

Gimbel Brothers

Store Opens at 8:30

Gimbel Brothers

Store Closes at 5

Wednesday, July 7, 1915

# The Simpson-Crawford Sale Started With a Rush

## Greatest Bargains in the Store's History

### Gimbels Bought the Entire \$680,000 Stock of This Fine New York Store

### Savings Average Half—All Stocks : From Seventh floor to Subway

The Simpson-Crawford Co. store occupied the entire block in New York, on Sixth Ave. from 19th to 20th, and in the struggle against conditions of environment had been buying new goods right along, and was stocked up to the handle with the most desirable the concern could acquire.

But the shopping center had changed—Sixth Avenue has had its day and the concern went under.

### When the Simpson-Crawford Company Liquidated, Its Stocks Were Gated to Do a Big Business

But, though retail business had gone to another "center" in New York, the concern was anchored where they were by their new big store building.

They carried Gimbel grade merchandise, and the whole \$680,000 stock dovetails with Gimbel goods.

Enormous as the stocks were, there were gaps and thin places in sizes, colors or assortments, and these we strengthened by other purchases amounting to \$400,000 from mills and wholesalers—often the very goods already ordered by Simpson-Crawford Co. as "coming" stock.

Upwards of a million dollars' worth in the sale; but be sure of this—

### Simpson-Crawford Goods are Separately and Distinctly Marked

and the price tags state the "Simpson-Crawford price." Goods from other sources—equally as good bargains—are marked simply "Sale price \*\*\* value \*\*\*."

### The Simpson-Crawford Sale Rules Every Department of the Business—Upper floors and Subway Store

WOMEN'S SUITS  
WOMEN'S COSTUMES  
WOMEN'S BATHING SUITS  
WOMEN'S SIMPLE LITTLE SUMMER DRESSES  
WOMEN'S COATS  
WAISTS AND BLOUSES  
SEPARATE SKIRTS  
FURS

HOUSE DRESSES AND NEGLIGES  
CHILDREN'S DRESSES  
CHILDREN'S WRAPS  
MISSSES' APPAREL  
MILLINERY  
ART NEEDLEWORK  
BOYS' CLOTHING  
MEN'S CLOTHING  
MEN'S SHOES  
WOMEN'S SHOES

CHILDREN'S SHOES  
LINENS  
BLANKETS : MUSLINS  
COTTON DRESS GOODS  
WOOL DRESS GOODS  
SILKS AND VELVETS  
INFANTS' WEAR  
CORSETS  
WOMEN'S UNDERWEAR  
SILK PETTICOATS  
LININGS

PIANOS  
PLAYER-PIANOS  
FURNITURE  
BEDDING  
OFFICE FURNITURE  
UPHOLSTERY GOODS  
RUGS AND OTHER  
FLOOR COVERINGS  
HOUSE FURNISHINGS  
PICTURES  
CHINA

LAMPS  
MUSLINS AND BED-CLOTHING  
SPORTING GOODS  
MEN'S HATS  
BOYS' HATS  
MEN'S SHIRTS AND FURNISHINGS  
KNIT UNDERWEAR  
Men's, Women's, Children's

HOSIERY FOR ALL  
GLOVES  
UMBRELLAS AND PARASOLS  
SEWING MACHINES  
TRUNKS  
LEATHER GOODS  
BOOKS  
DRESS TRIMMINGS  
WOMEN'S NECKWEAR  
LACES

VEILINGS  
EMBROIDERIES  
RIBBONS  
HANDKERCHIEFS  
NOTIONS  
TOILET GOODS  
PHOTOGRAPHIC GOODS  
JEWELRY  
WATCHES  
CLOCKS

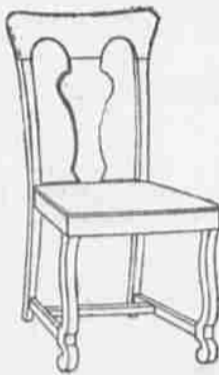
### SILKS—Simpson-Crawford Carried Well-Known High-Grade Silks

