

Gimbel Brothers

Store Opens 8:30

Gimbel Brothers

Restaurant, 7th Floor : Music

Gimbel Brothers

Store Closes 5:30

Gimbel Brothers

Gimbels—Commanding Styles for Eastertide—Gimbels

There is one real fashion center in Philadelphia—Gimbels. Even repeated assertions of the fact had nothing to do with fixing the style status of the house. It is founded on accomplishment. Pretty clothes are sold in many stores. But where else can one be so sure that the clothes bear the hall-mark of correctness?

And, withal, where can anything like equal values be had?

The Gimbel Store, alone, is absolutely self-contained—making for assurance of excellence and economy in production. Let us explain that—for you should not give your business to any store unless assured that the purchase shall be to your advantage—in satisfaction from every point of view. Abroad—the man who for years had most to do with setting the vogue in Philadelphia is our resident chief. Many secure foreign goods, but only comparatively few

foreign styles measure up to the acceptance of the Philadelphia woman. She knows what new fashion is a fashion worth her while. And so does our chief. Hence, foreign fashions of artist selection. Hence, too—approved foreign inspiration for American garments of our controlled production. And this is to your advantage because we are fabric merchants, to the point of supplying the materials to tailors that produce garments for us. Safe, controlled cutting out of waste. That explains why a woman's suit at \$20 at Gimbels is as much, in satisfaction giving, as the usual suit at \$30. Maybe more. This service is yours—on it the continued growth of the business depends. And no store anywhere is growing so fast. Women's fashions have been used in comparison—but we could prove the store just as well by juvenile fashions—or men's.

Millinery—Unusual to a Degree at \$5, \$6 and \$7.50



Millinery that shows effect, designing that places it in class, charming Easter hats, for girl, miss or woman, at \$5, is ample—unbounded.

Sports Hats, Tailleur Hats, Dress Hats, \$5

\$6 and \$7.50—Endless variety—you will find ostrich feather and bandeau trimmed hats. Dainty braid hats; mushroom and Watteau shapes. Dressy leg-horn and all black hats. Hats in colors and color combinations to wear with the new suit.

—Millinery Salons, Third floor and The Thoroughfare, First floor

Neck-fixings Tempting Values

The pretty pieces of neck-fixings that add so much to one's appearance are quite inexpensive here.

Hand-embroidered Vests with surplice front for 50c, value 75c.

Guimpes of fine net, long sleeves; lace trimmed. Special at \$1.25 and \$1.50.

Ostrich Feather Boas in black, white and combinations, finished with tassels. \$1.50, value \$2.

—Grand Aisle, First floor

Silk Stockings \$1.00

For Easter—100 Colors

All-silk, and not loaded. Plain colors or the new fancy effects. The needed perfect match for every Easter outfit.

At 50c a pair—women's boot silk Hosiery; silk where it shows, lisle where the wear is greatest. Black and colors.

\$1.35, \$1.50, \$1.75 and \$2 a pair for women's fancy silk Hosiery; smart effects.

At 50c a pair—women's lisle Hosiery, in bronze, gray and navy. Also mercerized Stockings in black only.

Special—\$1.15 a pair for \$1.50 to \$2 silk Stockings, in black and colors. Not all sizes in every color.

—First floor.

Women's Suits An Easter Readiness

At \$15—you have little idea of the beauty, the smartness and the quality until you see these serge and checked Suits at \$15. Taffeta hand trimming.

At \$15.75—belted and flary cut Suits of serge and checked suiting; new blues, greens, rookie, navy blue or black.

At \$16.75—wool poplin Suits—the talk of the town—you will look at the ticket twice to be sure it is only \$16.75. Navy Suits; also stylish Suits with rippling flare coat—34 to 40 sizes.

Yes, checked Suits at \$16.75, too.

Just arrived—the serge Suits at \$20—the certain style so many have specially asked for—possessing quality, good lines and a few buttons.

Another style—belted—at \$20, that we promise equally as good from standpoints of quality, style and workmanship.

It seems everybody knows the famous \$25 Gimbel Suit—and we think—just a little better this season. You know we planned early. Wonderful variety. Serges, wool poplins, gabardines, checked suitings and silk suits—all at \$25.

—Salons of Dress, Third floor.

Growing Girls Easter Dresses and Coats Fascinating Fashions—Inexpensive

Choose tomorrow the growing girls' Easter apparel. A few items to guide in the selecting—

At \$5.75—charming Dress of challis, in rose, Copenhagen and green. Sizes 8 to 12. Style pictured.

At \$10—smart Top Coats for sports or dress wear, of serge, in plain colors; also a style with deep yoke, in checks and yoke.

Serges. Sizes 6 to 15 years.

At \$5—Sports Coats, in fancy velour checks; deep collar. Sizes 8 to 15 years.

At \$5 to \$13.75—modish Coats for little girls 6 to 8 years, in checks, serges, Bedford cord, silk poplin and taffeta, in checks and yoke. Very dressy.

Girls' Shoe-Top Suits, \$10 to \$19.75. Designed for the hard-to-fit growing girl. Fabrics include serge, fancy tweeds and shepherd checks. Norfolk and three-piece models. Sizes 12, 14 and 16 years.

