

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5

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Tuesday, July 6, 1915.

Coming by Thousands to the Great Sale!

Started this morning, you know. We are getting more goods over and ready as rapidly as we can. One of New York's Land-Mark Stores has quit. Chained to Lower Sixth Avenue—the block from 19th to 20th—by a Magnificent Store Building, it could not move when the Avenue ceased to be New York's shopping Center—and so

The Simpson-Crawford Store Ended

We bought the stock—every stitch and piece of it—a stock inventoried at \$680,000.00—bought it for plump cash—bought it so amazingly cheap that we are putting it on sale at—

Average Half Price

Do you remember the Simpson-Crawford Store? One of three Stores of country-wide fame on Sixth Avenue—and one of the three a shoe store; one of the half dozen nationally-known stores of New York.

It carried goods of very decidedly good quality—how shall we describe that? Goods of the Gimbel Standard.

Within the past twelve months wholesale purchases of the total of Four Million Dollars were made—stocks were kept up; every effort was made to plausibly continue the fine old store.

But the shopping district had moved.

Fine and good as the stocks were, they, of course, lacked the complete variety Gimbel customers expect. So, to disappoint none, we have taken over—

- 1st. Goods that have been held on orders for the Simpson-Crawford Store.
- 2d. Goods offered at big price reduction by millmen and importers, who at this season take inventory, and clear decks for fall.

One Cotton Mill Wrote:

Would like to have your representative call—we have some desirable merchandise on which we will make low price, to clear up for inventory.

An Old-established Perfumer Wrote:

We will take 25c on the dollar for goods on hand, packed and wrapped "Simpson-Crawford Store." We do not want to have to relabel and repack.

All These Sections—Upper Floors and in Subway Store—Are Rich in the Offerings of This Sale—

WOMEN'S SUITS	MISSES' APPAREL	SILKS AND VELVETS	UPHOLSTERY GOODS	MEN'S SHIRTS AND FURNISHINGS	DRESS TRIMMINGS
WOMEN'S COSTUMES	MILLINERY	INFANTS' WEAR	RUGS AND OTHER FLOOR COVERINGS	KNIT UNDERWEAR	WOMEN'S NECKWEAR
WOMEN'S SIMPLE LITTLE SUMMER DRESSES	ART NEEDLEWORK	CORSETS	PICTURES	Men's, Women's, Children's HOSIERY FOR ALL	LACES, VEILINGS
WAISTS AND BLOUSES	BOYS' CLOTHING	WOMEN'S UNDERWEAR	HOUSE FURNISHINGS	GLOVES	EMBROIDERIES
SEPARATE SKIRTS	MEN'S CLOTHING	SILK PETTICOATS	CHINA	UMBRELLAS AND PARASOLS	RIBBONS
FURS	MEN'S SHOES	LININGS	LAMPS	TRUNKS	HANDKERCHIEFS
HOUSE DRESSES AND NEGLIGEEES	WOMEN'S SHOES	PIANOS	A \$14,000 STOCK OF TOYS	LEATHER GOODS	NOTIONS
CHILDREN'S DRESSES	CHILDREN'S SHOES	PLAYER-PIANOS	SPORTING GOODS	BOOKS	TOILET GOODS
CHILDREN'S WRAPS	LINENS	FURNITURE	MEN'S HATS		PHOTOGRAPHIC GOODS
	COTTON DRESS GOODS	BEDDING	BOYS' HATS		JEWELRY, WATCHES
	WOOL DRESS GOODS	OFFICE FURNITURE			CLOCKS

Wish we could pass on to you the enthusiasm of our people who have been busied in transferring the goods!

Of whatever good grades you require merchandise, come almost as though we asked you to rummage freely in the regular Gimbel Stocks—come, choose, and pay an average half price.

The Simpson-Crawford Store was wonderfully strong in—

Real Laces Millinery Garments
Furniture Upholstery Linens

—and was the first American house, we believe, to establish its own buying organization in London. The Furniture stock alone inventoried \$131,000 at retail prices.



A Woman's Tailor Writes:

We wish to congratulate your firm on the acquisition of the Simpson-Crawford stock. From accounts you have made a splendid purchase. Perhaps it will help you in completing stocks, as it will help us in our mid-year inventory if you take over a line of dresses that we have in excess of immediate orders. Will do better than 50c on the dollar.

In every case, we bought.

In marking the goods, we have, however, not jumbled other goods under the guise of coming from the Simpson-Crawford stock. Everything bought "at a price" for this event is counted by us and by you as in "The Simpson-Crawford Sale," but goods actually from that store have selling price and comparison made with "Simpson-Crawford price". Other goods—no matter how fine the bargain—simply show "price" and "value."

The Simpson-Crawford Store had a really fine Book section; come, therefore, for books.

A few of the last French gowns to come in—at a fraction of their cost.

The advantage of a charge account is very apparent on an occasion like this. We invite you to arrange such account. Any floorman will direct you to a convenient desk representing the general office.

GIMBEL BROTHERS: MARKET : CHESTNUT EIGHTH AND NINTH