

For Wednesday

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

Gimbels are exclusive Philadelphia agents for men's Kuppenheimer and Society Brand correct clothes. \$35 to \$65. For Easter wear and later. Second floor.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Men particular as to clothes should see the exceptionally fine line of Suits at \$50, of imported woolsens; silk-lined. For Easter wear and later. Second floor.

For Wednesday

MILLINERY SMARTNESS AT MODERATE PRICES



"Debutante Droop" Shape in very fine open-mesh straw. Trimmed with glowing pheasant tails. **\$8.50**



One of innumerable semi-small smart shapes with great beauty in burnt ostrich trimming. **\$10.50**



Wide side-brim—short back and front. Charming open-weave straw, trimmed with maiden-hair fern and feathers in high colors. **\$13.50**



Ready-to-Wear Hat of horse-hair and silk crepe. Tam crown. Smart straw tailored bow. Two colors. **\$2.95**



Basket-weave "flop" shape with Canton crepe facing. Garlanded with gay, lovely flowers. **\$4.95**

Women's Sports Coats and Sports Capes



—of the Famous British Tweedy Fabrics We Imported—
At \$15 to \$59.75

The gloriously beautiful, light of weight, wonderful of texture, just warm enough for spring—not too warm for summer's travels—fabrics that England, Ireland, Scotland lead the world in making.

And we bought them up—for about half what we could sell them back for, today!

Had them made up—some in London; some here, but after London's smartest models.

Coats of Galashiel Tweeds—at \$19.75.
Coats of Caledon herringbone Tweeds—at \$25.
Coats of Galashiel Checks—at \$25.
Coats of Manningham "Bearskin"—at \$28.
Coats of Baticy mixtures—at \$29.75.
Coats of Yorkshire mixtures—at \$39.75.

Coats of Belfast frizzes—at \$45.
Coats of Manningham camel's-hair—at \$59.75.
Capes—at \$15 to \$45.

Women's Suits—Sale Groups



—That Range from the Tweed Suit That Everybody Wears to the Novelty Suits That Fashion Demands
\$25, \$29.75 to \$125

And it's not only because Gimbels are foremost for newest fashions that you have less trouble finding your suit at Gimbels than elsewhere—but because Gimbels are ultra-particular as to fabrics—as to color-tones—as to pattern-drafting—as to variety.

Choose from thirty styles in Tweed Suits sale-grouped at \$39.75, but \$47.50 to \$69 grades!

Choose from a dozen styles in Tweed Suits sale-priced \$29.75—including "rain-bow" or "Dentwood" tweeds.

Choose from thirty styles in Tweed Suits sale-priced \$25. Such a color range!

Endless "ones" of novelty styles at \$39.75, \$59, \$79, \$85, \$98 to \$125—the pictured model, creponge Dress with Fur-Collared Cape.

From Coty— "The Master Perfumer of France"

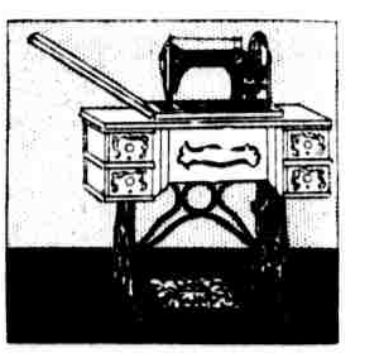
Imported Perfumes, Toilet Waters, Face Powders—At Prices That Gimmel Merchandising Keeps Remarkably Low
At Easter Time—For Easter Gifts