Sunkist Oranges at 45c a Dozen

California seedless; 3 dozen for \$1, or 35c a dozen. Home, Philadelphia sugar cured; fresh from the smoke house; at 50c. Strictly fresh Eggs, Cedar Lane Farm; 4 dozen, in carton, at \$1.10 or 25c a dozen. Not delivered. India Shell, H. J. Heins Co.'s Sweet Gherkins or sweet Pickled Onions, 3 regular 6 1/2 quart jars for \$1.25 or 40c each. Cup of Comfort, Mild Flavored Tea Value at 4 lbs. 80c or 2 lbs. for 40c. Cooked Ham, Swift's Premium, water-soaked, at 40c lb.; counter delivery. Old-Fashioned Ginger Leaf Cake, our own baking, at 15c each; counter delivery. Specially Scratch Feed for chickens, Park & Pollard's; 25 lbs. for 75c or 100-lb. bags at \$3.45. —Chestnut Street Annex

Tots' Coats For Easter: New

All with the beauty of spring-time. New fashions, new colors and new lowness of price.

Little tots' Coats that have just arrived. Choice of rose and Copenhagen silk. Cunning models for those 2 to 6 years of age. Special at \$6.50.

Tots' tailored Coats, mannish lines, of serge and shepherd checks that are much favored this spring; sizes 2 to 6 years. \$5.50. Sports Coats, in rose, peach and Copenhagen corduroy; detachable wash collars; sizes 2 to 6 years. Unusual values at \$7.50. —Second floor.



\$6.95 for \$10, \$15, \$18 \$20 Hats for Women

Models—Samples from a 5th Avenue Importer

His trimmed hats—styles from which he'd expected and did win big orders. We've his samples—his models. Of course, we are proud of such an offering. The hats beautiful beyond compare.

No Two Styles Alike Each a Model of Beauty

Made of the finest real horsehair braid, genuine Italian Milan, fancy hand-blocked liseré, and rough braid in sailors, turbans, large mushroom, and tricorné shapes; trimmed with silk, imported; also novelties, velvet and ostrich fancies.

These are copies of Susan Cabot, Jeanie, Marguerite and Leonie and Lewis models as for shape and trimmings; in fact, there are some original imported models in the sale. Most black, navy and also high colors in large picture hats and sports.

The price the marvel at \$6.95, for the values are \$10, \$15, \$18 and \$20. —The Thoroughfare, First floor.



Wings: Peroxylin Laces and Plateaux

Ready-made Ribbon Bows and Wings, wired and pasted ends; variously at \$1 to \$1.75.

Hair and peroxylin Laces and Plateaux, for making and trimming hats; the laces at 25c to \$1; the plateaux at 75c to \$4.50. —Third floor

WAISTS Women's Coats Spring Styles

Of Beauty, of Unusual Style—Yet Look at the Low Prices

Radium Taffeta Blouses, like sketch, at \$3

Two-toned in maize and -white, flesh - and -white, rose- and -white. The Blouse of white with the color mingling in the panels in a s u s p e n d e r idea fold—the contrast trims both the collar and sleeves.

\$3.95 \$2 20 Other Models in Up-to-the-Minute Styles, \$3

Crepe de Chine, habutai, radium or plain radium taffeta. High colors or in flesh-and-white and black included.

\$3.95—crepe de Chine Waists; box-pleated front and back; the fashionable flat collar; sleeves and yoke heavily corded. This Blouse comes in flesh, white, peach, maize and black.

SPECIAL—Waists for Saturday Selling \$3.95; Value \$6.50

The Imperial frill Blouse of Georgette crepe, soft falling frill; hemstitched sailor collar, long sleeves, artistic cuffs. White, flesh and navy blue.

At \$2—Blouses—a smartly buttoned collar and revers of white organdie, trimmed with a narrow frill of the batiste in the color of the waist. The sleeves are also trimmed with a white frill on the French cuff of organdie.

At \$2—Blouses of white voile with the Imperial frill. The soft frill falls gracefully from the sailor collar to the waist-line; edged with deep German Valenciennes lace edging and trimmed with fine embroidered organdie; stylish long sleeves, Valenciennes lace-trimmed.

Of Voile; 2500 Blouses at \$2

Of voile, in lace-trimmed, striped voiles, of wide or in narrow stripes. Sheer lawn, with pleats and lace; styles that are exclusive; some with double cape collars, fluffy Blouses of soft materials. Waists with Imperial frills; sailor collar styles; tailored Blouses of linen and hosts of pretty styles shown first tomorrow in the Salons of Dress, on First floor, Annex, and in the Aisles.

At \$5—Georgette Blouses; others of crepe de Chine, radium lace, Brussels net. Exclusive styles in all the wanted colors.

At \$5.90—Georgette crepe, crepe de Chine, silk shadow lace, Brussels nets, soft frill styles, deep pleats, high colors and pastel shades. —Salons of Dress, Third floor and some on Aisles, First floor

Women's Easter Shoes

High shoes and low Shoes, patent calf boots—kid and cloth top gun-metal boots, cloth top glazed kid boots, kid and cloth tops—choice of the several correct heels.

