

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Store Hours, 9 A.M. to 5:30 P.M.

Music Store Open at Night; enter Ninth street door, or at Eighth and Market. Sale of Pathe Phonographs at one-third of the list prices. \$18 and up.

Gimbel Shoe Fashions for Easter and spring are the result of expert and careful study and preparation. And prices here are lowest!

For Friday

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Gimbels Now Ready With Over 2000 Women's Capes



Dressy Capes—after the latest Paris models. Sports Capes—notably modeled after "Bradley" and Selincourt, of London; Chanel and Dorat, of Paris—the four great "premieres" in the creating of tailored and sports fashion-ideas.

The Dressy Capes

—are either things of smartly tailored simplicity, with the fabric allowed to dominate the beauty of the style. Or draped—the new drapes are dreams! Or trimmed—were there ever such trimming-treatments for wraps before?—with deep silk fringe, or deep wool fringe, or metal-work, or hand embroidery.

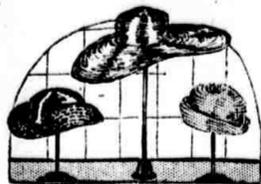
Of tricotine and twill cord—at \$29.75, \$39.75 and \$49.75.
Of duvet delaine—at \$25 and \$29.75.
Of shawheen bolivia—at \$29.75, \$35 and \$39.75.
Of Veldyne, Pandora, Kazaro, Marvella—variously at \$45, \$49.75, \$59.75, \$69.75 and \$89.75.
And beautiful, beautiful fur-trimmed silk duvetynes—at \$125 to \$195.

Sports Capes at \$15 to \$85

Of England's, Ireland's, Scotland's best tweeds, homespuns, herringbones, plaids and over-plaids. Colorings like Scotland's heather hills—like England's moors—like Ireland's soft beauty.

—Gimbels, Salons of Dress, Third Floor.

Sale of \$3 and \$4 Blocked, Untrimmed Hat-Shapes and "Flops" at \$1.35



A trimmed hat manufacturer over-loaded—his mistake was our advantage and your gain. Milan hemp, liere, piping-hair and piping-liere and "barnyard braid." And basket-weave garden hats. All the gay colors. Black, too.

Big, Full Ostrich Bands—Special at \$1.65 and \$2.95

In all the new shades. And the soft flat shape they're wearing on "flops."

—Gimbels, First and Third Floors.

Critical Dressers Will Approve Men's Silk-Lined Suits Imported Fabrics, \$50

Accurately designed, finely made suits of exceptional style and appearance. Made of Drummond worsteds, West-of-England worsteds, Bannockburns, tweeds, homespuns and serges—fine imported goods of exclusive designs and of different character from other woollens. \$50.

London-Made Overcoats and Gabardines at \$35

Fews of a Kind—And Just Recently Off the Boat

Cheviots and tweeds; West-of-England chevots and gabardines. Set-in and raglan sleeves. Double-breasted, belted. A great assortment! \$35.

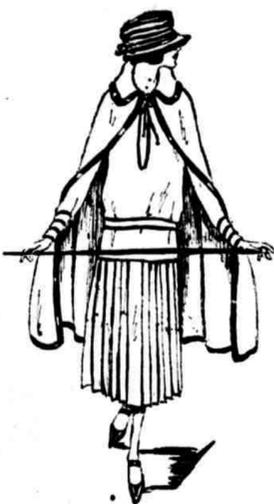
Spring Top Coats \$25

Snappy new tweeds and cheviots; iridescent worsteds. Special at \$25. And London-Made Gabardines at \$25

—Gimbels, Second Floor, Ninth Street.



Over Sixty Styles in Women's Suits Divided Between These Two Prices Alone—\$25 and \$39.75



Over thirty styles at \$25—all tweeds. Two-piece and three-piece styles—including the brand-new model pictured with its *Moyen Age* waistline—its smartly pleated skirt (man-pleating, that!) and its smart taffeta bindings in contrasting color.

But two-piece suits with capes, too.

And coat-and-skirt suit styles with every pocket variation ever!