<p>L'Origan \$7 Original Bottle Perfume, \$3.75. \$13 Original Bottle Perfume, \$7.50. Bulk Perfume, per oz. at \$1.90. \$7 Original Bottle Toilet Water, \$3.75. \$13 Original Bottle Toilet Water, \$7.50. \$24 Original Bottle Toilet Water, \$17.50. Bulk Toilet Water, per oz., 75c.</p> <p>Chypre \$6 Bottle of Perfume at \$3.75. Perfume in bulk, per oz., \$1.90. \$7 Bottle Toilet Water, \$3.75. \$13 Bottle Toilet Water, \$7.50.</p> <p>L'Or \$13 Bottle Toilet Water, \$7.50. \$24 Bottle Toilet Water, \$17.50. Toilet Water, per oz., 95c.</p> <p>Iris \$6 Bottle Perfume, \$4.35.</p>	<p>Jacqueminot Rose \$6 Bottle of Perfume at \$3.75. \$11 Bottle of Perfume, \$7.50. Perfume in bulk, per oz., \$1.90. \$7 Bottle Toilet Water, \$3.75. \$13 Bottle Toilet Water, \$7.50. \$24 Bottle Toilet Water, \$17.50. Toilet Water in bulk, per oz., 75c.</p> <p>L'Effleur \$10 Bottle of Perfume, \$7.50. Perfume in bulk, per oz., \$3.88. \$8 Bottle Toilet Water, \$5.35. \$15 Bottle Toilet Water, \$10.50. Toilet Water in bulk, per oz., at 95c.</p> <p>From Paris—Gimay! Exclusively at Gimbels Origan Perfume, original bottle, at \$4.85. Mille Fleurs Toilet Water, \$4.50. Champs de Fleurs Perfume, per oz., at \$1.50. Champs de Fleurs Face Powder, box, at \$1.</p>	<p>Ambre Antique \$10 Bottle of Perfume, \$7.50. \$11 Bottle of Perfume, \$8.35. Perfume in bulk, per oz., \$3.88. \$8 Bottle Toilet Water, \$5.35. \$15 Bottle Toilet Water, \$10.50. \$28 Bottle Toilet Water, \$19.50.</p> <p>Styx \$9 Bottle of Perfume, \$7.50. \$5.50 Bottle of Perfume, \$4.50. \$8 Bottle Toilet Water, \$5.35. \$15 Bottle Toilet Water, \$10.50. Toilet Water in bulk, per oz., at 95c.</p> <p>Lilas Blanc \$5 Bottle Perfume, \$3.75. \$12 Bottle Toilet Water, \$7.50.</p> <p>Cyclamen \$13 Bottle Toilet Water, \$7.50.</p> <p>Musquet \$24 Bottle Toilet Water, \$17.50. Toilet Water, per oz., at 95c.</p>
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Limited Lot of Domestic-Make Sewing Machines at Lowest Prices

An Easter special for the woman who wants to make her own clothes for spring.

Terms **\$1 Weekly**
Domestic at \$21

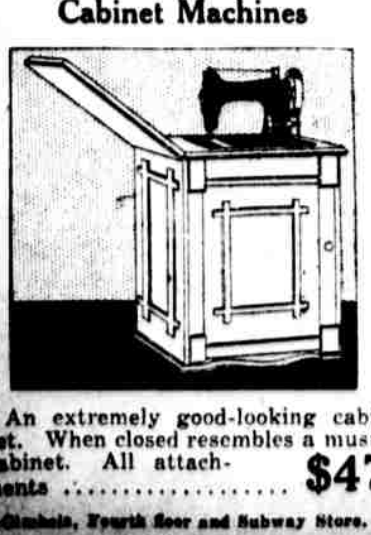


Slightly used in demonstration. Floor samples—equal to new. Limited quantity.

New Willard Machines
Domestic make. Brand new with all attachments. An unusual value. **\$39**

Lessing Drop-Head Sewing Machines at \$29
Five-Year Guarantee

New Willard Cabinet Machines



An extremely good-looking cabinet. When closed resembles a music cabinet. All attachments. **\$47**

Sale of Girls' Coats, Capes, Dresses and Dresses With Matching Capes



at **\$10** Values \$15 to \$19.75

Tweed Coats. Polo Coats. Raglan Coats. Herringbones. And dressy models in serge.

Polo Capes, and the cutest, cutest plaidings. Tans, blues and rose.

Tweed sleeveless Dresses with matching Capes—button-trimmed pockets. Button-trimmed sleeve-slits. Big patch-pockets on the cape. Rose, periwinkle, tan and blue.

Taffeta Dresses—three-tiered model with the tiers all picoted points! Henna or cornflower blue. Splendid for the Easter party.

Wool Canton Dresses—mostly in two-tone effect. Both dressy and practical. 6- to 14-year sizes in each grouping.

Women's Dresses—Priced No More Than \$35

But Paris Had Her Finger in Every Style!

And such a grouping of well-timed styles as you don't often see even at \$75!

Several models included that are exceptionally wonderful for the "extra-size woman"—models with wonderfully flattering ways of slenderizing.

A heavy Canton crepe—in one of the Parisian new fagoted models—comes in either black or white.

An all-silk Crepe de Chine, with the very oddest side-drape treatment; comes in black only, and in sizes up to 46.

