

# Gimbel Brothers

31<sup>ST</sup> - BROADWAY - 33<sup>RD</sup> ST.

## Downstairs Stores

### Stylish Spring Suit in Tricotine \$29.75



This is one of the greatest values we have offered, and a glance at the price and a look at the suit will prove beyond question that this price is exceptional.

There are also equally stylish modes in Serge and Poplin.

The model sketched is typical of the higher priced suits. Style demands simplicity; this suit meets the demand. Its simple lines are distinctively in the latest mode.

A charming suit for you now and during Easter time.

GIMBELS—Downstairs Stores, Lower Floor

### Spring Millinery \$5

In the stylish Satin and Patent Leather Combinations. Very "chic" little hats that will please both yourself and the fashion. Small Sailors, Rolls-from-the-face, and Turbans. Some with stylish clusters of ribbon and others with flowers. A really charming assortment of what is new in millinery. The selections are large, the weather inviting and this price speaks for itself.

GIMBELS—Downstairs Stores, Lower Floor

### Bugle Is Sounding Taps on the Great Sale of Men's Suits and Overcoats

for **\$19.50**

Continuing the Boys' Suit Sale **\$10 and \$12**

Extra Trousers to Match Each Suit for **\$2.85**

On Sale Downstairs Balcony

### Do You Care About Saving Money When You Buy Your Shoes?

Well, Our **Walk-Over Shoe Sale**

Is Still Offering the Means for Many People to Save a Tidy Sum on Shoes

Are You Taking Advantage of This Unusual Offer?

Shoes on Sale at GREATLY Reduced Prices—Subway Balcony

### Envelope Chemise \$1.00

Of white nainsook, trimmed with laces and embroidery. Others in many attractive styles, at

**\$1.25 to \$6.05**

**Night Gowns \$1.35**

Of Pink Batiste, in plain tailored styles. Others, \$1.50 to \$3.95

GIMBELS—Downstairs Stores Balcony

### Bungalow Aprons \$1.69 \$1.95

Made of good quality Percale in light and dark colors. Open front and round or square neck. Some have ties in front, trimmed with contrasting colors. This is a special price on these aprons, which are to be had in all sizes including extra large ones.

GIMBELS—Downstairs Stores, Lower Floor

**Fringed Blouses of Voile at \$2**  
 And Three Other Specials for This Week Only  
 Net Blouses, accented with Valenciennes lace trimmed. \$3.75  
 Lace-trimmed Voile Blouses in daintiest of gilet effects. \$2.00  
 Slipover Blouses of pin-tucked voile, Venise pattern lace trimmed. \$3.95  
 GIMBELS BLOUSE SALON—Third Floor

Store Hours: 9:00 to 5:30

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31<sup>ST</sup> - BROADWAY - 33<sup>RD</sup> ST.

For Other Gimbel News See Page 12

**"The Road to Contentment" runs through the Gimbel Restaurant**  
 EIGHTH FLOOR  
 There the good things to eat puts you in the best imaginable mood to shop easily and buy intelligently. Tomorrow there's an especially delicious menu.

### As Paris Decrees—The Cobwebby Beauty of Hand-run Chantilly Lace—And Lo! The Hat with the Veil

**MAYBE** a long, swirling veil—like that which drapes the picturesque turban of the Moor. Maybe a tiny bit of tulle to cast an alluring shade above Milady's eyes.

But veils there must be, says Paris—Veils and, of course, the petite chapeaux from which such Veils depend.



**THE** smartly up-flaring little hat—pictured—adds another Parisienne note—its softly vivid edging of ostrich. Paris likes ostrich, too, you see. To curl in cavalier plumes over a picturesque brim—or—smartly uncurled—to wreath a jaunty turban. Two points worth noting.

### An Infinite Variety of Smart Chapeaux for Springtime in the Medium Price Salon

#### Hats for the Matron

- hats with transparent orims
- turbans—of sparkling cellophane
- turbans, softly flower-trimmed
- hats draped with feathers
- hats seductive with veils

In Springtime's Own Colorings

#### Hats for the Maid

- saucy little off-the-face hats
- ribbon hats, bead embroidered
- turbans gay with raffia
- hats with Springtime posies
- smart tricornees

With Springtime's Own Youthfulness.

### Hats of a Smartness That Belie Their Moderation of Price, \$8.75, \$10.00, \$12.75 to \$18.50

GIMBELS MILLINERY SALON—Third Floor

### Lingerie Princess Slips and Petticoats

How March does set one thinking of lighter frocks, and the prettier lingerie that such frocks must have. These recent arrivals in the Lingerie Shop are very lovely foundations of summer frilliness.

**Petticoats of Nainsook \$1.50**  
 Embroidered flounce; underlay.

**Petticoats, Lace-flounced, \$3.95**  
 Cambric finished top with flounce of Val. lace insertions and medallions. Another style with flounce of solid Valenciennes.

**White Nainsook Princess Slips, \$3.50**  
 Square necked model, with embroidery and lace insertion. Blind embroidery flounce.

**Flesh-colored Princess Slips, \$3.95**  
 One of canton silk (silk and cotton); flounce hemstitched. One of seco silk and cotton; comet cover top, Val. lace trimmed.

**Flesh-colored Princess Slips, \$5.00**  
 Secco silk with cambric top; trimmed with bow-knot embroidery and insertion fillet.

GIMBELS LINGERIE SHOP—Second Floor

### The Spring Vogue of Coat and Cape for Madame Is Presented

in its all-embracing variety of needs and uses from wrap coat to sports jackets—a showing incomparable! Prices so moderate for quality as to be a revelation this Spring.

"A COAT or a cape or both," is the absorbing question to the woman of fashion who plans her wardrobe carefully. At Gimbel's she will find she may have both. Choosing withal from a showing expressing every wish of Fashion in its smartest phase.



