

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Friday, March 23, 1917

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# The Gimbel Store is Richer Than Ever in Fashionable Things FOR THE SPRING

## Misses' : Girls' Easter Attire

In Bright Colors and Youthful Fashions for Every Age from 6 to 20

A riot of colors marks these captivating styles for the little girl, the intermediate and the young miss. Gimbel's the logical place for mothers to outfit their young daughters with Easter Suits, Coats and Dresses.



Little girls' Dress Coats at \$5.75. Girls' Coats of shepherd checks with large shoulder and cape collars, at \$10. In 8- to 14-year sizes.  
Girls' Coats of velour and poplins in bright colors, at \$13.75.  
New "yoke" Coats, for the intermediate girl, at \$16.75. One style pictured.  
Silk Dresses, for girls 8 to 14 years—with all the new style touches, at \$10.75 to \$25.  
White confirmation Dresses, at \$5.75 to \$19.75.  
Misses' Sports Suits at \$15, \$19.75, \$25 and \$29.75. Choose from gabardines, serges, poplins and jersey. In navy blue, soldier blue, rose, raspberry, stem and apple green, gold, mustard and others. Cable stitching and buttons form the trimmings. In 14- to 20-year sizes.

Misses' Spring Suit, \$35  
Girls' Spring Coat, \$16.75  
Fashioned of Poiret twill, gunniburl and finest gabardine. Beautiful pastel tints. The majority copied from Paris models. Linings pretty enough to wear on the outside.  
Enticing models in misses' spring Coats, at \$15, \$19.75, \$25 to \$45.  
Pretty girlish Dresses of serge or silk, at \$10, \$13.75, \$15 to \$39.75.  
—Gimbels, Salons of Dress, Third floor.

## Handkerchief Linen Waists

Rose, Blue, Lavender—at \$3.75

And mighty good value. With simply enormous collars—white, color-bordered—that roll high in the back and flare widely in front and are generally stylish and becoming.  
In yoke style, with "just a scrap" of fullness front and back. Fastens with one big, big button—at \$3.75.  
Speaking of waists in color, ask to see the cotton  
Waists at \$1, \$2 and \$3  
Solid colors—white with colored stripes or figures—or with both.  
Gimbels, Salons of Dress, Third floor and some on First floor, Grand Aisle.

## What Buying at Gimbels Means in Women's New Spring Coats

Authentic styles!—the models of Paris. Tested fabrics—tested for styles, quality, service. Sound tailoring—which tells the "set" and in the "wear," and by far—  
The Best Values in Town  
For as little as \$10.75, good-looking serge coats in black, blue, green.  
At \$13.75, wool velour check coats.  
At \$15 and \$16.75, wool velour coats, in green, gray, gold, rose, mist, beige.  
At \$16.75, the best silk-trimmed gabardine Coats we ever sold. In blue or black—silk-lined.  
At \$19.75, \$25 and \$29.75  
New line Coats—very handsome—of silk poplin, taffeta, burrilla, gunniburl, tricotine, gabardine, suede-bolivia and serge.  
Four Saturday Specials  
Burella Coats, all colors, at \$19.75.  
Silk poplin Coats, black and colors, at \$25.  
Suede-bolivia Coats, all colors, at \$25.  
Cable-stitched Velour Coats, in colors, at \$25.  
—Gimbels, Salons of Dress, Third Floor.

## The All-Important Easter Hat

Fifteen hundred newly-trimmed beauties. In Black. In Black with Beige or gray facings and trimmings. In every Paris-approved color. In the new color-combinations.  
At \$5 to \$12.50  
Chic, smart hats, close fitting hats, Tricorne—"different"! Mushrooms—the new mushrooms. Broad brim dress shapes.  
The Favorites Are in Shiny Straws  
with the new eira, ribbons and flowers, or with smart wings and wing-like bows. Or with novelty plumage and plumage-ornaments.  
—Gimbels, Third floor, Millinery Salon.  
At \$5 to \$7.50 in the Newly Opened First floor, The Thoroughfare—Trimmed Millinery Annex

## Misses' and Children's Easter Hats

Look at the Styles, Qualities, Colors Then—Note—  
\$1.95  
Milan hemp—made as an active youngster's hat needs to be made. And with the two-piece comfortably fitted lining.  
But the colors! Rose, Copenhagen blue, navy, sand, white and two-color effects.  
Mushrooms and sailors—some as Chinese as can be.  
Trimnings: Mostly ribbon or hemp-flowers.  
Other Misses' and Children's hats—straws, crepes, Panamas, Italian Milans!  
At \$3.50 to \$12 —Gimbels, Children's Millinery Section, Third floor.



Serge Suit at \$10.75  
White Confirmation Dress

## A Million Dollar Greater Stock Than a Year Ago--More Beautiful Things Than Usual From Paris--Wonderful Variety: Safe Economy

Saturday Ends the Season's Wonderful Fashion Show—Living Models, 11 to 12:30 and 2:30 to 4

Thousands are proving the new efficiency, the new helpfulness, the new and altogether-safe economy of the Gimbel Store. There is no doubt about the big, fine facts—  
1st. Larger, richer stocks.  
2d. Much larger stocks as well of the less-costly goods.  
3d. So much the best values—real values—that the Store is acknowledged to stand first in value-giving.  
4th. Continued watchfulness to keep out goods that "sound" cheap but "prove" dear.

