

Store Hours, 9 to 5  
For Tuesday

Furs can be bought to fine advantage now—at Gimbels—and held by us until needed.

**GIMBEL BROTHERS**  
MARKET · CHESTNUT · EIGHTH · NINTH

Furs for next winter will have new glory—thanks to the Paris creators of fashions. Warm to talk about furs, but a very economical time to buy them.

For Tuesday

# This Gimbel August Furniture Sale

## Has Brought Quality Standards Back To Normalcy

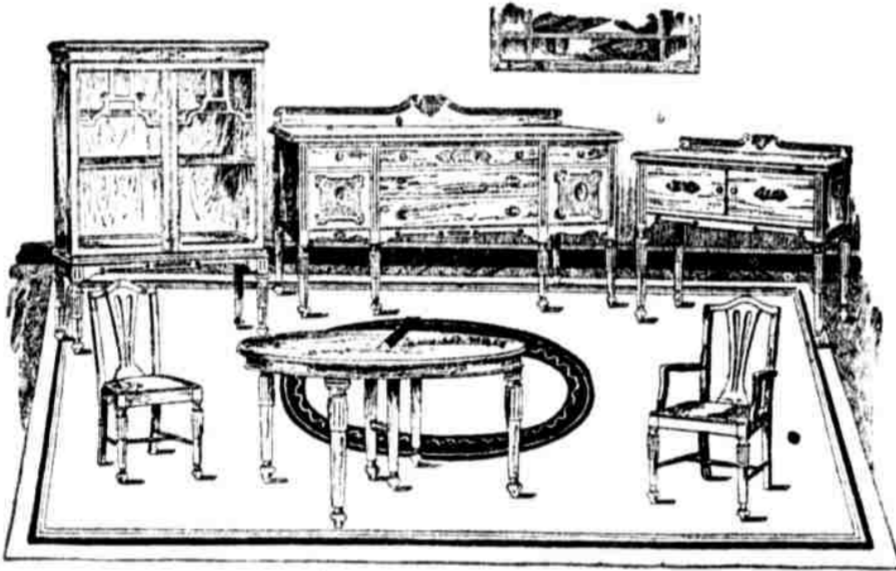
Any tremendous buyer of goods can effect economies of price—the size of the business, its desirability to manufacturers, who have many things to consider, and the shrewdness of the buyer, all may conspire to reduce prices without affecting qualities.

But war conditions did affect quality—and this statement is made with no accusations of mendacity. The heart of American business is true—be it boss of workshop or counting room. But war needs had first call—on materials, on transportation, on labor, on manufacturers. Speed was the thing—and “speed” ran up costs; extra diligence, extra production—effort of every sort was paid by a bonus. It made everything from cutting the tree to silvering the mirror cost excessively. The Profiteer was chiefly a visualization of conditions. No one man got the excess price that you paid.

### Dining-Room Suites in Solid Mahogany and Solid Walnut

Ten-Piece Suites, \$185 Upwards and Including the Remarkable Suite Illustrated Below at \$325 for Ten Pieces

A Conservative Value at All Times Being \$650



Dining-Room Suite of Louis XIV period; solid mahogany or solid walnut; unsurpassed in points of furniture construction. Mahogany drawer interiors, full dust-proof construction. Buffets are 67 inches long, with six legs. It is fitted with five drawers and cupboard ends.

Note the beautiful console effect in the serving table, which is both artistic and practical; artistic china closet with double doors and lattice-effect trimmings. Extension Table is 54 inches in diameter. Set of extra fine high-back chairs, full box frames, molded edges, slip seats covered in leather.

—Gimbels, Sixth floor.

But, worst of all, quality of goods for civilian uses deteriorated—the best of things were picked for war.

Then, no concern, however strong, could fully maintain quality. Everything was conditional—sold that way, to be sure, but—

Well, no sane man would vote another war. That for granted. But quality grades are approximately normal again.

Prices we have driven down until it seems an exact statement that equal furniture quality was at no time sold for less.

Ten years' records seem to bear out this statement.

Everything is to be judged by comparison. Last year; each year, Gimbel furniture has not been surpassed in merit of construction.

“The Gimbel” way—showing furniture in its skeleton form—gives our customers opportunity to study—to see why drawers are “dust-proof,” why dowels hold corners fast, how “solid mahogany” means mahogany all the way through, even where pieces are built up of many thicknesses, for purposes of strength and to give some particular marking of the wood its full glory.

Mahogany and walnut are the favored woods—the woods that the past has shown to be posterity's choice. Of course, enameled furniture has its uses.

The large reductions in prices have given impetus to furniture buying—and thousands of homes are getting partial or complete replacements.

### Prices Average Less Than Half of Last Year's Valuations

Little wonder that business at Gimbels is passing all records! It's the good deep breath after a long period of repression. Meeting a defined need in purchases of such magnitude—

We cheerfully arrange Partial Payments on furniture—giving the purchaser all the Sale's advantages.

**The August Sale is Now in Full Swing**

*Gimbel Brothers*

**Gimbel Brothers**