

Gimbel Brothers

Store Opens at 8:30—Closes at 5

Gimbel Brothers

Saturday Store Closes All Day

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Monday, July 12, 1915.

The Simpson-Crawford Store Was One of the First Modern, Palatial Store Buildings

Occupying a New York Block—19th to 20th Street, on Sixth Avenue

And it was the entire merchandise contents of that immense building that we took over—to be sure, dividing it among the several stores. But, besides that—we have taken in for this event an almost equal value of goods.

- 1st. Made for, but not delivered to the Simpson-Crawford store.
- 2d. Surplus lots from mills, now inventorying and starting on Fall work.
- 3d. Entire stock from a silk mill just failed.
- 4th. And pushed in hundreds of lots of our own goods that must be gone by July 31st inventory.

There Is Full and Plenty—an Average Half to Pay

We have never had anything quite so good for our public—and no store ever sold so many goods in Summer.

Waists—A Major Feature of This Wonderful Presentation

Waists that show newest of the new fashion touches in every fold of their daintiness. And styles beyond easy count.
\$1 to \$1.85; values \$1.50 to \$3.50—Lingerie Waists.
\$1.85; values \$3 and \$3.95—Tub Silk Waists.
\$2.65; values \$3.95 to \$8.90—Lace, Chiffon and Crepe Waists.
\$3.95; values \$5.90 and \$6.90—Striped Satin Blouses.
\$5.90 to \$29.75; values \$8.90 to \$45—Sample Blouses; imported and domestic.
 —Some on Aisle, First floor, and Salons of Dress, Third floor.

Women's Dresses: Styles Seem Countless Bargains Wonderful

\$4.85; Values \$10.75 to \$25
 Women's Dresses of serge, covert and gabardine; black, navy blue, tan and white.
\$8.85 and \$9.75; Values \$15 to \$25
 Silk Dresses; very attractive and varied styles; beautiful nets and lingenies.
\$2.95 to \$6.65; Values \$10 to \$15
 Linen Dresses; smart, tailored styles; also silk crepes and net Dresses.
 —Some on Aisle, First floor, and Salons of Dress, Third floor.

6000 Pairs Boys' Linen Knickerbockers at 50c

All Sizes—Usual \$1 and \$1.50 Values
 Belgian, Scotch and Irish linen and crash. Also domestic duck, khaki and galatea—blue, black-and-white, gray, natural-linen color, olive and brown. **50c**.
\$3.75 for \$6.50 blue and gray serge and fancy tweed suits. For ages 6 to 17.
75c for \$1.50 and \$2 wash suits—all the pretty styles. For ages 3 to 8.
 —Third floor.

Millinery \$5 and \$6 Values \$10 to \$15

Very pretty and very recent creations, too. Hats of tulle, taffeta and velvet; in black, white, pink and corbon blue. A few very smart Bonnets and Toques are included. **\$5 and \$6**; values \$10 to \$15.
 —Millinery Salons, Third floor.

Girls' Summer Frocks

Cute, prettily designed—and of quality that mothers will recognize and approve.
85c; value \$2—Girls' Dresses of striped and plaid gingham and chambray; some embroidered trimmed; pleated and gored skirts. For ages 6 to 14 years.
\$1.35; values \$2 to \$3—Girls' Dresses of chambray, striped and plaid gingham, voiles and lincens. A few white batiste Dresses are included. For ages 6 to 14 years.
 —Some on Grand Aisle, First floor, and Third floor.

Negligees, Porch Dresses and Lounging Coats

The Simpson-Crawford Store was noted for the sturdy quality and wide variety. Correspondingly good in this sale.
50c, values \$1 and \$1.50—Dressing Sacques of lawn, batiste and dotted swiss; attractive styles and colors; cool and comfortable.
\$1, value \$1.50—House Dresses of cotton crepe in narrow stripes; chambray collar; embroidery trimming.
\$1.95, value \$3.50—porch or walking Dresses of madras; batiste and dotted swiss; attractive styles and colors; cool and comfortable.
\$3.75, value \$5—corduroy Coats; hip length; belt and tassel; lined throughout; of mahogany, green, tan, brown, sand, raspberry and white.
 —Some on Grand Aisle, First floor, and Third floor.