It is impossible to list all the Silks—here's a partial list only—

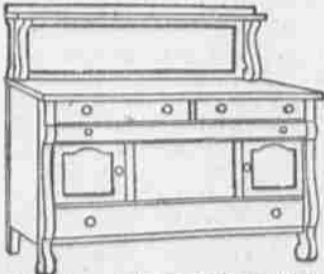
- Sale Price 28c—Values 50c to 85c**  
Plain Silks of various kinds.
- Sale Price 38c—Values 58c to 1.25**  
Plain and fancy Silks in black and colors.
- Sale Price 50c—Values 75c to 1.25**  
Wide black and colored Silks, both plain and fancy, including colored Messalines and white Corduroy.
- Sale Price 58c—Values 85c to 1.25**  
Staple black and white Silks, Habutais, Messalines, Shanghai and Shantung.
- Sale Price 68c—Values 1 and 1.35**  
Double-width black and colored Silks, such as Taffetas, Messalines, Shantung and Habutais.
- Sale Price 75c—Values \$1 to \$1.50**  
Foulards, striped Tub Silks and plain and fancy Silks.
- Sale Price 85c, values \$1.25 to \$1.75**  
Crepe Meteors, Crepe de Chines, Charmeuse, Taffetas, Messalines, Shantung, black dress Silks, Habutais, white or black yard-wide white Corduroy, Peau de Cygnes, satin-striped shirting Silks and many other kinds.
- Sale Price \$1.15—Values \$1.50 to \$2**  
Cheney Silks, Meteors, Crepes, Charmeuse, Satins, Taffetas, Pongees, Surahs, Moires, Gros de Londres and striped Silks.
- Sale Price \$1.35—Values \$2 to \$3**  
Cheney Meteors, black Crepes and Charmeuse, black Duchesse, Chiffon Taffeta and Merry Widow Taffetas.

—Some on Grand Aisle, First floor, Centre Aisle and Silk Salon, Second floor.

### FURNITURE—One of the Strongest Stocks in the Sale



Mahogany Buffets, 54 inches long, Colonial design. Sale price \$35, regularly \$70.



\$300 Sheraton Dining-Room Suite at \$150; solid mahogany (no veneers), in-laid lines.



\$250 Dining-Room Suite at \$125 in mahogany; consisting of buffet, serving table and china closet. Sale price \$125, regularly \$250.



\$450 Dining Room Suite at \$225; Venetian oak, very massive, handsomely carved.



Fifty Bureaus, Colonial design, Circassian walnut. Sale price \$15, regularly \$25.

Fifty dining-room Tables, quartered oak, massive Colonial base. Sale price \$20, regularly \$40.

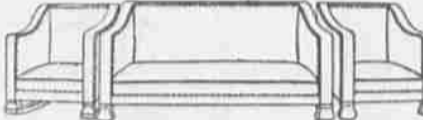
Two hundred solid mahogany dining-room Chairs, leather-covered slip seats. Sale price \$4.25, regularly \$8.50.

Thirty Bureaus, in mahogany, Colonial design. Sale price \$22.50, regularly \$45.

Seventy-five white enameled Dressers and Chiffonniers. Sale prices \$9 to \$35, regularly \$18 to \$52.

Two hundred mahogany Dressers, Toilet Tables and Chiffonniers. Sale prices variously at \$8 to \$65, regularly \$15 to \$100.

#### LIVING ROOM FURNITURE



Seventy-five Library Suites; heavy mahogany frames, covered in tapestry or genuine leather. Sale price \$45, regularly \$100.

Twelve solid mahogany Davenports, Stickley make, 6 feet long, covered in tapestry or leather. Sale price \$55, regularly \$112.

Twenty-five solid mahogany Arm-Chairs, Stickley make, genuine leather seats. Sale prices \$15 to \$28, regularly \$26 to \$50.

Fifteen Library Suites, three pieces. Sale prices \$50 to \$90, regularly \$95 to \$177.

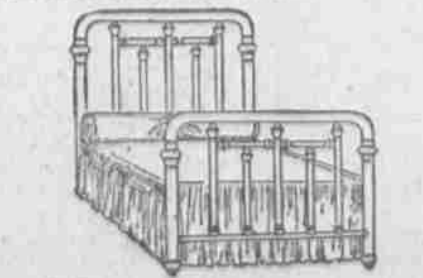
One hundred and fifty pieces of Stickley made mission furniture, fumed oak. Averaging one-half their regular prices.

#### FOUR WONDERFUL BRASS BEDSTEAD BARGAINS

Brass bedsteads are fast doubling in price, so these are sold for less than the wholesale price tomorrow—

One hundred brass Bedsteads. Sale price \$12.50, regularly \$25.

One hundred and ten brass Bedsteads. Sale price \$6.50, regularly \$13.



Two hundred and twenty-five brass Bedsteads. Sale price \$14, regularly \$28.

Three hundred brass Bedsteads. Sale price \$15, regularly \$30.