Low Shoes—Colonials, Pumps, Ties, Oxfords—patent leather, gun-metal, glazed kidskin, white canvas, white Nubuck, bronze kid; black. —Second floor.

Men's Easter Clothes

A Service of Exactness—A New Suit for One That Fails

We can give bigger dollars' worth in ready-to-wear clothing than any tailor can give on a custom job—because the "ready-to-wear" tailor doesn't have to bother with you—time is money; "bother" is not "attention."

It's efficiency. To be sure—but that's another story.

Eighty-One Distinct Styles of Suits at \$25 Forty-Two Good New Styles at \$15 Kuppenheimer and Society Brand Suits and Overcoats at \$20 to \$40

And we shall not let the clothing people hide behind "dye-shortage," "wool advances," "higher tailoring costs" or anything else.

We are having our own troubles to maintain stocks—but you shall have no trouble. And so, in one big comprehensive—and most sincere way—we say: A new garment for one that fails.

\$15 Men's and young men's suits—worsted, cassimeres, flannel, tweed, serge, silk-mixtures; pencil, hairline- and chalk-stripes; cricket flannel—blue, brown, green, gray, in solid colors. Plenty of belted suits included.

Specials Men's \$18 to \$22.50 spring overcoats. The knitted fabric with silk yoke; covert cloth, box- and form-fitting; novelty mixtures; black-and-white; quarter silk-lined Chesterfield—choice of Oxford-gray and black. **\$15**

Full Dress Suits at \$25 to \$30 Trousers at \$3.75 to \$7.50 Cutaway Coat and Vest at \$20 Dress-Business Vests Variously to \$35 \$3 to \$7.50

Subway Store Men's and Young Men's New Spring Suits **\$10**

—and at \$12.50. Included at \$10 are the snappy "High School Suits" with extra pair of trousers, for young men. —Subway Store.

Gentlemen! Your Linen and Scarf!

A man is best off who doesn't bother, but who leans on a safe store. Sometimes he pays a needless quarter by such carelessness—but he feels right.

At Gimbels—chances are you'll save the quarter. We do not charge for taking care.

Shirts, \$1 to \$6. Scarfs, 50c to \$2. —Ninth and Market Corner, First floor

Men's Hats Three best bets—the selection is yours—Gimbel "Lenox" soft and Derby \$3. —Market and Ninth, First floor. —Gimbel—soft hats—\$2. —Grand Aisle, Ninth St., west floor. —Peterson—soft and Derby—\$3.50 and \$5. —An tiger! —Mink \$3 to \$3.50. Derby Hats at \$2. —Second selection of a make so good that a "second" is good. —Ninth Street Corner, First floor.

Palm-Sunday Saturday Specials in the Subway Store

Women's \$5 Low Shoes, \$3 —SUBWAY STORE.

Thousands and thousands of pairs in this Easter readiness!—many women will choose tomorrow.

Here are Pumps and Low Shoes in black and favored gray kid, sand-color kid and two-color combinations; light-weight welted soles; plenty of sizes—positively wonderful values at \$3.

Children's White Shoes Nu-Buck and Sea Island duck—broad toe lasts, at \$1 to \$3.

Boys' \$2.50 to \$3 Patent-Leather Shoes at \$1.85 These are Kreider Shoes (so well-known); button and Bluchers; Goodyear sewed soles; sizes 9 to 5½.

Men's Shoes: Special at \$3 2000 pairs ready!—welted oak soles; styles for old and young; all leathers and all sizes. \$3.

Special for children—patent-leather dress Shoes, cloth and dull kid tops; also white Nu-Buck tops; full round toes, stitched soles, as to size, at \$1 to \$2.50.

Easter Fashions—A Riot of Color—Gay and Plain Styles Vie for Favor

In These Charming Coats: Suits and Dresses—Temptingly Low Prices

—SUBWAY STORE

Coats in checks, poplins, whipcords and serges, at \$3.95 to \$15—14 to 44.

Coats—Serges, checks and novelty mixtures, at \$3.95 and \$5—broken sizes.

Extra-size Coats—wanted shades and materials, at \$10 to \$17.95—sizes 46 to 52.

Easter Suits—many copies of high-priced models—poplins, serges, gabardines, plain and velour checks, in wanted shades. Sizes 14 to 44, at \$10, \$10.95 and \$12.95.

\$15 to \$25 Embraces the Fine Full Line of Suits—Sizes 14 to 44

Dresses—silks, crepe de Chine, poplin, taffetas, at \$6.95 to \$12.95—sizes 14 to 44.

Girls' white Confirmation Dresses—for 6 to 14 years, at \$1.95 and \$2.95, values \$2.50 to \$4.

Girls' Coats—checks, serges, silks, poplins, moires and mixtures; sizes 6 to 14 years, at \$2.95 and \$3.95, values \$4 to \$5.

Junior Girls' Coats—serge, mixtures and checks; sizes 13 to 19 years, at \$3.95 to \$10.

GIMBEL BROTHERS MARKET : CHESTNUT : EIGHTH and NINTH