Books: Half Price Also Hurt Books

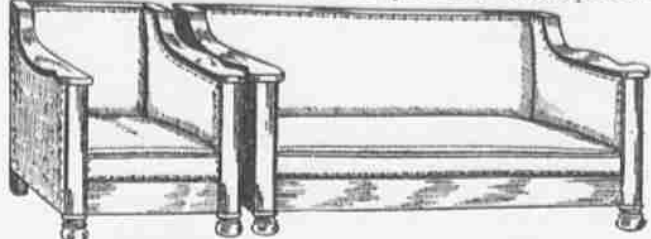
Merely Hinting—Popular copyrighted fiction, published by Harper & Bros., including some of their best authors. Flexible cloth, at 18c; value 50c.
 Good Books for boys and girls, at 12c; value 25c.
 Books on miscellaneous subjects, including the works of standard authors; History, Travel, Biography, Poetry; variously at 15c to \$1; value double.
 Bibles, Testaments, Prayer Books and Hymnals, at one-third of the publishers' list prices.
 —First floor.

Added to the Simpson-Crawford Sale Are These Fine Shoes

Three thousand pairs of Women's Stylish Low Shoes—twelve charming styles—patent rollskin, gun-metal calfskin, black kidskin, gray kidskin—with many combinations and fancy "quarters"—all have turned soles. Sizes 2½ to 7—
\$3, \$3.50, \$4 and \$5 Values at \$1.50
 The Simpson-Crawford stock offers thousands of great values—in shoes for men, women and children.
6000 Boys' Wash Suits Almost Half—Think of It!
 Best washing sorts—Manchester and Rugby galateas, reps, chambrays and madras; Tommy Tucker, Middy, Norfolk, Oliver Twist and vestee styles—unusual variety, for boys 2½ to 10 years old.
Prices 45c, 75c and \$1—Values 75c to \$2
 Extra space, extra help to serve you quickly.

More of the Furniture in the Simpson-Crawford Sale

Of all Simpson-Crawford stocks, Furniture is the greatest item, amounting to \$131,000 worth—choose separate pieces to most pretentious suites.



\$40 Dining-Room Table at \$20
 Quartered oak, massive Colonial base; 48-inch top, 8-ft. extension.
\$100 Library Suite at \$50
 As illustrated; two pieces, solid mahogany; davenport; 6 ft. long, covered in leather or tapestry.
 Library Suite, three pieces, in tapestry, at \$45, value \$100.
 Three-piece Library Suites, loose cushions, at \$75, value \$150.
 Library Suite, three pieces, in tapestry, at \$125, value \$200.
 Two-piece Library Suite, solid mahogany, Colonial, at \$100, value \$195.

\$300 Jacobean Dining-Room Suite at \$200
 Ten pieces; buffet, 5 ft. long, table 54-in. top, china closet, serving table, five sides and one arm-chair.
\$240 Dining-Room Suite at \$125
 Quartered oak, Early English finish; buffet, china closet and serving table.
\$18 Colonial Wing Chair at \$12
 As illustrated, covered in choice of cretonnes.

\$40 "Four Poster" Bedstead at \$20
 Colonial four-poster, as illustrated, solid mahogany; full or single size.
\$625 Mahogany Chamber Suite at \$350
 Louis XIV design; fine selected mahogany—twin bedsteads, bureau, chiffonnier and dressing table.
\$25 Bureaus in Walnut at \$15
 Colonial; large 24x30-inch plate mirrors.

\$40 Dining-Room Chair at \$22.50
 As illustrated, in quartered oak, full box frames, slip seats, back and seat covered in leather.
Chair at \$4.25
 Colonial design, full box frames, slip seats covered in leather.
\$375 Adam Dining-Room Suite at \$200
 Mahogany, buffet 5 ft. long, china closet, two mirror and two glass shelves, serving table and extension table.
\$600 Chamber Suite in Walnut at \$300
 Louis XV design—full-size bedstead, bureau, chiffonnier and toilet table.

