

Store Hours, 9 to 5:30

For Friday

Keds are the out-of-door shoes for men, women and children—and Gimbels are headquarters.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Boy or Girl going to any of the fine camps for the summer? Gimbels outfit correctly.

For Friday

Tomorrow at Gimbels Sale of Sewing Machines

Singer, Domestic, New Home, Free and Wheeler & Wilson

\$19

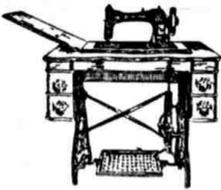


Domestic, \$19

Buy now and save \$10 to \$25

These machines need no descriptions. The names and prices tell the story. Come in and select the one you want.

Only a few of each make—Buy early!



Wheeler & Wilson, \$19

Included in the lot are sample machines, demonstrating machines and some that are slightly used.



Singer, \$19

Every one guaranteed to do perfect work.



New Home, \$19

Other Machines at \$35 and upward.

Terms \$1 Weekly

—Gimbels, Fourth floor and Subway Store

Big Maker of Undergarments Closes Out His Entire Sample Lines to Gimbels at Cost

\$5,000,000 Stock Reduction Sale

Lower prices on standard, fashionable goods—lower than anyone had dared hope for.

Too low to last? We shall see. If corrected production costs show that prices are too low they will go up or the goods will not be made.

Real prosperity means success to the producer and comfort to the consumer.

We are standing by the purchasing public.



1053 Garments—at 65c to \$2.85—Samples of \$1.50 to \$5.95 Grades

"Ones" and "Twos" of Endless Kinds!

Petticoats—Batiste and Cambric; Tailored, Lacy and Sports models.

Nightgowns—White and Pink Batiste; Pink Crepe de Chine, Tailored, Lacy, and Hand-Embroidered styles.

Envelope Chemises—Pink crepe de Chine and tub satin. White nainsook. Styles vary from exquisite simplicity to models half-smothered in laces.

Camisoles—all silks—Pinks and White—more Pinks than Whites.

Bloomers—both silks and cottons. Mostly Pink.

—Gimbels, First floor, Aisle, and Second floor

\$2.95 to \$4.85 Philippine Nightgowns at \$1.65 and \$2.65
Hand-made, Hand-scalloped. Some beautifully hand-embroidered

\$2.95 Satoon Petticoats, \$1.65 \$1 Satoon Petticoats, 65c

Wonders! —Gimbels, Second floor

\$1.25 to \$1.75 Nightgowns, 85c Petticoats and Chemises...

About a thousand. Batiste, White and Pink. —Gimbels, First floor, Aisle.



\$12.50 Mignonette Sweaters at \$8.95

Plain and drop-stitch. And in every wonderful color of this summer: black, brown, henna, tomato, gray, Harding blue, white, pepper-green, sand, and a wonderful coral. Tuxedo, of course—very much of course! —Gimbels, Salons of Dress, Third floor



Women's 16-Button-Length Milanese Silk Gloves At \$1.78

The kind that have been \$3. Novelty embroidered backs in contrasting colors. Navy, orange and white—the wanted elbow length. —Gimbels, First floor

Pink and White Crepe de Chine Fashionable for Summer Dresses At \$2.25 a Yard

A firm, rich quality—all-silk. Shell-pink, summer's own rosebud pink, and white. Colored Dress Taffetas at \$2.25 a yard. Plenty of navy for the summer travel—and all-around—dress. And "bridesmaids' colors" for picturesque weddings.

\$6 Tai-Ly-Ho Silks at \$3.95. There's still time to share this great purchase!

—Gimbels, Silk Salons, Second floor

The White Silk Separate Skirts

—that every woman needs—the kinds of silks "the Fashionables" are wearing: "Whippoorwill brocade", "Dew Kist", and those wonderful, wonderful satin-striped and satin-blocked crepes (they're gorgeous!)

Tomorrow at \$8.90 and at \$13.75

Plenty of stuff in 'em, too—not the skimpy skirts some stores seem willing to sell. —Salons of Dress, Third floor.

\$6.50 and \$7.50 La Vida Corsets at \$3.90

We owned the fine pink brocades and coutils—much below regular cost—and had them made up in Gimmel-selected styles. Newest fashion lines!

Models with medium bust and long elastic-inset skirt—"clingy." Styles for medium and full figures.

—Gimbels, Pink Corset Shop, Second floor

Women's Fiber-Silk Stockings Special at 50c a pair

These are first qualities—splendid for the hard strain of everyday wear.

Seamed backs. The most wanted black, cordovan and gray. Excellent value at 50c. —Gimbels, First floor



Women's Dresses—\$29.75

Seems to Be a Price That—

—many women want to pay for a practical silk street gown, or an extra dress for afternoons.

And they seem to like it mightily when they can get \$45 Dresses for that \$29.75—as these:

Tricolette Coat Dresses—the charming redingote style pictured; with the "intermittent stitch" embroidery.

Georgettes—heavily beaded—made over satin—white and pink with white beads; blue and brown and black with cut jet or iridescent beads.

Three styles in taffetas—an eyeletted model; a color-embroidered model; and a style with tiny, tiny, tiny satin inlaid folds—like finest cluster tuckings.

—Gimbels, Salons of Dress, Third floor

\$3 Cushion-Roll Sailors at \$1.95

—Never Before! —Probably Never Again!

And it's only because there are three Gimmel Stores—each with its enormous outlet for right goods—that we were able to get anything like such values.

Fine "3 N Jap" straws. Full cushion-roll. Black with white underbrim. Grosgrain ribbon bands and bows.

