A $\overline{\text { Detective Story }}$ by J. S. Fletcher




Store Hours, 9 to 5:30
Saturday Ends the most remarkable Fashion Review this country has known. Paris Gowns and Wraps and American creations posed on Living Models, 11 and
$2: 30$. 2:30.

Gimbel Bratheris FOR SATURDAY

## Misses' Wraps-Every Style the Famous "Boardwalk Parade" Will Feature This Easter



Bouffant effects-there's a perfect dream of a style at $\mathbf{\$ 8 9 . 7 5}$.
Cape-Wraps-one with a "Jap sleeve" is the most captivating thing imaginable at $\$ 75$.
Wonderful indescribable style-all pleats-and a satin-lined capey top-and buttons across the back of the neck-like that blue serge beauty at $\$ \mathbf{7 5}$, with its bright blue satin cape-lining.
And the new coat-wrap at $\$ 89.75$-with the very smartest cut in back that starts with an inverted V and swirls into glorified stitching.

And a wonderful new polo coat of evora at $\$ 79.75$-in a lovable rose-taupe or a brilliant marine blue
And did you see that velour wrap with the gauntlet set-on cuff and a raglan sleeve at $\$ 75$.
Polo Cloth Coats at \$45.
Eight Styles in Flex-o-Tex-Special at $\mathbf{\$ 2 9 . 7 5}$
With the long Tuxedo collar that rolls to the waist, Or the smart, button-up, button-over Sports collar. Or the flapping pleat down the
middle of the back O,

Misses' Suits-Every New-Length Coat From the Saucy Eton to the Smartest Straight-Line-All of Finger-tip Length
Which includes pony-coat suits-and Jap-Coat Suits-and fascinating things with impertinent pleats. And plenty of embroidery. And ribbon
loops. And sashes. And about everything that spells youth and charm!

## Suit, Costume and Dress Millinery Duplicates of the Themes Paris Created for the Riviera

 -Reproduced for America's "Riviera" - Atlantic City - for Palm Sunday and Easter.Blues and browns and blacks lead-but brilliant in fabric o finish or

## Most of All-With Flowers

Field flowers in gay profusion. Huge

-Egyptian wheat"-and all its kin | $\begin{array}{l}\text { poppies in brilliant contrasts. Bright } \\ \text { fowers caught between the transparent }\end{array}$ | $\begin{array}{l}\text { dred aigrete-ffectes. within soft ostrich or } \\ \text { stifer }\end{array}$ |
| :--- | :--- |
| forushes. |  |


 up to \$35

## Women's Dresses the Embroidered Dress Is

 the Dress of the Hour in Both Paris and Philadelphiaan "original" pictured-from Martial et Armand-all heavy white satin, embroidered in black paillettes, every one of which boasts its white bead center!

Sports Dresses?-yes embroidered, too-perhaps with wool.
Dinner Dresses?-assuredly embroidered-usually with beads.
Street Dresses-embroidered in silk or wool-endless new treatments! Afternoon Gowns-wool embroidered, as Poirct does it. Silk-embroidered-Lanvin began that. Bead-embroidered-every living
Paris Somebody does it

Silk-Embroidered Tricotines at $\$ 39.75$ Braid-Embroidered Stockinet at $\$ 39.75$ Embroidered Taffetas at $\mathbf{\$ 3 5}$
Bead-Embroidered Taffetas at $\$ 55$

Bead-Embroidered Georgettes at \$35 Bead-Embroidered Georgettes at \$55 Embroidered Tricolettes at $\$ 69.50$ Embroidered Meteors at $\$ 75$ Embroidered Sports Dresses at $\mathbf{\$ 6 9 . 5 0}$
And at $\$ 110-$ A Collection of "Exclusives" That includes black Georgettes made brilliant with cut jet; brown
orgettes embroidered with bronze beads: navy blue with ind Georgettes embroidered with bronze beads; navy blue with iridescent
beads; and wonderful tricolettes in a curious "burnished brilliancy" of beads; and wonderful tricolettes in a curious ".
effect that includes embroidery and fabric alike.

Fourteen Style-Specials at $\$ \mathbf{5 9}$ Jap-coat style (it's embroidered) with a pleated skir A pony coat style with a pleated skirt.
Pony coat styles with straight akirts Pony coat styles with straight akirts. But again, see them.

Sports Suits-in Atlantic City Colors-or Soberer Effects-Specials at $\mathbf{\$ 2 8 . 5 0} \mathbf{\$ 2 9 . 7 5}$ and $\mathbf{\$ 3 3 . 7 5}$ All loose-coated. All boyish. All with pocketes, All with belts.


Women's Wraps—Certain "Only-at-Gimbels" Styles and Values Like These Camel's-Hair Sports Coats at $\$ 55$

Made of the fine silky hairs from the middle of the top of the camel' And filk Easter Parade

Twenty Styles in Camel's-Hair Sports Coats at $\$ 59.75, \$ 65, \$ 75$ and $\$ 89.75$
Silk-lined. Sports lengtha. Three-quarter lengths. Full length.

## The New Swirl-Back Travel Coat at \$85- <br> Following Bernard's Favorite Dress Theme

In finest evora.
In black, pavy bl

Simple, Practical, Smart Coats-a Collection
Of aerge or veloura. Silk lined to thais
Partridge. Navy. Beaver. Jade-green.
And Wonderful Coats in the Sizes $481 / 2$ to $541 / 2$-but at Wonderful Prices Like $\$ 39.75, \$ 45$ and $\$ 55$ Wool-poplins and serges. Black or navy blue.

And a Brilliant Assemblage at $\$ 159$ of Coats "Ones" of Exclusive Models

## Here ape of glorious duvetyns and evoras and bolivias

There a wonderful straight.
There a wonderful straight coa
Over there a swirl-back -newest theme of the hour.
And so on-and so on!
Colors) Tang-the new tans. Blues-the new blues. Greens and
soft dove-tones. And