\$110 Dining-Room Suite at \$65
 Quartered oak; fumed oak finish, consisting of buffet, china closet and serving table.
\$400 Sheraton Chamber Suite at \$250
 Mahogany—full-size bed-

One Hundred Pieces of Stickle-Made Living-Room Furniture in Solid Mahogany and Fumed Oak Averaging Half Price

Mahogany Chiffonniers		Mahogany Bureaus	
Regular Price	Sale Price	Regular Price	Sale Price
\$39.50	\$22	\$27.50	\$18
\$60	\$35	\$33	\$20
\$45	\$25	\$21.50	\$14.50
\$29	\$12	\$20	\$12.50

Women's Tailored Suits Of Exclusive Beauty

Well-dressed New York knew the exclusive charm of Simpson-Crawford tailored suit styles. We are well pleased with these—you will be doubly so at the low prices.
\$24.50; Value \$50
 A handsome Suit of Labrador blue gabardine trimmed in braid and filigree buttons, and many others.
\$18.75; Values \$29.50 to \$40
 An excellent assortment for every requirement. All the fashionable shades, some exceedingly smart in shepherd checks, serge, gabardine, broadcloth and suitings.
\$15.75; Values \$27.50 to \$45
 A most remarkable collection of suits in wide variety; tan, navy blue, black, black-and-white checks, gray and a few black-and-white striped.
 —Salons of Dress, Third floor.

\$3.50 to \$6 Renaissance Table Covers at \$1.50 each

An importer's overstock of 1350 Renaissance Table Covers, 54-inch, at far less than it takes to make them. The last lot we had went in less than a day, and these are more exquisite 10 different designs. Many have embroidered centers, others renaissance center. **\$1.50; values \$3.50 to \$6.**
900 pieces of \$1 and \$1.50 Elaborate Lace-Trimmed Bureau Scarfs and Pillow Shams, at 50c each; clearance of all odds and ends from a New York maker.

10c Turkish Wash Cloths at 5c

Shop-soiled or other defects—but nothing to hurt; 5c each.

GIMBELS

Market : Chestnut : Eighth : Ninth

Separate Skirts

for Summer: Smart Washable Styles
 White Tub Skirts, \$1; value \$1.50.
 Imported Gabardine and Pique Skirts, \$2; value \$2.50.
 White Gofine Skirts, \$2.75; value \$3.95.
 Tub Skirts of Gabardine, Pique, Crepe, Linen, Linen and Fillet Net, \$2.50, \$3.95, \$5; values \$3, \$4.50 and \$6.90.
 New Awning Stripe Skirts; black-and-white, green-and-white, brown-and-white stripes, \$5 and \$6.90; values \$6 to \$8.
 All Wool Black-and-white Checked Skirts, \$3; value \$5.
 All Wool Chuddah Cloth Skirts; poplin and serge, \$5; value \$6.90.
 Black Silk Skirts, \$3; value \$5.
 Silk Skirts in colored plaid; black-and-white duck, black-and-navy; \$5 to \$17.
 —Some on Grand Aisle, First floor, and Salons of Dress, Third floor.

Misses' Silk Dresses

\$8.85 to \$22.85; Values \$15 to \$50
 Over four hundred dresses—a half hundred styles. Of fashionable silks—the loveliest styles you ever saw. For ages 14 to 20; **\$8.85 to \$22.85**; values \$15 to \$50.

Summer Dresses

\$3.65, \$4.85, \$6.95, \$8.85 values are
\$5.75, \$7.50, \$10 to \$25
 Of plain, dotted and striped voile; attractive net and tissues. For ages 14 to 30 years.
 —Salons of Dress, Third floor.

