

Gimbel Brothers Store Opens at 9 **Gimbel Brothers** For Tomorrow—Saturday **Gimbel Brothers** Store Closes 5:30 **Gimbel Brothers** Friday, April 11, 1919.

Monte Carlo is the proving-ground of world fashions—Paris tries out its dearest creations there, and proclaims them as the "vogue" or sorrowfully turns to something else, as Monte Carlo accepts or rejects.

So close does our Paris resident staff keep to the throne of fashion that the Gimbel Store season after season is first to show the new fashions in anything like ample variations.

This season our forecasts have been splendidly upheld.

Gimbels lead in fashions. Gimbels lead in value-giving.

"Gay," Says Paris—"Gay," Says New York—"Gay," Says Atlantic City—"Gay," Says Philadelphia

Millinery—Bright with Colors—at \$6 to \$25



Whether dress-style or tailored. Whether "Suit-hat," or garden party hat, or Class Day, or Easter wedding hat. Whether big or little hat.

Plenty of Leghorns—and Leghorns Combined with Suit-color
Brighter, lighter, "different" from the usual suit-hat.
But Reds, Greens—New Blues and Black, Made Brilliant With Color
Gay with ribbons. Gay with every kind of ostrich. Gay with flowers.
Gay with ornaments. Gay with fruits. Gay!

At \$6, \$7.50, \$8.50, \$10.50, \$12.50, \$15, up to \$25
—Gimbels, Millinery Salons, Third floor.

Leghorn Hats—For Girls of Ten to Fifteen—Special at \$3.50

Big hats mostly—poke-backs, cut-out backs and all-round flopping brims. Crepe-faced with becoming color. With ribbon-streamers—or with "black-eyed Susans" or great daisies and hand-stitching. Stunning!

—Gimbels, Children's and Misses' Salon, Third floor

Women's Wraps—Easter Readiness

—Capes—Capes—Capes—
—Dolmans—Dolmans—Dolmans—
—Novelty Coats—Street Coats—

Specials for Saturday's Selling

At \$29.75 (save \$5.25)—Novelty-silk-lined Serge Capes; navy blue and black.
At \$25 (save \$4.75)—Silk-lined Serge Capes; navy blue or black.
At \$16.75 (save \$3)—Novelty-style Capes of Wool-Poplin in navy blue.
Three of the smartest styles of the season.
Full-length, Full-sweep Tricotine Capes at \$32.50
Silk-lined.
Navy blue and sand.
And tricotine in "great high favorite!"
Novelty Dolmans—Novelty Silk-Lined at \$35
Of wool-poplin—Or of wool-velour.
And a Very Comprehensive Assemblage of Dolmans, Coats and Capes de Luxe
Bolivias, tricotines, duvetynes and men's-wear serge—
Special at \$39.75, \$45, \$49.75 and \$55
—Gimbels Salons of Dress, Third floor.

For Fickle Spring Days

Girls' Capes and Coats at \$10, \$15 and \$19.75



Undoubtedly on Palm Sunday, as well as Easter, the young girl will need a cape or coat to wear over the new dress. Best choice at Gimbels at these three prices. Variouly at \$10, \$15 and \$19.75.
The Capes of navy blue serge and velour, in pretty spring colors. Military and coat models. In 6 to 14 year sizes.
And Coats—belted models with flare skirts. These of serge, poplin, velour and gabardine. In navy, Pershing blue, Peking and tan.
Girls' Pretty Silk Dresses at \$10
Of taffeta in blue, rose and green. With wide belt, pockets and collar finished with bow of contrasting color. In 8- to 16-year sizes, at \$10.
Other silk dresses for girls, at \$15.75, \$18.75 and \$19.75.
—Gimbels, Salons of Dress, Third floor

"It's Easy Choosing—at Gimbels"

Women's Suits at \$25, \$29.75, \$35, \$37.50 and \$39.75

And please remember that—
Gimbel Suits at \$25, \$29.75, \$35, \$37.50 and \$39.75 are Literally Unmatched Values
Every Suit demonstrates Gimbel Superiority.
Every suit is the best possible proof of the careful study—the wonderful preparedness—that the Gimbel Suit-Salons are famous for.
Variety That Ranges From the Shapely, Slightly Fitted Tailleur Models to Smart Novelty Styles
Cute styles for cute figures.
Stately styles for stately figures.
Styles for short figures that seem to "add inches."
Styles for large figures—styles that "slenderize."
Styles for athletic women—the sports styles that "give" to vigorous movements.
Serges—Jerseys—Gabardines—Tweeds—English Mixed Suitings
All in the right suiting-weights.
All in clear colorings.
And Expert Fitters Who'll Turn That Hem in a Jiffy
—Gimbels, Salons of Dress, Third floor

