

Store Hours:
9.00 to 5.30

Gimbel Brothers
31ST-BROADWAY-33RD ST.

School of Lamp-Shade Making
Classes in Session Enroll Now! Instruction Free
GIMBELS ART NEEDLEWORK SHOP—Second Floor

Gimbel Brothers
31ST-BROADWAY-33RD ST.

For Other Gimbel
News See
Pages 10 and 16

An Accomplishment!
The Finest Showing of
Misses' Spring Tailormades
at \$69.75



that careful, concentrated effort for supreme quality may procure.

AND the style variety! Not that which is merely new... that which is new and charming... truly smart... truly appropriate for the young person.

Every delightful phase of the Eton Coat Suit. Of the Cadet Coat Fashion. An infinite diversity of the trig... tried and true straightline modes... with a score of Fashion's ways of saying "Spring 1920."

Tricotines and fine Men's Wear Serges are the materials, their quality accentuated by the painstaking fineness of the tailoring.

Saturday. A First Complete Showing of the New Tailormade Modes at \$69.75

Offering Value Most Extraordinary
GIMBELS MISSES' SUIT SALON—Third Floor

Sailor Dresses
That Are Man-Tailored



\$15.50

To particular mothers... and to the particular little person anywhere between 6 to 14... the finely tailored details are a deep satisfaction.

A fine, firm storm surge of deep navy blue. The little vest of white linene. Carefully stitched white soutache. Correctly placed emblems and the little pocket arrow-dart finished.

Well-fitting, at the first wearing and after service.

Picturing also a New Top-Coat of Silvertone Burella Trimmed with Peppermint Striped Brushed Wool, \$20
Showing Girls' New Spring Coats from \$12.50 to \$48.50

GIMBELS GIRLS' FASHION SALON—Third Floor

Imported Veilings

These veils—just received from abroad—bespeak the gayety of the coming season.

One of Fashion's adornments of the Spring costume, sanctioned and favored by our Parisian sisters.

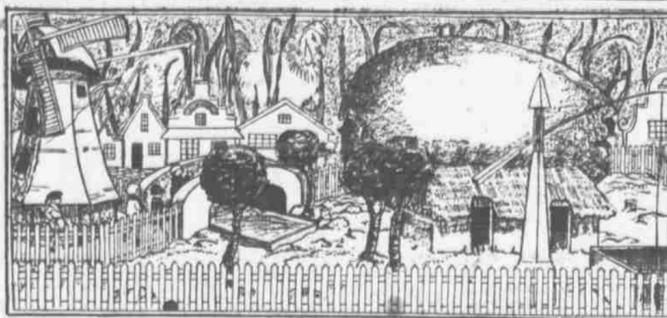
A veil of large open filet mesh with a ten-inch border in stunning scroll design. **\$4.50 a yard**

A veil on hexagon mesh with a deep border in conventional flower and fern design—most effective and most Parisian. **\$4.50 a yard**

A veil, also on hexagon mesh, with a nine-inch border in close flower scroll design, **\$3.75 a yard**

Other New Veils.
\$2.50 to \$8.50 each.

GIMBELS—Main Floor



Children! Brer Rabbit Invites You to
BUNNYLAND

What is Bunnyland? Why it's the land where the Easter Eggs grow. Where there are dear little chickens and ducks and bunnies—Real live ones! And where there's an Easter Egg Shop—that you go into over a little bridge, and find all the pretty things that Brer Rabbit has planned for Easter.

Where is Bunnyland? Do you remember where Gimbel's Santaland was? Of course you do!—That's Bunnyland! And Brer Rabbit is the Easter Santa Claus—only he brings you Spring Toys—Velocipedes and Kiddy Kars instead of toys for Winter. Christmas Toys are pretty well gone now, aren't they?

This Is Bunnyland's Picture. It Opens Tomorrow. Don't Forget... Brer Rabbit Expects You There!

