

Gimbels Fashion Salons Third Floor

GIMBEL BROTHERS
32nd STREET - BROADWAY - 33rd STREET NEW YORK CITY

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The Supreme Charm of Gimbel-Paris Modes

is Manifest in These New Wearables that Combine Parisian Chic and American Individuality

Several Gimbel representatives have just returned from Paris. They saw everything worth seeing—they bought everything worth buying. They brought back loveliest apparel from the world's creators of the best in dress. And now they have adapted these

modes to the needs of their American public. Only a few of their productions are mentioned in this little presentation. The Apparel Shops are a-bloom with scores and scores of the loveliest wearables that art could conceive and artistry execute.

Choosing Fall Frocks

for street wear always begins with at least one dress of navy tricotine. And it's quite remarkable how many artful ways this simple fabric has of making itself altogether different.

Perhaps a bit of georgette embroidered in chenille of gay color, perhaps a few patches of brilliant Baltic embroidery, or colored stitching of effective design. Embroidery done in dull gold threads—eyelet embroidery in self color, white stitching in a plaid pattern, white flannel reverses—these are only a few of the means that tricotine uses to brighten itself. And tricotine frocks are \$25 to \$95!



\$298

The Evening Gowns and Dinner Dresses

show a preference for black spangles, steel bugles, bronze spangles and pocketbook-beads in dull tones. A flash of orange or a flutter of black tulle—the straightest of lines and the most alluring of results.

The evening gown pictured is a skillful blending of lavish beading (it is entirely made of beads and spangles) and extreme simplicity of line. Its dull coloring in exquisite tones will emphasize a fair wearer's radiance! It is priced \$298.

Evening and Dinner Gowns are \$79.50 to \$298.

The Women's Dresses are Sold on the Third Floor

And Mademoiselle Will Wear---

Her suit must be short and box as to coat and soft and rich as to fabric—and if it's fur-collared—so much the better.

\$49.75 to \$250

Her coat will be cape-y of collar—like an 18th century gallant's—and nonchalantly will it drape her in seductive folds.

\$29.75 to \$175

And her frocks—shimmering satins—soft-surfaced tricotines—that wear beads from 9 A. M. to 12 M.—as is written in the bright lexicon of Fashion.

And of course there are pleatings—for so Paris decrees.

Tricotines \$25 to \$95

Satins \$38.75 to \$69.50

And Some Must Be Brown!

The Misses' Apparel is sold on the Third Floor

From Paris---and Only at Gimbel's---Madam's New Hat

Maybe It's a Fancy Like a Spanish Comb: Maybe It's a Posy of Pastel-tinted Suede

Or again a thick studding of coral beads—or an applique of grapes—dully silver—or the melding of all the colors of an autumn sunset with just two sparkling cut jet buttons as accent. Oh, yes—they are different—these hats from France, with that difference that only great artists can create—the difference that is genius.

17 Master Designers of Paris have created these hats for Gimbel's and for Gimbel's alone!

And Post-War Days Bring Them at Pre-War Prices

The Models \$35.00 to \$55

Adaptations \$22.50 to \$38

The Hats Are Sold on the Third Floor

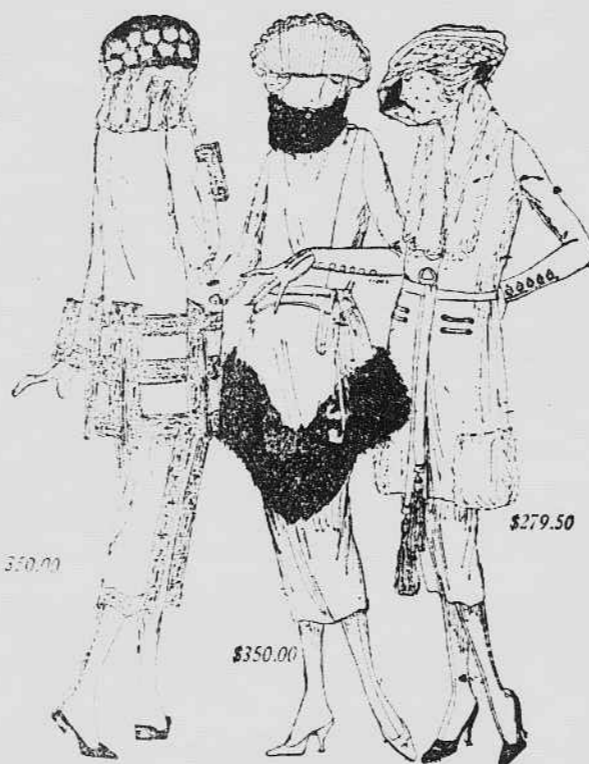


F-u-r-s

As well try to play Hamlet without the Prince as to conceive a modish fall costume without the added loveliness of Fur.

And truly our Fur Shop is prepared to meet a demand for any type of neckpiece, muff, coat or wrap in any of the fine pelts that are worn.

The Furs are Sold on the Third Floor



The Newest Suits

show a decided democracy of taste. Does Madam want a coat of long, straight, slenderizing lines? Then the beaver trimmed suit of suchow veldyne pictured at the right would be perfect.

Or perhaps a box coat is more becoming? It couldn't be more glorious than the hand-embroidered cashmere duvetyn suit shown at the left. It is a zanzibar brown, collared with kolinsky.