One hundred and thirty-five fiber reed Rockers, upholstered spring seats and upholstered backs, finished in brown. Sale price \$5.50, regularly \$10.

—Sixth floor.

### Dress Goods : Colors and Black

#### Buy for Present Wear and Autumn

- Sale Price 50c a yard, value \$1**  
40 to 50 inches wide—all-wool Panama Cloth, all-wool Storm Serge, all-wool French Serge, all-wool Prunella Cloth, all-wool Poplins, all-wool Crepe de Poplins, all-wool Whipcords, English Tussah, Shepherd Checks.
- Sale Price 65c, value \$1.25**  
45 to 56 inches wide—all-wool French Serge, all-wool Whipcord, all-wool Prunella Cloth, all-wool Granite Cloth, all-wool Poplins, all-wool Storm Serge, all-wool Taffeta Poplin, all-wool Fancy Suitings.
- Sale Price 75c, value \$1.50**  
46 to 54 inches wide—all-wool Poplins, all-wool Men's Wear Serge, all-wool Ottoman Cloth, all-wool Melrose Cloth, all-wool Sumar Cloth, all-wool Storm Serge, all-wool French Serge, all-wool Fancy Plaids, Fancy Suitings, Shepherd-Checks, Polo Coatings, Fancy Coatings.
- Sale Price 95c, value \$2 a yard**  
46 to 54 inches wide—all-wool French Ripple Cloth, all-wool Crepe Poplin, all-wool Whipcords, all-wool Zibeline Coating, all-wool Vigoureux Suitings, all-wool Fancy Suitings, all-wool Fancy Coatings, English Mohair Suitings, imported Broadcloths.
- Remnants 50c to \$3 Goods, at 25c to \$1 a yard—Pieces not cut**  
Dress Goods Remnants of all descriptions (pieces not cut, sold by the piece)

marked half price and less; plenty of skirt and dress lengths. Sales prices 25c to \$1 a yard, values 50c to \$3.

#### Black Dress Goods

Sale price 38c, value 79c, for all-wool black Ratine, stripe and plain weave.

Sale price 50c, value \$1.10, for all-wool black Melrose, plain weave.

Sale price 65c, value \$1.39, for black Serge and Tussah.

Sale price 75c, value \$1.59, for black Whipcord, Tussah, Wool Charmeuse, Tussah Royal, Wool Taffeta.

Sale price 95c, value \$2, for Mohair-and-wool Poplin, Silk-and-wool Crepe, French Frizoline, Silk-and-wool Cote de Cheral.

#### Simpson-Crawford we've known for years as one of the Greatest Flannel Houses in New York

30c wash Flannels, sale price, 15c yd.

50c wash Flannels, sale price, 25c yd.

50c cream skirting Flannel, sale price, 25c yd.

35c bathrobe Eiderdown, sale price, 15c yd.

60c cream silk-embroidered Flannel, sale price, 30c yd.

\$1 cream silk-embroidered Flannel, sale price, 50c yd.

\$1.50 cream silk-embroidered Flannel, sale price, 75c yd.

\$2.50 cream silk-embroidered Flannel, sale price, 95c yd.

—Second floor.

### American-Made Rugs—Just Hints

- \$35 for \$62.50 extra fine Wilton Rugs, all in Oriental patterns and colorings, and the popular size, 9x12.
- Rugs—Size 9x12 ft.**  
\$14.75 for seamless Velvet Rugs, value \$22.50.
- \$16 for Axminster Rugs, value \$23.50.
- \$18.50 for seamless Wilton Velvet Rugs, value \$28.50.
- \$21 for Body Brussels Rugs, values \$29 and \$31.50.
- \$31 for Wilton Rugs, values \$43.50 and \$47.
- \$43.50 for superior fine Wilton Rugs, value \$62.50.
- \$25 and \$33.50 for \$46 to \$56.75 Wilton Rugs in sizes 8:3x10:6.
- Rugs—Size 8:3x10:6 ft.**  
\$13.50 for seamless Velvet Rugs, value \$20.
- \$14 for Axminster Rugs, values \$20 to \$25.50.
- \$19.50 for Body Brussels Rugs, values \$26.50 and \$28.50.
- \$27.50 for Wilton Rugs, value \$38.50.
- \$30 for worsted Wilton Rugs, value \$46.
- \$18.50 for \$27 and \$28.50 seamless Axminster Rugs, size 9x12.
- Rugs—Size 6x9 ft.**  
\$9.50 for seamless Axminster Rugs, value \$14.25.
- \$13 for Body Brussels Rugs, value \$20.
- \$19 for Royal Wilton Rugs, value \$26.50.
- \$25 for extra fine Wilton Rugs, value \$38.50.
- Small-Size Rugs, Close to Half Price**  
**Prairie Grass Rugs at Half and Less**  
Plain (some with colored border on sides), 18x36—  
18x36 at 10c, value 30c  
27x34 at 25c, value 65c  
36x72 at 50c, value \$1.10  
54x90 at \$1.10, value \$2.15  
6x9 at \$1.75, value \$3.50  
8x10 at \$2.75, value \$5.25  
8x12 at \$3.25, value \$6.25  
9x12 at \$4.00, value \$7.00
- Fifth floor.