—Gimbels, First and Third floors



Organdie Neckwear and Sashes at 68c—\$1 Values

Imported Organdie Sashes with daintily hemstitched hem. Organdie Collar and Cuff Sets. Tuxedo c- long surplice collars with extra long 12-inch cuffs—for short sleeves. Valenciennes lace-trimmed.

Vestees of sheer embroidered organdie trimmed with rows of Valenciennes lace. Semi-roll collar attached.

—Gimbels, Neckwear Store, First floor

Imported Black Surf Cloth

for Your Bathing Suit 95c a yd.

Regularly \$1.25. 54 inches wide. Takes only about 1 1/2 yards, costing you \$1.43.

—Gimbels, Lining Section, Second floor

Sale—Cretonnes—28c

But the Lowest Value is 55c—on up to Those Wonderful \$1.25 Japanese Effects

36 inches wide now—which means they've been pre-shrunk.

47 designs—fruit designs; flower designs; Japanese designs; blocks and Harlequin diamond-shape checks—everything you can think of!

Soft, beautiful color-trimmings.

—Gimbels, Fifth floor

Rich Cut Glass Water Sets

June Sale Gift Special

At \$10—Worth \$25



\$10, Value \$25
3-color border decoration and full gold line. Complete set for service of 6 persons—
6 Dinner Plates, 6 Dessert Saucers, 6 Bread and Butter Plates, 1 Meat Dish, 6 Soup Plates, 6 Tea Cups, 1 Open Vegetable Dish.
—Gimbels, Fourth floor

One large 4-pint water jug and 6 hand-cut table tumblers. Finest quality blanks, beautifully cut. Limited number of these sets, at such a low price. One of the \$3,000,000 Reduction Sale specials!

Rich, deep cut glass Flower Vases, Special at \$5. Value \$10. Handsomely cut design. First quality blanks. 12 inches high. A gift for June's bride.

38-Piece Dinner Sets at \$9.75—Value \$14.75

Keds—The Canvas Rubber-soled Shoe that does not Draw the Foot

Find 37 styles at Gimbels New Ked Department—for play, work, sports, street, vacation, camp and horse wear.

Little Girls' and Misses' Sister Sue One-strap Pumps. Special at \$1.45 a pair. Stylish white canvas pump with ankle strap, white bow and gray corrugated rubber sole.
Little Boys' Roamer Keds. Sports-trimmed Bals made with wonderfully strong soles. Ankle patch of leather. Reinforced for hard wear. Special at \$2.55 a pair.
Women's "Lotus" Pumps of white washable canvas. A well-made heeled pump for service. Firm arch support and low heels. At \$2.45.



Women's Bals, the high canvas shoe for all round sports wear. At \$2.55.
Brown Leather-trimmed White Sports Oxford for growing girls and women. At \$3.
—Gimbels, Second floor



June Sale of Women's Shoes



—Such Famously Fine Makes as Wichert & Gardner, Hennessy, Wm. Lane and Bask—

At \$5.65 Values \$8.50 to \$14.

Many "hand-turned"—in the dressy types. Styles that enhance her smartest clothes—whether for sport or the beach or that de luxe hotel! Tan calf walking Oxfords. Black kid Oxfords. All-white canvas Oxfords and sports Pumps. And dressy strap-pumps of all white canvas or black patent colt.
—Gimbels, Thoroughfare Tables, Shoe Section, Second floor

Sash Ribbons

All-silk satins and taffetas. Jacquard and warp print ribbons in the summer's light blues, pinks, yellows, greens, also white to make the sash for her organdie dress.

75c a yd.

6 to 8 1/2 inches wide. —Gimbels, First floor

Folding Baby Sulkies for Traveling

A real comfort for the week-end or vacation trip. Fold it up and carry it along with you. Made of reed with leatherette hood. Reclining back and foot rest. White and natural finish.

Special at \$12.50 Without hood, \$10.50.

—Gimbels, Fourth floor

It's a Good Tire That Lives Up to an 8000-Mile Guarantee

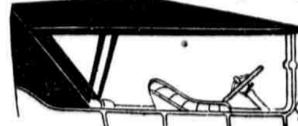
Here's One—

Cord Tires

30x3	—11.40	32x4	—22.80	33x4 1/2	—31.50
30x3 1/2	—13.50	33x4	—23.90	34x4 1/2	—32.40
32x3 1/2	—17.10	34x4	—24.40	35x4 1/2	—33.90
31x4	—18.90	32x4 1/2	—30.40	36x4 1/2	—34.40

One-Man-Tops for Fords

32-oz. Rubberized waterproof material complete with Gipsy style rear curtain with two plate glass lights, and six side curtains—ready to attach.



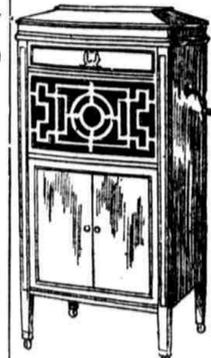
\$27.95

—Gimbels, Fourth Floor

\$150 Mahogany-Cased Talking Machines at—\$57

Brand New—One of the Best Bargains of the Year in Desirable Talking Machines.

First Payment May Be as Little as \$5



Just one of those almost too-good-to-be-true happenings, to get these excellent talking machines at such—

A Phenomenally Low Price

—maker over-produced and the loss he takes is your gain.

Guaranteed by Gimbels. Strong double-spring motor. Full clear tone. Universal tone arm—will play all flat records.

Let us send one to your home—as little as \$5 down will bring it.

—Gimbels, Hardman Hall, Seventh floor, Also Subway Store