A typical Agnes model in satin-back crepe, boasts Agnes typical side tunic. Black only.

An adorable Renee reproduction—pictured—and all tucks—comes in white Canton crepe.

The black lace gown pictured comes also in bridal white.

Plenty of Navy blues and browns, too. But the white and the black are so exceptionally smart! Sizes up to 46½.



Chinese Shantung All-Silk Pongees, 75c For Regular \$1 Grade

An exceptional quality, in the popular natural bamboo shade. A firm-bodied lustrous pongee, free from "weighting." For blouses, shirts, sports dresses, underwear and cool draperies. 33-inch.

New "Hawaiian" Fringed Sports Satins

The recent "triumph" of a great American silk mill. Particularly smart for skirts—the fringe trims and "hems" the skirt! Straw color, porcelain, sea-foam, sea jade, henna and black and white, fringed in self-color.

At \$5.95 a Yard

Silk Petticoats—Sale-Grouped

at **\$2.95** Values \$4 and \$5
at **\$3.95** Values \$5.95 to \$6.95
and **\$5** Values \$7.95 and \$8.95

Silk-jerseys, taffetas, radiums. All Easter's colorings. Plenty of novelty styles among them.

Both Bloomers and Petticoats in the \$2.95 group. Bloomers, Creepers and Petticoats in the \$3.95 group. All Petticoats at \$5.

Women's Crepe de Chine Breakfast Coats

A New Chenille-Fringed Style at **\$6.95**

That's Lower Than the Usual "Coat" Price

Exquisite shades of rose, turquoise, light blue, lavender. Also smart practical navy. All chenille-fringed in self color—even the new square collar is fringed and caught with a rosebud. And—full-length, full-cut. An opportunity for Easter "Week-enders!"

Also Fine Box-Loom Crepe Kimonos at \$2.95—worth \$3.95 and \$5.95. Embroidered or ribbon-trimmed. Lovely Easter flower shades.

150 Sports Skirts

Made of the famous "Munro Scotch Tweeds" (bought direct in Scotland)—and in the gloriously inimitable Scotch colorings—
at \$6.90 Value \$12.75

Little Boys' Easter Hats

Styles, Variety and Values Warrant Gimmel Leadership

All-popular "Tams" for the little man of 2 to 6. Cutest styles of tweeds, sports weaves, leather or serge. And fine straw hats with rich ribbon bands. Smart octagon or "ridge" crowns; smart new two-tones, blacks, navy and white.

At \$2 to \$5—there's a straw beauty at \$5 that we believe unequalled in Philadelphia at this price!

FANCY TWEED HATS AT \$1.50 TO \$4 for big and little boys. Including the new "Penn" hat. But turn-downs, snap-tops, creased-crowns, "bulldogs"—variously \$1.50, \$2.50 to \$4.

Boys' New Caps. The new "Penn" Cap at \$1.50. And—"Babe Ruth" Sports Caps—for very young "fans," at \$1.

New Easter Suits for Boys

Norfolk Models **\$8.50 to \$15**

With Extra Pair of Lined Knickers, \$10 to \$18.50

They are fine quality cassimeres and tweeds, in neat stripes or checks, and gray, brown or olive mixtures. Several popular styles—fully lined knickers.

And for Older Boys—High School (Long Trousers) Suits—**\$15, \$19.50 and \$25**

Sports, single- and double-breasted models with long trousers. Many have an extra pair. Herringbones, tweeds, cassimeres.

Women's Washable Fabric Gloves at \$1.25 a Pair

Twelve-button-length. In tawse, coffee or biscuit.

Two-Clasp Chamois-Lisle Gloves, \$1.15

Embroidered backs. In gray, mocha, beaver or pongee.

Strap-Wrist Fabric Gloves, \$1.25

Washable gloves—smart models. In brown, white, covert, beaver and pongee.

A Shoe Event! 7385 Pairs of Children's Stylish New Shoes

At **\$2.65** Regular \$5 and \$6 Values

Shoes for Easter Sunday—and Confirmation. Cutest styles! And splendidly made—soft, pliable leathers; rock oak soles; and not a nail or tack used anywhere. Shoes that let the little foot grow naturally and comfortably.

Strap Pumps : Mary Janes : Blucher Oxfords : Play Oxfords
Dress Ties : Ankle Straps : Sports Models

Sizes for tiny people up to shoes for the college miss.

Also 2500 Pairs of Children's \$3 Stitch-Welt Play Shoes for **\$1.65**