### Some of the Oriental Rugs

- Persian Sultanabads and Mahal Rugs—  
12: 0x 9: 0 at \$90, value \$135  
12: 7x 8: 9 at \$90, value \$180  
12: 0x 8: 7 at \$100, value \$145  
11: 8x 8: 6 at \$105, value \$210  
11: 9x 9: 0 at \$105, value \$150  
12: 1x 8: 6 at \$105, value \$155  
12: 5x 8: 4 at \$105, value \$150  
12: 5x 8: 4 at \$105, value \$210
- Persian Serapi Rugs in their characteristic bold designs and dark rich colorings, suitable for any room that gets hard wear—  
12: 0x 9: 0 at \$90, value \$180  
12: 11x 9: 4 at \$97.50, value \$195  
13: 0x 9: 6 at \$125, value \$250  
13: 0x 9: 3 at \$130, value \$225  
8: 7x 8: 3 at \$140, value \$280  
11: 8x10: 0 at \$150, value \$300  
12: 4x10: 0 at \$155, value \$240  
12: 4x10: 2 at \$155, value \$240  
12: 6x10: 8 at \$160, value \$245  
12: 5x10: 0 at \$160, value \$245
- Persian Saruk Rugs, in beautiful blended deep rich tones of red, blue, brown and rose; this is a particularly interesting group, worth fully half again as much as they are marked—  
12: 3x 8:10 at \$290, value \$435  
12: 0x 9: 5 at \$300, value \$600  
11: 2x 8: 0 at \$275, value \$550  
12: 7x 8:10 at \$295, value \$445
- Chinese Rugs, distinctive pieces of unusual beauty; the colors of which are notably harmonious—  
10: 0x 7: 8 at \$155, value \$235  
10: 1x 8: 1 at \$170, value \$340  
10: 2x 8: 0 at \$150, value \$225  
10: 8x 8: 4 at \$175, value \$350  
12: 0x 9: 0 at \$180, value \$270  
13: 1x10: 8 at \$200, value \$300
- Anatolian and Beluchistan Mats, of antique coloring, to sell at \$5.75, value \$9.50.
- Kasaka Rugs, mostly of square sizes, suitable for vestibules, stair landings and doorways, at \$6.25, value \$10.
- Beluchistan Rugs of silky effects and dainty colorings, average size 4:0x2:6, at \$7.50, value \$11.50.
- Beluchistan and Mosul Rugs, average size 5:6x3:6, at \$16, value \$22.50.
- Mosul and Shirvan Rugs, average size 5:0x3:6, at \$13.50, value \$21.50.
- Fifth floor.

### Delightful Choosing in Cotton Wash Goods

- 60c silk-and-cotton brocaded Poplins. Sale price 25c.
- 36c and 50c Ratines, checks and plaids. Sale price 12 1/2c.
- 60c to \$1.25 Novelties, silk-and-cotton. Sale price 38c.
- 39c silk-and-cotton Fancies. Sale price 15c.
- 25c printed Voiles, 38-inch. Sale price 10c.
- 39c and 49c silk-and-cotton Novelties. Sale price 25c.
- 25c fine Gingham. Sale price 12 1/2c.
- Clean-ups from Manufacturers  
18c summer Suitings. Sale price 10c.
- 25c silk striped Novelties. Sale price 12 1/2c.
- 50c black-and-white check Ratines, wool-finish. Sale price 12 1/2c.
- 28c and 35c white Voile Novelties, 36- and 38-inch. Sale price 18c.
- 50c white Ratines, 40-inch. Sale price 20c.
- \$1 to \$1.25 Embroidered Novelties. Sale price 50c.
- 25c Mummy Cloth, pure white. Sale price 12 1/2c.
- 25c extra fine Persian Lawn, 45 inches wide. Sale price 15c.
- 38c skirting Pique, 36 inches wide. Sale price 25c.
- Second floor.