- The New Sleeveless Wraps—One-Button Capes—
- The Tiered Pannier Wrap—Directive Coats
- The Elbow-Sleeve Coat—The Coat-Capes—The New Trotteur Coats—
- The New Reversible Shawl Coat
- The Sports Jackets.

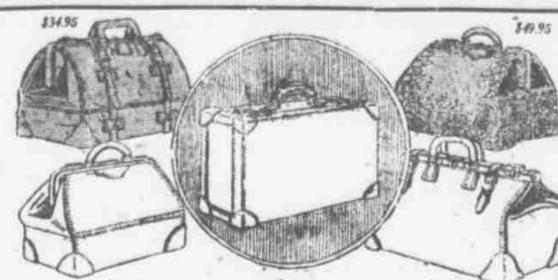
They are all here. Tailored to a standard that exacts nothing less than perfection. And the materials...in themselves denoting the mode.

Evening Cloths, Bolivias, Silk Duwetynes, White or Coffee and Cream Color Polo Cloths, Taffetas, Velveteens, Wool Jerseys, Tricotines, Men's Wear Serges, Satins and Wonderful Combinations.

Already we are told by diligent shoppers there is no showing such as this in the city.

**A Price-range from \$39.50 to \$165.00**

GIMBELS—Third Floor



### \$10,000 Worth of Fine Hand Luggage

**OFFERED IN A GREAT WEEK-END SALE**  
 Excellent quality hand luggage, new and in many styles, is offered here at better values than we have been able to offer in several years.

The story back of this sale is this:

—The maker was moving into new quarters...  
 —and to avoid unnecessary expense in moving this valuable stock...  
 —as a favor to Gimbel Brothers because of our continual big business...  
 —the whole stock was turned over to us at greatly reduced figures.

Now it is offered to you at prices which mean Savings of 20% to 33 1/3%

- This stock includes:
- |                |                    |   |
|----------------|--------------------|---|
| Kit Bags       | Overland Bags      | For Overland or European Travel                           |
| Gladstone Bags | Week-End Bags      | Many Fine, Big Pieces.                                    |
| Bellows Cases  | Oxford Bags        | Bags Cases  |
| Suit Cases     | English Frame Bags | in sizes 16 to 22   |
| Army Bags      | Coat Cases         | —in black Seal; Walrus and Longgrain; —in black Pig-skin. |
| Club Bags      |                    |   |

Prices Range from \$10.95 to \$59.95  
 GIMBELS LEATHER GOODS SHOP—Main Floor



### Voile Porch Frocks

Tell That Spring Is Near

Short as to sleeve; filmy as to fabric; Spring Beauties—every one.

At \$5.95—New Kimono-style Frock  
 one with a vestee, the other boasting a most becoming fichu. Pretty buttons and ruffings of the material add their bit of charm. Both dresses in foulard patterns. Sizes 36 to 46.

At \$9.75—Two Little Models  
 one with a vestee, the other boasting a most becoming fichu. Pretty buttons and ruffings of the material add their bit of charm. Both dresses in foulard patterns. Sizes 36 to 46.

At \$5.95—Foulard-Patterned Frocks  
 with lace-trimmed organdie collars and cuffs. Such pretty frocks for a summer day—or a spring one! A smart sash of the material makes for good looks, while large pearl buttons tell a tale of quality.

Do Come See Them!  
 GIMBELS PORCH FROCK SHOP—Second Floor

### Cretonnes for Wee Folks

All of the delicious stories that you tell to the Nursery Folks are coming along printed on sanitary cotton fabrics, 36 inches wide. You can use these Cretonnes for all sorts of hangings, bed covers and other ways that suggest themselves to you.

Then you can stretch a width around the wall just high enough for baby fingers to trace out all of the problems that are in those wonderful juvenile brains.

—Mother Goose is here of course.  
 —Peter Rabbit keeps her company.  
 —Then there's Jack and the bean stalk, trying his greatest stunts.

—It's difficult to say who is more alluring—the Sleeping Beauty or Rip van Winkle.  
 —There's no more space to tell you of all this Fairyland on Cretonne, or we must tell you the price:—

75¢, 90¢, \$1.00 and \$1.25 yard  
 Practically every color suitable for a child.  
 GIMBELS CRETONNE SHOP—Sixth Floor

### This English Dinner Set 100 pieces at \$25.00

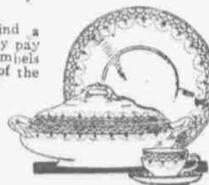
Has an underglaze, rich, deep blue border. The shapes express real elegance and make the set perfectly correct to use at all times except for the most formal social functions.

Country Clubs, Hotels,

Boarding Schools and Institutions cannot find a Tableware of more distinction even though they pay twice the price. Indeed, the next shipment to Gimbel's will have to sell for twice the amount because of the advances since this was purchased.

As "Open Stock"

- Plates, \$2.00 to \$3.00 doz.—according to size.
  - Tea Cups and Saucers, - - - - \$4.50 doz.
  - Fruit Saucers, - - - - \$1.75 doz.
  - Meat Platters, - - - - 65¢ to \$2.50 each
- All other items similarly low in price while this group lasts.



### Other March Sale Specials

- Cut Glass Water Sets, - - - - \$3.45 set
  - Cheese and Cracker Dishes, - - - - \$1.95
  - Lightly cut, floral design.
  - Handled Tumblers, floral cut, - - - 25¢ ea.
  - Tea Pots from England, - - - \$1.00 ea.
  - 1000 Dozen Cups and Saucers, 35¢ pair
- from Japan, very thin and translucent. Decorated in raised paste and gold and floral border.  
 GIMBELS—Fifth Floor