Every Capricious Taste is Met in Misses' New Suits

Whether She Prefers Silk or Woolen Fabrics
For instance—Charming Taffeta Suits in navy blue; blouse model with contrasting color vestees—and narrow belt—at \$25. And silk suits, dressier types—up to real gems, at \$75.
At \$29.75, \$35, \$39.75 and \$45
—are suits that include every style that fashion creators have ordained correct for spring and summer.
Every fabric—Serges, Poirer twills, gabardines, poplins and jerseys.
And colors that are typical of the glad spring season. Also navy blue and black.
For ages 14, 16 and 18 years.
—Gimbels, Salons of Dress, Third floor

Ahead in Clothing!

It paid us to hold to our good standard during the war—to keep out shoddy and cotton; to hold to silk-sewed seams; to hold to fashion, fabric and fit—to stand by you.
And with thousands of our customers in khaki we still increased our business on civilian clothes—won more thousands of customers.
Now, with demobilization, we shall pretty nearly double past business—holding the thousands we won.

**Kuppenheimer Suits, \$30 to \$70
Society Brand Suits, \$30 to \$70
Top Coats, \$33 to \$50**



Headliners of Fashion—
Kuppenheimer Rambeau Suit—double breasted; slant pockets; military back; one-button, soft roll. \$30 to \$60.
Society Brand "Pair of Aces"—one a single-breasted style; the other, camouflage double-breasted—the dash of double-breasted style with the seasoned lightness.
Kuppenheimer "Biltmore" is a model for men who "have arrived." Three-button, soft roll lapel to second button; natural shoulders; slightly shaped back.
Then "The Aviator"—rows of stitching outline waist and make cuff.
The Society Brand "Budd" is a two-button, soft, roll-style with patch pockets. "The Streamline" catches with one button. And then there is "The Poole," "The Marne" and "Hancock".



Seven Hundred Quarter-Silk-Lined Suits at \$28
Single- and double-breasted; plenty of the waist-line models.
2000 Worsted Suits at \$35
The big Easter drive!—the offer that will center some more of the Philadelphia clothing business here for keeps.

Spring Overcoats, Topcoats, Gabardines and Cravenettes, \$18 and \$22.50

—each a decided bargain.
Kuppenheimer Rainsheds—satin shoulders and sleeve lining. \$25.
Other Raincoats, \$8.50 to \$25—rubberized and cravenetted.
Hungerford-system Trousers, \$4.85 and up. Every seam is silk-sewed.
—Gimbels, Second floor

The Boy's Easter Suit Must Have a Belt that Buttons On

He's father to the man—he's set in his ways for dress—if you will make him dress. And he thanks you for making him. Mother likes a belted suit always; the boy likes the waist-line model, but he likes buttons on the tail of his coat. The 1919 fashion hits the fancy of all.
Boys' Norfolk Suits, \$12.50 to \$27.50—with two pairs of lined knickerbockers, \$16.50, \$18.50 and \$20.
Boys' Blue Serge Norfolk Suits, \$12.50 and \$13.50—two pairs of knickerbockers.
Boys' Junior Overcoats, for ages 3 to 10—\$7.50, \$8.75, \$10 and \$12.50.
Boys' Junior Suits, \$8.75 to \$15.
—Gimbels, Third floor

Soft, Snowy Buckskin Shoes

For Misses' and Children's Easter Wear
Smart new styles that are also designed to guard the comfort of growing feet. And customers tell us prices are wonderfully moderate!
Infants' White Buck Shoes—laced or Misses' White Buck Shoes—button closed with dainty pearl buttons. Broad toe. Sizes 2 to 5, at \$3.50.
Same styles with wedge heel and tip, in sizes 4 to 8, at \$4.25.
Children's White Buck Shoes—extension soles, white welt. Sizes 8½ to 11, at \$6.25.

Men's Spring Hats

Soft Hats Stiff Hats
Exceptionally Strong Value
At \$3 At \$3
Leading Colors Black
These are a better than good value at the price—\$3.
Stetson Spring Hats at \$7.
Special—Men's Soft Hats and Spring Tweed Hats, at \$1.85.
Caps—Men's, new shapes, new colors, at \$1.50. Others for men and boys, at \$1 to \$2.50.
Boys' Serge Caps and Tams at \$1.50.
—Gimbels, First floor, Just in Off Market at 9th

Old-Fashioned Chocolate "Ice Cream Drops" at 50c lb.

Other Candy Specials
Chocolate-covered Nougatines, at 55c lb.
Assorted Jordan Almonds, at 50c lb.
Chocolate and Vanilla Solferino, at 40c Golden Rod, at 45c lb.
—Gimbels, Chestnut Street Annex, Grand Aisle and Subway Store.

