

Gimbel Brothers

For Tomorrow—Wednesday

Store Hours: 9 A. M. to 5 P. M.
 Pathe Phonographs at \$100, \$125, \$150 and \$200 that will have to sell for about 15% more in the next few days. First payment as little as \$5.
 —Gimbels, Seventh floor, Subway Store and First floor

The "1900 Cataract Electric Washing Machine" is the household triumph of the day. Come see it at work. Sold on easy monthly payments.
 —Gimbels, Fourth floor

Sale of Easter Millinery—Trimmed and Untrimmed—Children's, Misses', Women's

From good little practical hats for knockabout up to fascinating big-brimmed "transparent hats" with lovely French flowers or French-style ostrich for their irresistible trimming.

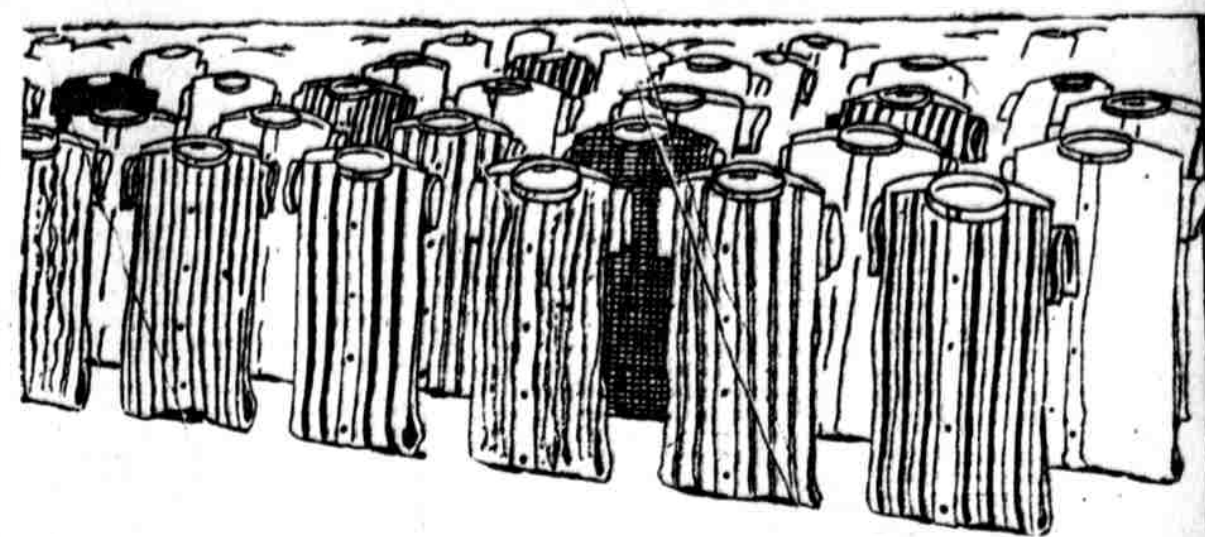


These Groupings Ready for Tomorrow:
 Trimmed Hats, at \$7.50, \$8.50, \$9.50 and \$10.50.
 Untrimmed Hats—reproductions of French shapes, at \$2.95 to \$7.95.
 Untrimmed Hats at \$1.50—fifty shapes.
 Untrimmed Hats at 95c—fancy braids.
 Ready-to-Wear "Samples" at \$2.75.
 Banded Sailors at \$1.50.
 Sennit Sports Hats at \$2.50.
 Children's Hats at \$1.50.
 Buckram Frames at 50c.
 Big black Plumes at 95c and \$1.75.
 Ostrich Bands at \$1.95 and \$3.50.
 Fruit-bunches, crushed roses, cellophane and half-wreaths—grouped, at 85c to \$2.95.
 Straw Braids—grouped, at 75c to \$3 a piece.
 Batavia Cloth—\$2.50 a piece.
 Novelty Ornaments—grouped at 50c to \$1.50.