Colors? It Would Be a Mighty Brilliant Rainbow That Could Compass All the Shades!

Over thirty styles at \$39.75—mostly navy blue tricotines. But some mighty smart three-piece (dress and cape) silk suits, too.

Box-y coats. Capey coats. Trim, straight lines—with or without the narrow, narrow belt.

Embroidered models. Models with just a touch—just the perfect touch—of embroidery.

Braid-trimmed models. And the skirts have a way of fitting without alteration that other stores don't seem to have the knack of!

No Charge for Any Pin-Fitting All Sizes—34 to 48—at Each Price

—Gimbels, Salons of Dress, Third Floor.



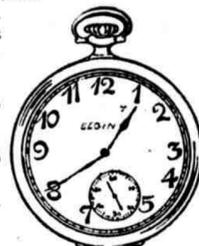
\$13.50 Lowest Price on Record for These Solid White Gold Wrist Watches

They usually sell at \$22. Fine 15-jeweled adjusted lever movement, cut balance. The attractive shape pictured. Yes, the usual Gimbel guarantee.

\$19.95 for Regular \$35 Elgin Watches

14-kt. Solid Gold A new thin model, 12 size. Fully guaranteed. Pictured.

—Gimbels, Gold Jewelry Shop, First Floor.



\$1.35 for Regular \$2.50 BOSTON BAGS

Split cowhide, enameled-finish. Adjustable spring lock, double handle. A chance to own one of these ever-useful bags near half price!

—Gimbels, Leather Store, First Floor.



An Adjustable Lamp at \$1.50

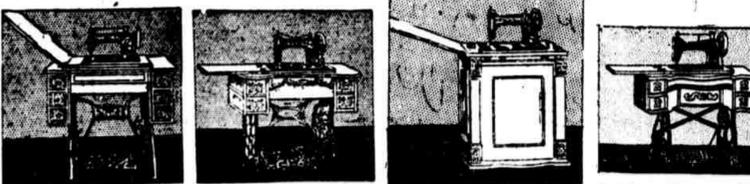
May be adjusted to any angle—may be used as a bracket, hanging or table lamp. It's some years since lamps of this sort have been priced so low—the price does not include the globe.



For Friday and Saturday Selling \$60 Electric Portable Sewing Machines at \$39

Less Than Original Wholesale Price Individual parts would regularly cost—motor, \$22, box and cover, \$10, machine head, \$25, attachment, \$3—Total \$60. Special co-operation with the maker procures you this value, but act quickly, for the number is limited.

Your Choice of 6 Models—Well-Known Makes—Reduced One-Fourth



\$60 Singer at \$29 Slightly used. \$39 Lessing at \$29 Domestic make. \$59 New Willard Cabinets at \$47 —Gimbels, Fourth Floor and Subway Store.

Boys' Norfolk Suits For Ages 7 to 18 Years At \$8.50, \$10.50 \$12.50 and \$15

Same Suits with Extra Pair of Lined Knickers at \$10, \$12.50, \$15 and \$18.50

Of fine quality wool tweeds and cassimeres in gray, brown or olive mixtures. Yoke backs with box pleats, inverted pleats and plain models. Patch pockets, belt and buckle with knickers.

Stout Boys' Suits, \$12.50 to \$22.50

Many with extra lined knickers. Sizes 12 to 20 years. Blue serges, tweeds, worsteds. Many models. Junior Overcoats, \$5, \$12.50, \$15 Blue serge, tweeds, Polo cloth. Several smart up-to-date models.



—Gimbels, Third Floor.