Pure Food Specials

Every housewife who is striving to keep down the grocery bill will do well to attend this July Sale of Pure Foods. All well-known brands of foods.
 If living out of town for the summer or camping let us furnish you your foods while away.
 100 bbls. Lenox highest grade Kansas hard wheat Flour gives best results in home kitchen, 24½-lb. sack \$1, or bbl, in wood, at \$7.75.
 Fresh smoked 30c Ox Tongues for boiling and slicing, or Philadelphia sugar-cured Hams at 18c lb.
4 lb. "Quaker Blend" 50c Coffee for \$1.15
Two lbs. for 58c
 100 bbls. new thin skin Red Star White Potatoes; bbl. containing 2¾ bushels, at \$2.15
 New self-raising Biscuit Flour—Lenox brand, 10-lb. sanitary sacks at 48c.
 Popular Blue Bell Tomatoes, solid meat, 12c large cans, case \$2, dozen \$1.10, or 10c a can.
 Granulated Sugar, Franklin best, 25-lb. muslin sack, if purchased with other groceries, limit one sack, at \$1.55.
 Lenox new California Asparagus, tender green pointed spears, large 30c cans, case \$4.95, dozen \$2.50, or 22c a can.
 California Peaches; Lenox; halves or sliced, in heavy syrup; dozen large 28c cans; dozen at \$2.55, or 22c a can.
 Real Borax Soap; Gimbel's best; box of 60 extra large cakes at \$4.50, or 5 cakes at 38c.

Whole Wheat Flour	50c	1 Tea at Half Price	50c
Fresh ground, healthful whole wheat flour, 40 lbs. 60c; 10 lbs. 12c; 5 lbs. 6c; 2½ lbs. 3c; 1 lb. 1½c.		Monarch Chop 11 India Ceylon, mixed, Formosa Colog, English Breakfast, at 3 lbs. \$1.40, or lb. at 48c.	
New-Pack Early June Peas	45c	Hershey's Cocoa in Cans	28c
Purity Early June Peas; 12c value; special case price \$1.75, dozen 88c, or six cans at \$1.10.		one-lb. 35c cans, Hershey's fresh ground, delicious hot or cold, at 4c cans \$1.10, or a can at 28c.	
Salt Breakfast Mackerel	90c	Mid-Flavor Coffee	65c
Lenox individual white Norway Mackerel, 10-lb. net weight \$1.50, 5-lb. net weight \$1.10, special at \$1.00.		Dry roast 30c Coffee, My Wife's Blend, at 5 lbs. \$1, or 3 lbs. at 65c.	
Lima Beans	12c	Baking Powder	15c
Purity brand Lima Beans, also Lenox brand cooked Red Kidney Beans, 10c cans, special case price, \$2.45, dozen \$1.25, or a can at 10c.		Purity brand Baking Powder, equal to any on the market. Dozen one-lb. 25c cans at \$1.70, or a can at 15c.	
Naphtha Soap	37c	Pork and Beans	10c
Well seasoned Laundry Soap, 5c Swift's Naphtha; box of 100 cakes at \$3.50, or 10 cakes for 37c.		Lenox Tomato Savored Pork and Beans, cooked cans worth 15c, case \$2.15, dozen \$1.10, or a can at 10c.	

SILKS IN THE SIMPSON-CRAWFORD SALE

28c a yard—for 11.25 Canton Crepe, 40 inches wide, good colors, and some bright shades; also 44-inch, 40 inches wide, value 50c, street and evening shades. Also black and colored messalines, value 28c, and genuine Chinese Shantung, worth 50c a yard. And a various assortment of wanted silks worth from 50c to \$1.25 a yard.
35c a yard—for 30 to 40-inch Printed Crepe, both floral and check effects, worth from 30c to 50c a yard.
Remnants of Black Silks, worth 75c to \$1.50 a yard. Remnants of Velvet now wanted for millinery purposes, worth 50c to \$1.25 a yard, at 38c, 50c and 68c a yard.
50c a yard—for white Corduroy for summer skirts and sport coats, worth 75c a yard.
50c a yard—for black-and-white Shepherd Checks.
60c a yard—for colored and black Messalines, plain and Roman Taffetas, plaids and brocades, worth \$1 to \$1.50 a yard; also black and white Habutai, worth 50c a yard; natural Shantung, worth \$1 a yard; black Taffeta, worth \$1.
50c a yard—for black Chiffon, Taffeta, worth \$1.25 a yard.

Men's and Young Men's Suits at \$5, Instead of \$10

Mostly dark mixtures, neat fitting models, sizes 33 to 42. Men's \$3.50 to \$4 Trousers at \$2—neat stripes and mixtures; worsteds and chevils.

House Dresses: Clearance—Prices Mostly Less Than Half

Subway Store
 Lawns, gingham, percales and cotton voiles, variously trimmed; pretty styles, all sizes—
Prices 55c and 65c values \$1 to \$2