




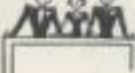





...to grow what they want to, and as much as they want to. But the ... of the



Be-fore the Shout-ing Starts

we'd like to say, very simp-ly:

Since Christ-mas, 324 days have passed. Here at Gimbels  we have used up a lot of them gett-ing read-y for this one. Now we're set: your shopp-ing is eas-y as fall-ing off a log  and more fun. And here's why: (1) new trucks, 34 of them  How your Gimbel Gifts will zip through the streets, like  lightn-ing! (2) new rap-id pack-age sort-ing sys-tem. All con-vey-or belts, they do say, swift and in-ex-or-able as Fate. They trans-form your pack-ages into un-leashed  beag-les, quite apt to beat you home. (3) whole pla-toons  of new help care-fully pre-tes-t-ed for zeal and grace un-der press-ure. (4) brand new tel-e-phon-e ser-vice, of the ver-y lat-est type.

Al-so, since last year, Gimbels  has launched its fam-ous "Truth Cam-paign". What we say  in our ad-ver-tis-ing, is true. Ev-er-y last word of it, and you can bet

your last dime on that! It's made Gimbels a lot of friends  Now

Fort-y days are left to this Christ-mas. We did not in-vent the slo-gan "Shop Ear-ly!", but we see no rea-son why you should not. For here are a few of the hand-some things we've got for you, right now: the new "Take 'Em Home A-live" Shop. Gidd-y trop-i-cal fish  in carn-i-val clothes; mush-y Love Birds, and par-rots  tough and ree-fined; plants that thrive in-doo-rs. We've a new pic-ture gall-e-ry—so mod-ern that a few of the prints will con-fuse e-ven the ex-perts!  We've new mod-ern rooms, graced by ev-e-ry prop-er acc-ess-o-ry—and not a gew-gaw in the lot! Most of all, we have gone hay-wire on house-ware and gad-gets  the kind you don't see every-where. And all, top to bot-tom, at pric-es which are as eas-y to take as a Chin-ese fort-ress! **GIMBELS**
33rd & Broadway

HOTEL IUDOR

Die Idee, einzelne Sätze im Text durch kleine Illustrationen zu unterbrechen, ist schon oft angewendet worden, ist aber immer wieder wirkungsvoll, wenn sie witzig gemacht wird

The idea of interrupting single sentences in the text by small illustrations has often been applied. It is ever effective if wittily done

...of the

MARRIOTT LTD 3
10, S. S. and GNS
be early!
KNIGHTSBRIDGE SW1

DID YOU EVER HEAR A SHEEP SNEEZE?



NO!
THEY WEAR
JAEGER
NEXT THE SKIN