The Entire Grand Aisle from Eighth Street to Ninth—First Floor

Men's Silk Shirts

Sale Without Precedent



With all the snap and style and charm and durability of the shirts that are selling at \$12 to \$17.50 everywhere. Two thousand to sell at— **\$8.85**

This sale is good from start to finish—no cheap tub-silk shirts put in to average down the cost. These are the materials:
 Extra-wearing broadcloth silks.
 Extra-heavy crepes.
 Empire satin stripes.
 Extra-heavy la jerez.
 Plain crepes—white and colors.
 Plain white Japanese Habutai.
 Heavy Silk Endure—a long-wearing shirting fabric that is part cotton, not to cheat with but for a definite purpose.
 Best of styles: best of shirt making: Gimbel standard in fit and finish.
 Buy a summer-ful, getting three shirts for the worth of two. The war tax is not included in the price.

Gentlemen!

Spring Suits are Ready and Overcoats

The day you step from the winter clothes you are tired of—and the sun shines—that day: **Spring is Here!**
Suits, \$29 to \$85
Spring Overcoats, \$32 to \$65—Some of the London Overcoats run to \$74



"Society Brand"
 "Kuppenheimer Clothes"
 And Associated Makes

The Gimbel clothing business has passed the old-fashioned way of carrying suits 34 to 44 breast measure, and "bush-eling" or altering to come somewhere near giving a fit. There are nearly a hundred graduations of size now. The suit you pick will not need a stitch changed—so you get all the charm the designer put into the clothes.

New and novel pleated and belted models have appeared.

Herringbone was never so popular—shown in scores of shades and materials.

Blue, brown and green worsteds—silk hair-lines shot in.

Flannels—of character and beauty.

Foreign tweeds and chevots.

Iridescent worsteds.

We've held to silk for quarter-lining and sleeve-lining; we've held to silk sewing—we've kept faith with you in markets where everything has been stacked against us.

Spring Overcoats Live With You All Summer

They have grown in usefulness in recent years—and in dignity.
 Whipcords and coverts and the velour-worsted, imported tweeds and Hudder knitted fabric.
 First in clothing—Gimbels—Second floor

PURE FRESH PAINT Believe Me

 The Calendar Says: "This is Spring" Which means that now's your time to brighten up homes, cottages—yes, mills and factories, too—outside and in—with good painting and good paint. Another way of saying: Get in touch with—"Save-the-Surface"
Kuehnle PAINTERS
 Vine & 17th Sts.
 SPRUCE 5476 RACE 2893
 Get our estimate—no obligation

First Aid in Sickness
 We are selling them just about as fast as we can get them.
WIRT ELECTRIC HEATING PAD
 It's a certain relief. A long felt want for an electric pad that is free from the possibilities of fire and is a real sanitary. Washable slip-on cover.
\$5
 Standard Electric Supply Co.
 223 N. 15th Street, Phila., Pa.

HAYNES VAPOR HEATING
 It needs the least attention
 The Haynes Selling Co.
 1711 Sanson St. Phila.

HOTEL ADELPHIA
 CHESTNUT - 13th
 The joyousness of Spring seems reflected at the Adelphia these days—for the whole place radiates good fellowship and a glad-im-alive feeling. Odd, isn't it, that a place can be so really human? But those to whom the Adelphia is a daily habit acknowledge its cheery influence. Come in—and get better acquainted.

This splendid cabinet gas range reduced

 A LIMITED number of these "Adelphia" ranges were bought by us to an advantage and are being sold this month at a reduction. An opportunity for you to save money on an exceptionally fine cabinet gas range. See them displayed in our showrooms.
 Large baking and broiling ovens; aluminized interior. Handsome white door panels, white porcelain splashers back and side of oven and white drip and broiler pans. Range finished in beautiful black satin lustre (auto-mobile finish).
 Positively the best cabinet gas range value in the city. Regular \$99.00 value.
Special This Month Only... \$58.50
 Delivered and connected free.
 We also display a large assortment of "Quality," "Direct Action" and "Reliable" gas ranges, in both cabinet and low oven styles.
 A comparison of construction, finish and price will convince you that we are Gas Range Headquarters.
 Ask about the convenience of an "All Gas" kitchen.