5th. A service that saves you, and that is not an excuse for snob-bishness.  
6th. A leadership in fashions that gives full zest to your purchases.  
A railroad cannot afford palatial trains unless it has a vast other business in freight and modest trains. The dollar excursion trains for Atlantic City helped everybody. By the same token, the Gimbel Store sells fine goods better and modest goods better because it sells both kinds. The larger business reduces costs and prices.

Practically Any Figure, From 34 to 48, Can Be Fitted at Each Price in—

## The New Easter Collection of Women's Suits, \$15.75 to \$29.50

Not only fitted, but becomingly fitted. That \$15.75 group of styles for example is a better-than-ever value group of serges, wool poplins, various suitings and mixed fabrics.  
At \$20, \$25 and \$29.50—Over a Hundred Styles to choose from. And each—smart Tailleur sports or dressy kinds—beauties of serges or gabardine.  
Sports suits—such sports suits as have set the town talking!  
And the \$20 suits come in this color range—(shades usually found only in high-priced fabrics)—gold, mustard, apple green, field tan, porcelain and navy blues and black.  
And Every Suit Cut on Specialized Lines to Avoid Need of Alterations  
Saves you dollars—saves you time!  
—Gimbels, Salons of Dress, Third floor.

## Newly Arrived Broad Shoulder Sweater Coats

Spring has officially made its appearance—so a new Sweater Coat is in order! Gimbel's ready to supply every demand.  
Misses' Sweater Coats of fancy wool weave; large middy collar, belt and pockets. In a pretty rose shade. Sizes 32, 34 and 36, at \$5.  
Fancy weave in women's Sweaters, cut on mannish lines. In rose, delft, navy, black and white at \$5.  
Women's Sweater Coats in Shetland weave with large collar, belt and cuffs of pocket in stripes. Choose from purple, delft, corn, green and white. \$7.50.  
Effective Sweater Coats of fiber silk, at \$13.50.  
Novel models in silk Sweater Coats, at \$21.50 to \$45.  
—Gimbels, First floor.

## Gentlemen! Easter Overcoats and Suits ARE READY

### "Kuppenheimer" and "Society Brand" Makes

\$20 to \$40 Let's See What the Money Buys



Would you, as an art collector, with no care for costs, choose a Corot or a Rubens or the pot-boiler picture of a Latin Quarter student?  
Almost as wide gulf between the art—the designing—of a Kuppenheimer or Society Brand Suit and one from the average tailor, and this wonderful designing is yours to enjoy at trifling expense because these two houses have built businesses totaling some twenty million dollars a year—and either house can better afford to pay a designer fifteen or eighteen thousand dollars a year than a small business could afford to pay twelve hundred.  
These big businesses do two things—inspire genius and give genius its dues.  
Kuppenheimer and Society Brand Spring Overcoats and Suits, \$20 to \$40.  
They're top, gentlemen.

## The Selling of Suits at \$15 Goes On. And Overcoats

All-wool fabrics; silk-sewed seams; good styles and varied. Plenty of snappy models for young men.  
Plenty of big sizes—for men up to 50-inch chest.  
Gimbel prices are based on the new efficiency plans of the business.  
We have no competitors but our own history—and we are so mightily near giving as much for your dollar as we did a year ago that we have practically saved you from the so-called market advances.  
And we have held to all-wool fabrics; to silk-sewed seams and fast color. This is the guarantee—  
A new garment for one that fails.  
—Gimbels, Second floor, Ninth Street

## Spring Hats for Men

Men have ample choice this early—  
Lenox Hats, at \$3 and \$3.50—best soft hat styles in the city at the prices.  
Stetson Hats, at \$4 and \$5—world-standard styles and qualities.  
Soft Hats—The Gimbel \$2.50 Special, at .....  
"Dependo" Hats—soft and stiff—rare values at \$2.  
Men's Caps—new spring styles at 75c to \$3.  
—Gimbels, First floor, Market and Ninth.

## Men's New Spring Silk Crepe Suits Many With Extra Trousers \$10

Four-in-Hands at 65c  
All the More Desirable Because They Are \$1 Kinds  
The maker has a business that warrants buying quantities of silk ahead of needs—and here's an instance where a favored customer (Gimbels) was given the advantage of the low early price paid for the silk of which these ties are made.  
New spring patterns and colorings, and also plain colors.  
65c instead of \$1.  
Uncommonly good opportunity to get—  
Men's \$1 and \$1.50 Shirts at 85c  
Printed and Woven Madras—Printed Cotton Pongee  
These shirts are in attractive stripe patterns; five-button fronts, soft cuffs, roomy, good fitting cut. At 85c, instead of \$1 and \$1.50. It's a good idea to get a half-dozen or more.  
—Gimbels, First floor, Grand Aisle, Ninth Street.