Subway Store: Women's and Misses' Dolmans at \$16.50, \$19.75, \$25 and \$29.75 Girls' Cunning Serge Capes



Dolmans have simply leaped into favor this spring! Some very pretty styles in Gimbels-Subway Store. Beautifully draped models, with muffler or the rever collar. Materials include velours in pretty colors; serge in navy blue and poplin, in Peking, navy and black. All sizes for women and misses.
Capes Are Also Favored At \$8.95, \$10.95, \$13.95 & \$19.75
Models that meet every demand of fashion. Twenty-five styles to choose from. Of navy blue serge, velour and broadcloth in colors and khaki-cloth. With and without yokes, braids and button-trimmed. All sizes for misses and women.
The \$19.75 Suit Sale
First Floor Thoroughfare and Subway Store:
Is still the center of interest for women and misses. Savings a fourth to nearly a half.
Sports styles—blouse styles—box styles—plain tailored styles.
Of gabardines, serges and poplins.
In navy blue and every color that will be fashionable this spring, \$19.75.
In 14-, 16- and 18-year sizes. And women's sizes 36 to 53.
—Gimbels, Subway Store

Special \$5
Picture shows one of the clever styles. Both are of navy blue serge. One in coat style, button-trimmed. Just the cape every young girl covets. In 6- to 14-year sizes. Exceptional value at \$5.
Other stunning Capes for girls, at \$7.95, \$8.95 and \$10.95.
Every Girl Must Have a New White Dress for Confirmation and Wear After
Scores of pretty styles. Of batiste, organdie and net. Pretty laces and embroideries are used as trappings. For ages 6 to 16 years.
At \$2.95, \$3.95, \$5 & \$5.95
12,000 Jeweled and Enameled Pins With Sterling Tops at 40c each
Crescents and Harvest Moons in rhinestone settings or with combination settings. Horseshoe Pins, at 40c each.
Enameled Bar Pins in a delicate pastel coloring with floral decorations. All these styles in this special lot at 40c. Worth double.
—Gimbels, Subway Store

Subway Store: Men's and Young Men's New Spring Suits at \$16.50, \$18.50 and \$22.50

Choice assortments, newest fabrics; up-to-date models. Plenty of worsteds, serges, chevots, cassimeres and tweeds. "Smart" waist-line models for young men. Conservative styles for men of quiet tastes. Colorings include blue, gray, brown and fancy mixtures. All of these suits are neatly tailored. Some half-lined, some quarter-lined, others full-lined with fine grade of mohair. An excellent well-balanced assortment of regular, stout and slim sizes. Your choice, at \$15.50, \$18.50 and \$22.50.
In Addition—648 Young Men's Suits at \$13.50
These represent a special purchase from a well-known local maker of dependable clothing. Mostly "smart" waist-line models in single- and double-breasted. The predominating color being blue. Sizes range from 32 chest to 40 size. Choice at \$11.50 and \$13.50.
Men's Spring-weight Overcoats at \$10.
Men's Trousers at \$1.25, \$2.25, \$3.75, \$5.50 and \$6.85.
Sweet Orr Co. Gov. Khaki Trousers at \$1.25 and \$2.25.
Other makes at \$1.50.
Men's Blue Denim white drill and hickory stripe Overalls or Jumpers at 95c pair.
Famous Lee Union Alls at \$2.25.
Extra quality of blue denim.
Pre-Easter Sale of Boys' Clothing at \$4.90—up to \$15
Twenty-five hundred boys' new spring Suits, bought under prevailing prices.
Boys' Norfolk Suits, with extra pair of knickers, at \$10.50 and \$11.85—Cheviots and cassimeres; new waist-line and combination belted models in variety of patterns; knickers full lined. All sizes, 7 to 17 years.
Boys' Norfolk Suits, with extra pair of knickers, at \$13.50 and \$15—cheviots and homespun; new welt seams and four-slash-pocket models; in gray, brown and blue colorings. Snappy styles for boys 7 to 18 years.
Boys' School Suits—Norfolk styles, at \$6.90—strong, fancy chevots, slash or flap pockets, full-belted styles, knickers full-lined; serviceable kind for boys 7 to 17 years.
Better grade Suits, at \$7.90 and \$8.90.
Boys' Junior Suits, at \$4.90—Middy Suits, with regulation broadfall long trousers, of strong blue union serge; also fancy cheviot Suits with knee trousers; sizes 3 to 8 years.
Also Boys' Junior Suits, at \$5.90 to \$7.90.
—Gimbels, Subway Store



GIMBEL BROTHERS Market: Chestnut Eighth and Ninth