GIMBELS BUNNYLAND—Fourth Floor

Chocolate Covered Cherries, Chocolate Covered Fruits and Nuts

79c pound box

Pure and fine and rich—deliciously toothsome: Just 2500 boxes to sell.

Chocolate Covered Almonds 50c Pound Box

GIMBELS—Subway Balcony—Also Main Floor



Ginghams Tomorrow
Specially priced **48c yard**

Such a beautiful group like that has been sold for frocks for the South. There's practically every sort of plaid that you can imagine and then there are solid colors. All are silky and fast color. 32 in. wide.

30 shades. Organdy right from Switzerland

44 inches wide and only \$1.00 a yard. Nothing more youthful woven than Swiss Organdy; and perfectly correct for confirmation frocks, bridesmaids' dresses, dancing school attire, graduation apparel and any other sorts of dresses where more or less formality obtains.

GIMBELS—Second Floor

First Showing
New Sports Silks

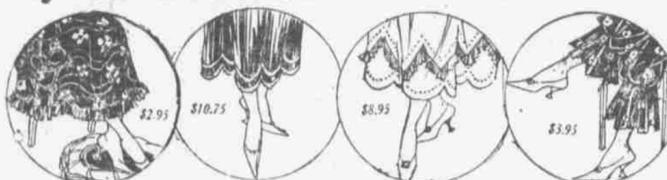
More than a dozen sorts of weaves in the most wonderful color range that you can imagine. This showing includes fibre-fabrics as well as those that are entirely of silk.

Special for the Day

1000 yards Sports Satin at \$4.95 yd. Two-toned, with the silvery sheen that is so much demanded this year.

GIMBELS—Second Floor

February Sale of Petticoats: Last Day as Good as the First. Come!



Extra Size Petticoats, \$2.95

A trim model of princess cloth, in charming floral pattern. Corded and pleated frill. Cut on the lines that give that so-desired slenderness.

Glove Silk Jersey Petticoats, \$10.75

Very slender and smart of line—with a narrow edging of ribbon to finish its pleated flounce. Lovely in black combined with gold!

All Taffeta Petticoats, \$8.95

Changeable effects, with narrow pleating and be-matching as trimming. Glove Silk Jersey top Petticoats, too, with Dresden flounces.

"Rosetaff" Petticoats, \$3.95

Every woman likes this petticoat substitute. Durable cotton material with black ground gaily strewn with pink, blue or lavender roses.

Other Petticoats ranging in price from \$1.95 to \$45.25.

GIMBELS PETTICOAT SHOP—Second Floor

Downstairs-- Men's Suits & Overcoats

You Still Have Time to Take Advantage of Our

Stupendous Walk-Over Shoe Sale
NOW IN PROGRESS!

Women's and Men's Every Pair New and Perfect Surplus Stocks; Discontinued Lines

\$4.95 None Sent C. O. D. **\$6.45**

Walk Over and Gimbel Shoes for women. Many styles; new or button models with high, low or medium heels. Plain or patent leather; two tone effects. No C. O. D.

For Men and Women. Mostly the popular Walk Over shoe; also some of our own good make. Finest kidskins, many other equally stylish. Large variety for men; all sizes. No C. O. D.

All Shoes on Sale Subway Balcony

\$26.50

The Suits

Newest models in latest fabrics. Double breasted and the more conservative styles. All sizes are in the assortment, and, man alive! they're good values.

The Overcoats

All our higher priced overcoats reduced to this one low price for quick clearance. Come early, for they will go fast at this price.



GIMBELS—Downstairs Store, Balcony

At \$29.50, \$35 and \$39.50
Spring Tailormades of Flex-O-Tex
A Wonderful Wool Jersey

"The fashion fabric of infinite service," someone has called it.

NOTHING about a tailormade of Flex-O-Tex indicates its moderate price. It is the sports-tailored... all-round tailored suit par excellence.

The woman who may have only one tailormade this Spring... will choose a suit of Flex-O-Tex. For where may she not wear it appropriately?