Mail and Phone Orders Filled Same Day Received

38c Coffee at 4 lbs. for 88c

5000 lbs. of Gimbel Popular "Cup o' Comfort" Coffee 88c Blend, 38c value, at 4 lbs. for
Mixed Tea
Quaker Chop, sweet drawing 15c
58c value, at 3 lbs. for
Swift's Skinned Hams
No waste, selected lean family sizes, lb. at 34c
Sliced Pineapple
Hawaiian Fruit, large cans, limit one dozen; in 1/2-dozen or 3-can lots, at 25c
Russian Dressing
Also Lenox Mayonnaise, high grade, dozen glass containers, 30c
Half-Price Sale
Canned Beef Hash, regular 30c cans; in case, dozen, 15c
dozen or 3-can lots, at 15c

California Peaches
Lenox Brand in rich syrup, tall 45c cans; dozen \$8.35, or 4 cans for \$1.10
Ripe Tomatoes
Gimbel Purity Brand, big 25c cans, limit one case; in case, dozen, 1/2-dozen or 3-can lots, at 15c
Ox Tongues
Freshly smoked. No waste 29c
Tongues, lb. at
Carload Flour
Lenox, new-milled, made from selected Kansas hard wheat; 1/2-bbl. smokes at \$1.38
Fresh Eggs
Cedar Lane Farm, counter delivery, dozen in carton for 28c

—Gimbels, Pure Food Store, Chestnut Street Annex.

Sale of Women's Japanese Kimonos Durable Cotton Crepes With Plenty of Colorful Embroidery at \$1.95



Yes, even the gorgeous bird embroidery! And a wonderful group of elaborately embroidered cotton crepe kimonos at \$3.35. All of the Japanese loomed crepes so enduring in wear and color-freshness.

Silk Kimonos—At \$8.95—Worth \$12.95 At \$18.50—Worth \$30 to \$42.50

—Gimbels, Second Floor.

\$6.50 Silk-Jersey Petticoats



The Kind With the Novelty Flounces at \$5

In colorings to tone in with Spring's gay tweeds.

\$5 Radium Silk Petticoats at \$3.95

New Spring colors and black. Straight style with embroidered scallop and dots.

Extra-Size Silk Petticoats at \$3.95—Value \$5

Silk jersey tops. Various flounces. —Gimbels, Second Floor.

Tomorrow Last Day of the

March Sale of China and Glass

Gimbels famous dinner-ware—over 300 styles—at savings up to 45%

\$24.95 for 106-Piece American Porcelain Dinner Sets Value \$45

Full coin-gold handles; dainty conventional border. Very attractive shape. Open stock.

\$11.95 for 51-Piece Dinner Sets Worth \$22.50. Fine quality American porcelain; 18-karat coin-gold handles.

\$50,000 Worth of Oriental Goods Half Price and Less

Variouly bronzes, porcelains, pottery, teakwood—beautiful things!

—Gimbels, Fourth Floor.

Tomorrow Will Bring to a Close

Gimbels Big Sale of House Furnishings

This is your last chance to make your home more complete, efficient and comfortable at these remarkable March Sale savings.

For Instance—Kitchen Table Specials



Porcelain Top Tables—white enameled. White top, porcelain top. Very slightly marred. Partitioned drawer. 25x39 1/2 inches. \$5.95

White Pastry Tables—white enameled. White top, porcelain top. Very slightly marred. Flour and sugar bin, one drawer. 25x40 1/2 inches. \$9.40

Plain Kitchen Tables—oak finished frame with white wood top. Three-foot size. Square legs and drawers. \$2.95

For the Bathroom—

White Enameled Mirrors, outside measurements 12 1/2 x 16 1/2 inches; glass size 9 1/2 x 13 1/2 inches; rounded corners. \$1.50

1400 Step Ladders } \$1.90 Each to Sell at—Five-foot, with pail rest. Sturdily built.

Laundry Hampers, \$3.40 Sanitary hampers of white enameled wood. —Gimbels, Fourth Floor.



Subway Store Sale: 3000 Waists at \$1

And over a thousand are "samples"—mostly samples of \$2 and \$2.50 waists. Plenty of "Peter Pans" and roll-collars among them. Sizes 36 to 46. Mail Orders Filled while any remain.

Values \$1.50 to \$2.50

—Gimbels, Subway Store.

Cotton pongees, lawns, voiles and batistes. Fluting-trimmed, tucked-trimmed, eyeletted, embroidered collars. Some styles trimmed with gay check gingham—some with lace. All-white, white-with-color, pongee color.