PHILADELPHIA 13th GAS RANGE ARCH AND CO. STREETS
 West Philadelphia Store, 263 So. 52nd St.
 W. Phila. Store Open Sun., 9:30 - 4:30, P.M.

Women's Wraps—The Greatest Collection of Bolivia Coats—Coat-Wraps—and Capes in All Philadelphia



And bolivia is not only extremely fashionable but extremely scarce! Besides styles and styles and colors—glorious colors, bright colors. And soft, deep, lovely shades—tempting beyond words!
Special— Coat-Wrap, fancy silk-lined. **at \$59.75**
Special— Sports-length Coats—plain or fancy silk linings. **at \$55, \$59.75 and \$69.75**
Special— Bernard's wonderful Cape-Coat—luxuriously silk-lined. **at \$79.75**

The Flower of the Bolivia Family is Evora
Three Styles—Special at \$85
 The color-range includes:
 Black, navy blue, typhoon blue, partridge, sand, twine, taupe, jade-green and beaver.

The New Sleeve Capes of Duvetyn de Laine—Special at \$35
 Partridge or typhoon blue.
 —Gimbels, Salons of Dress, Third floor

Women's Suits at \$59, \$69, \$75, \$85, \$89, \$95, to \$125—Fabrics That Grow Upon You the More You Study Them

Fabrics that are all beauty of weave—of texture—of feel—and in just the right color-tones to express each weave and texture.
 Styles based upon the fabrics themselves—the very lines of a suit depend more upon texture than any but a great expert knows!
 Think of a "Compose Suit" at \$85
 With the Coat of Peachbloom—the Skirt of Checks!
 Congo brown or darker brown coats. The skirts smart little brown and black checks. But the way the "lines" and the "fabrics" combine!

And Greater Variety in Wool-Jersey Suits Yes—Of Course—"Flex-o-Tex"—Than Any Season—Any Store Ever Saw

Variety in style—in color—in treatment—even in trimming!
 Variety at \$29.75.
 Variety at \$33.75.
 Think of Art-checks in Suits at \$69
 With the fascinating distended pockets made of checks on the bias!
 Think of the Apparently Endless Variety in Navy Blue—From Impertinent Little Flared-Coat Styles to Imposing Knee-Length Coats
 At every price—variety!
 Variety at \$37.50.
 Variety at \$39.75.
 Variety—especially in "novelties"—at \$45.
 —Gimbels, Salons of Dress, Third floor

Women's Dresses—Spring's New Tricolettes Range from Sports and Tailored Models to Drapy, Dressy Styles



One of the smartest sports styles that ever planned to pack itself to Atlantic City over Easter is the yellow-and-white sports model pictured—at \$85, with its yellow inserts into its pleated white skirt; and its yellow top with white wool embroidery.
 A tailor style that is as successful in pink as it is in navy blue or Paris' beloved "walnut"—is the style pictured at \$75. Plain tricolette and the drop-stitch—cleverly put together.
 An elaborately braided model at \$79.50 has the braiding all over the skirt, and just a touch of it around the collarless neck. Pink—a most enchanting pink.
 A pale walnut coat-dress has the "coat" embroidered—and is modestly priced, \$55.

But \$55, \$69.50 and \$75 Offer a Really Wonderful Variety
 in walnut, tan, beaver, navy blue, brown, black, white, pink.

About a Hundred and Fifty Dresses of the Favorite Spring Silks—at \$39.75
 Crepes de Chine—with the deep pleatings.
 Georgettes combined with foulard.
 Taffetas "touched" with Georgette.
 And taffetas with the popular picot-ribbon loop-trimming.
 —Gimbels, Salons of Dress, Third floor.