c to \$6.00. Splendid fiction,
biography. Fascinating travel. History, science,
biography. Every sort of book. By the best
authors.

GIMBELS BOOK SHOP—Street Floor.

Good Fiction
For the Tired
Business Man
Good Reading
For his wife
Books for home
Books for libraries
Books for
Everybody
And everybody's
Buying.

WIRELESS

De Forest "Everyman"
Radiophone Receiver

\$25

Music, entertainment, world news, market re-
ports—via the wireless phone! The latest in-
novation for modern home! The "Everyman"
is simple, easy to operate and designed to
receive from all existing stations within a
radius of thirty miles.

Westinghouse

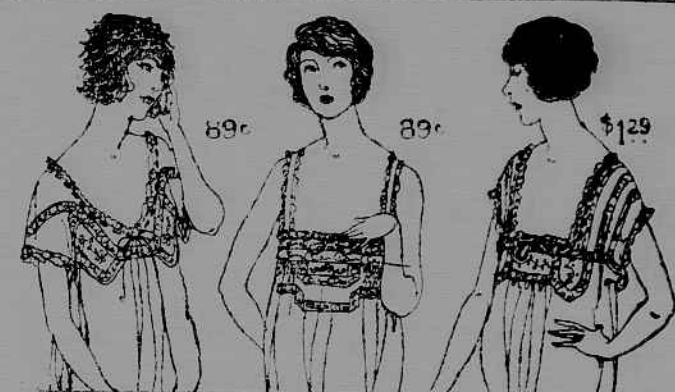
Aeriola Jr. \$25
Aeriola Sr. 65
Regenerative Tuner 68
Detector and 2-step Amplifier 68
Regenerative Tuner, Detector
and Amplifier 130

De Forest "Audion"

Detector Receiver \$72.50
Detector and 1-step Amplifier 92.50
Detector and 2-step Amplifier 113.50

Marvel Radio Receiving Outfit: \$15

GIMBELS—Fourth Floor.

Right to the Last : Big
White Sale Values In
NIGHT GOWNS
and ENVELOPES

89c

\$1.29

A sale of unusual scope—
unusual values. At these two
prices, splendid quality and
dozens of attractive designs.
Gowns and envelope chemises.
Every sort of style—nainsook,
lace-trimmed in a hundred
ways.
Others at \$1.79
GIMBELS LINGERIE SHOP—Second Floor.Clearance of Good Rugs
Offers Worth-While SavingsFine Rugs MUST Make Room For Other Fine Rugs That Are
Now Coming In! So We've Gathered Together Seven Great Value
Groups and Reduced Them Many Dollars For YOU: A Real
Opportunity To Fill Your Entire Rug Needs At Small Cost

Varied Selection : Beautiful Designs : Lovely Colorings

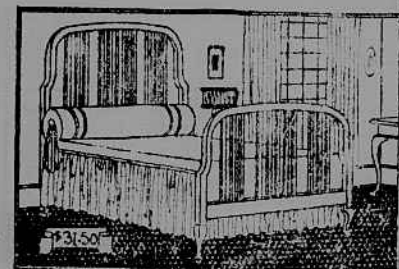
Axminster 9x12 Ft. Rugs : \$25

Tap Brussels Rugs : Room Size : \$24.75
9 x 12 FeetAxminster Rugs : Room Size : \$29.75
9 x 12 FeetSeamless Velvet Rugs : Oriental
Designs : Colorings : 8.3x10.6 \$16.00Seamless Wilton Rugs : 6 x 9 \$53.00
Feet, High GradeImported Wilton Rugs : 9x10.6 \$63.50
Feet, Handsome!Imported Wilton Rugs : 9 x 12 \$75.00
Feet, Fine!

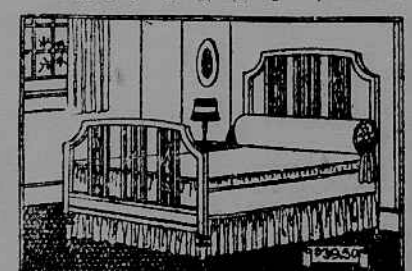
GIMBELS RUG SHOP—Sixth Floor

Famous Simmons Beds : Bedding
REDUCED 25% to 33 1/3%Keeping Faith With The Slogan "Better
Value In Better Furniture" In The

February Furniture Sale

"Queen Anne" Metal Beds
In ecor and gold and all wood
finishes. Comes in all regu-
lar sizes. NOW \$31.50Continuous Tube Beds
1/2 in. square tube with grill panel
head and foot. Square filler rods.
Regular sizes and fin-
ishes. NOW \$29.75Just four patterns of Sim-
mons Beds illustrated. Sim-
mons—standing for QUAL-
ITY. For BEAUTY. For
ENDURANCE. For COM-
FORT. There are fully a
dozen patterns included in
this sale. Each one new.
Each modish. Each desir-
able. Each the epitome of
VALUE. A choice of all
finishes. Any size.Springs and
Mattresses
Unusual ValuesBox Spring. Hair top, cover of
best 8 oz. ticking. Assorted
stripes. All sizes. \$25.75Box Spring. Roll edge with Hair
Top, tufted, 8 oz. tickings. All
sizes. \$35.00Slumber King Metal band spring.
All sizes. \$9.75Simmons Link Springs. With
reinforced centres. All regular
sizes. \$7.75Roll Edge Felt Mattress. All
sizes. Covered in art tick-
ing. \$12.50

GIMBELS BED AND BEDDING SHOP—Seventh Floor

Windsor Beds
Square tubing with square filler.
Ivory, old ivory, brown mahogany
and American
Walnut. \$32.75New Louis Period Beds
With two ornamental grill panels.
All sizes and
finishes. \$39.50Sale! Women's and
Misses' SweatersAttractive Weaves :
All-Wool Yarn :
A Limited Number

\$3.95

Sweaters that are built for
Comfort as well as Style—for
Use as well as Ornamentation.
Novelty and plain weaves—
your choice. Pockets, of course.
And tie sashes. Fashion and
Fit—combined. At a price!A Number of Lovely Shades
GIMBELS WOMEN'S AND MISSES' SWEATERS—Third Floor.Sale of the Famous
Biltwel FurnitureFinest Custom Made Furniture Built
to Your Order on the Premises10% Reduction on Biltwel
Furniture, Denim CoveredRicher Fabrics For Your
Choosing : 10% to 50%
OffNO LABOR CHARGE
for Covering. If You Buy
Your Fabrics HereFine Stock of Mohairs, Ve-
lours, Tapestries, Damasks,
To Choose From

GIMBELS UPHOLSTERY SHOP—Sixth Floor.