And perhaps newest of all is the black satin suit in the centre. Heavily banded with choicest skunk, built on lines of rarest grace, warmly interlined for comfort—a suit that may appear at semi-formal functions—a thing of beauty, indeed.

The new Suits are Priced \$35 to \$350 and they are sold on the Third Floor

The Wrap-Coats

in which Madam drapes her slender self this season are so luxurious in fabric and so lavish in fur that they can really do double duty in the day or the evening.

And it seems that the soft, deep-piled materials of the season lend themselves particularly well to the rich colorings in vogue—the wondrous blues and browns and tans and coppers—in shades lovelier than ever.

And the carefully selected furs which form flattering collars, cosy cuffs and muff-like pockets—what an air of fine luxury they manage to add!

Women's Coats are Sold on the Third Floor



ENTIRE STOCK OF ORIENTAL RUGS

FROM *Vantine's* 5th Avenue

HALF PRICE

Make Your Deductions From Vantine's Price Tickets When You Buy.

Vantine's entire stock—rugs of unusual worth—rugs of unusual size, some of them great rugs of mansion size, as the listings show. Not such a very large stock, we are sorry to say, but a very choice stock, relinquished with regret.

Note letter from the President of Vantine's, at right

These rugs are now offered to you by Gimbel Brothers at exactly half their former prices, the 50% to be deducted by you from Vantine's price tickets.

PARTIAL LIST OF VANTINE RUGS (50% has already been deducted from the prices quoted below)

Kirmanshah, 10.7x15.8.....	\$600.00	Shirvan, 3.1x4.3.....	\$32.50
Shiraz, 4.5x5.6.....	75.00	Kirmanshah, 9.9x20.0.....	1,250.00
Serapi, 9.7x12.9.....	275.00	Mahal, 11.0x15.10.....	425.00
Antique Chinese, 2.0x4.3.....	75.00	Antique Samarkand, 4.3x9.8.....	37.50
Iran, 7.0x13.0.....	162.50	Kirmanshah, 13.9x13.4.....	2,500.00
Anatolian Silk, 4.2x5.6.....	37.25	Antique Chinese, 1.10x3.5.....	127.50
Mahal, 8.6x12.0.....	375.00	Beloochistan, 3.0x5.4.....	38.75
Hamidan, 4.4x8.6.....	50.00	Mahal, 8.6x10.0.....	312.50
Kirmanshah, 9.2x15.10.....	750.00	Shiraz, 3.5x5.3.....	67.50
Beloochistan, 2.10x4.5.....	38.75	Sarouk, 13.0x19.7.....	1,250.00
Bidjar, 10.7x23.8.....	1,500.00	Shirvan, 3.1x4.2.....	32.50
Afghan, 10.0x20.1.....	487.50	Kirmanshah, 14.8x21.0.....	1,250.00
		Kirmanshah, 12.5x15.0.....	1,250.00

And to Make This One of the Greatest Oriental Rug Sales New York Has Known—We Add:

The Entire Gimbel Stock of ORIENTAL RUGS

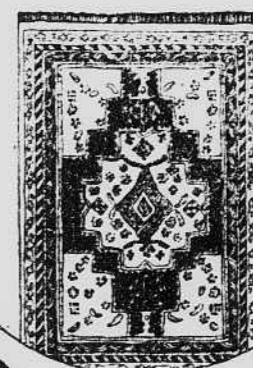
At 25% Off Marked Prices

A Saving of \$67,500 on \$270,000 Worth of Rugs

A horizontal reduction of 25%—on prices already consistently low. The listing will give some conception of the scope of the sale—of the well balanced stock that has been newly augmented by recent importations direct from the Orient. The great beauty of the rugs and their real worth, assured by their selection by connoisseurs, cannot be conveyed by description. You must see them.

Partial List of Gimbel Oriental Rugs: (25% has already been deducted from the prices quoted below)

Mahal, 14.2x10.2.....	\$356.25	India, 8.1x15.3.....	\$168.75
Kirman, 6.8x4.10.....	412.50	Chinese, 10.0x12.9.....	468.75
Laristan, 8.11x11.11.....	371.25	Turkish, 6.4x9.0.....	146.25
Sarouk, 5.1x3.4.....	198.75	Sarouk, 3.3x4.7.....	187.50
India, 10.0x12.0.....	187.50	Chinese, 9.10x13.5.....	506.25
Hamidan, 5.5x11.10.....	281.25	Kirman, 4.7x6.9.....	412.50
Iran, 4.7x6.4.....	225.00	Iran, 4.10x6.9.....	243.75
Mahal, 10.5x13.5.....	356.25	Chinese, 8.11x11.8.....	371.25
Kirmanshah, 8.6x11.9.....	562.50	Beloochistan, 2.11x5.3.....	75.00
Laristan, 8.11x11.11.....	371.25	Sarouk, 3.3x4.7.....	187.50
Beloochistan, 2.11x5.11.....	101.25	Chinese, 7.0x10.0.....	318.75
Kirman, 4.6x6.11.....	371.25	Kirman, 5.1x6.8.....	371.25
Turkish, 7.4x11.3.....	187.50		



GIMBELS RUG STORE—Sixth Floor