In addition to grays, browns, olives and fancy tan mixed tweeds, there are shepherd checks, velour checks and navy blue serges—best looking styles in most dependable fabrics, for ages 7 to 18 years, at \$10.  
Boys' Norfolk Suits Aplenty at \$6.50, \$7.50 and \$8.75—and extra trousers with most of these Suits.  
Confirmation Suits for boys 7 to 18 years old—all-wool blue serge; pinched-back models, special at \$8.75.  
Spring Reefers for boys 3 to 10 years old, at \$5—the cutest little check and plain- or mixed-color styles imaginable.  
Wash Suits for boys 3 to 10 years old—attractive, new middie, regulation, Norfolk, Eton-Norfolk and many other models at \$2.95.  
—Gimbels, Third floor.

## Men's New Spring Shoes and Oxfords: \$3.50 to \$7.50

A very smart style has the new wing tip with perforations; \$7.50; in cordo calf.  
"Welbred" Oxfords, in a rich nut-brown Cordovan (horse-hide) with a smooth and glossy surface for style and service; \$7.50.  
These shoes and oxfords cannot be duplicated on today's market for less than \$9 a pair.  
Boys' New Spring Style Shoes at \$2.25 to \$5, as to Size  
English style lasts, also mannish lasts—smart and up-to-date styles boys like. In dark tan gunmetal calf or patent-colt; \$2.25 to \$5.  
Special. 250 pairs of boys' \$4 Shoes, at \$3.25; Blucher style, mannish last; in dark tan calfskin, with solid welted leather soles—can be half-soled again.  
—Gimbels, Second floor.

## Abundant Tresses Required for the New Coiffures

The coiffure bears an intimate relation to the Easter hat. The hair must be dressed correctly to insure the becomingness of the hat. If your own tresses are not sufficient for the new style hair-dressing, a switch or transformation will give the required results.  
20-inch Switches of fluffy hair, at \$1.  
24-inch Switches of fluffy hair, at \$2.50.  
24-inch Switches of naturally wavy hair, at \$3.25.  
28-inch Switches of naturally wavy hair, at \$5.75.  
Three-quarter Transformations of wavy hair, at \$1.35.  
All-around Transformations of naturally wavy hair, at \$5.50.  
Visit our Maison de Beaute Hairdressing Parlors for expert and scientific service.  
Children's hair cutting a specialty.  
—Gimbels, Hairdressing Parlors, Third floor.

## The Subway Store—Your Easter Store—For Correct Fashions of Dress—Inexpensive

Three Special Price Groups for Women's \$10.85, \$12.85 & \$14.90 and Misses' Brand New Spring Suits—  
Suits made by well-known New York manufacturers, and that means quality in addition to low prices, so early!  
Velours, wool jersey, gabardine, French serges, wool poplin, taffeta, English tweeds and shepherd-checks. Ultra sports styles; also plain and tailored, and fancy-trimmed models, high belted or the more plain effects.  
Colors are—Rose, gold, mustard, navy, black and apple green. All sizes, 14 years to 44 bust—and for Juniors.  
Women's and Misses' New Spring Coats at \$5, \$6.95, \$9.75, \$10.75, \$12.75 to \$25  
Styles vie with colors for attractiveness—velours, burella, taffeta, silk poplin, gabardine, poplin, French serge, tweeds, mixtures and other wanted colors. Sizes 14 years to 44 bust—for Juniors, too.

Men's and Young Men's New Spring Suits and Overcoats—Prices, \$10, \$12.50 and \$15  
Timely choice of the newest fabrics in conservative and "snappy" models—  
Conservative models that have "cold water shrunk" canvas fronts (the best), thus insuring lasting shape, neat taped edges—shoulders well rounded, close-fitting collars—mohair linings. All sizes.  
Also particularly attractive styles for young men.  
Overcoats—a variety of season's newest styles in wanted models—"snappy" fancy mixtures for young men, as well as quiet colorings and patterns for men conservative.  
Thousand Boys' Blue Serge Norfolk Suits at \$5, \$5.75 and \$6.50  
For dress and confirmation—all-wool, fast color—all sizes; for ages 7 to 17 years.  
—Gimbels, Subway Store.

New Spring Shoes for All  
An exceptionally good early readiness—and prices are moderate.  
Men's Shoes, at \$3.50—"English" narrow toe shapes, and full broad toes and straight lasts; patent-leather, gun-metal and tan calf; Goodyear-sewed oak soles; sizes 5 to 11—every pair dependable!  
Boys' Shoes, at \$2.25 to \$3—serviceable, good-looking "mannish" lasts; patent-leather or dull calf, broad toes—sizes 10 to 13½, at \$2.25; narrow English last; sizes 1 to 5½, at \$2.50 and \$3.  
Children's white Shoes, at \$1 to \$3—button; nubuck or white canvas; also patent-leather with white tops.  
Women's high lace Shoes, at \$4.50—ten styles—gray, brown kid and white—high and low heels.  
—Gimbels, Subway Store.

THOUSAND WAISTS AT \$1 FOR WOMEN  
New lingerie and semi-halter styles in newest shades of teal, rose, blue and white each.

GIMBEL BROTHERS MARKET : CHESTNUT : EIGHTH : NINTH