The woman who will have two and three tailored suits... will first of all choose a Flex-O-Tex; for utility wear.

Flex-O-Tex... the Tailored Suit of Quality at Little Cost.



Heather tones of Ravine Blue... Pine Green... Loam Brown... Oxford; Single tones of Sponge... Taupe... Clay... Seal Brown.

GIMBELS WOMEN'S SUIT SALON—Third Floor

FOR MEN AND WOMEN

Umbrellas
\$2.00

For business and office use—a good strong, practical umbrella of American taffeta (a cotton mixture), tape edged, in a nice assortment of plain handles.

The Women's umbrellas have silk cord loop.

A Special Price for Saturday Only
GIMBELS—Main Floor

Moss green and mulberry wool embroiders this new **Blouse of Tricolette** molten gold in color



or it may be had in combinations of blue and beige... in bisque, in flesh-pink, in white, in vivid American Beauty rose... even in gleaming black.

at \$19.75

A fascinating showing of the new Tricolette Blouses... Each Lovelier Than the Last. Priced up to \$49.50
GIMBELS GALLERY OF BLOUSES—Third Floor

TOMORROW:
LAST DAY OF THE GREATEST EVER SALE OF FURNITURE

HALF-PRICE DAY AT THAT

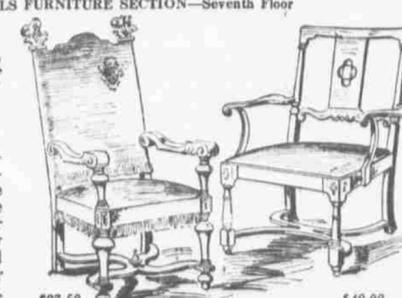
Of course there is only a piece or so of a kind in the Half-Price Collection, but it is as beautiful and good and desirable as if you paid the original figure, and it's more than likely that you'll find just what you want in it.

American Walnut Twin Beds, Queen Anne type; with carvings; pair, \$250.00
Louis XVI. Type Mahogany Bed, twin size, \$42.50
Loose Toilet Mirror, in gray, decorated, \$20.00
Bureau, in decorated lacquer, with hand painted floral decorations, \$150.00
Chest of Drawers, blue chrome-wald finish; with wooden knobs, \$60.00
Louis XVI. Type Chest of Drawers, ivory enamel, \$145.00
Louis XVI. Type Vanity Case, American Walnut, \$61.50
Toilet Table, Gray enamel, \$75.00
GIMBELS FURNITURE SECTION—Seventh Floor

American Walnut Throne Chair, illustrated; antique red velour, \$87.50
Adam Type Dining Chair Set, 6 pieces, tapestry seats; cane backs, \$82.00
Adam Type Mahogany Dining Table, \$45.00
Mahogany Dining Table, handsomely carved; 54-inch top, \$175.00
Queen Anne Type Mahogany Buffet, dull brass handles, \$55.00
Serving Table, Adam type; mahogany, \$22.50
Mahogany China Closet, Queen Anne type, \$70.00

On the Eighth Floor, a Demonstration of the famous McAllister Beds

Self-making, self-ventilating, space-saving beds that are so convenient for the unexpected guest, or for a big family crowded into small quarters. Fine for Summer Cottage life.



\$87.50

\$40.00

End of the Month Sale
Men's Suits and Overcoats



\$27.50

This Price Is an Achievement

THESE are excellent Suits and Overcoats offered at a price which is about equal to, perhaps in some cases less than, to-day's wholesale cost. A big assortment to choose from in dark shades.

In Sizes 34 to 42.

192 Imported Overcoats \$75.00

Just landed a few months ago. A little late for this season's selling. We make a special offer which means a big saving. Put one away for next winter. You will find it well worth your while.

Overcoats and Big Ulsters in Rough Shaggy Cloths

In grays, browns and heather mixtures.

In Sizes 36 to 44.

GIMBELS MEN'S CLOTHING SHOP—Fourth Floor