

Store Hours:
9.00 to 5.30

Gimbel Brothers
32nd ST. - BROADWAY - 33rd ST.

Special Sale of Eclipse Gas Ranges
NONE SENT C. O. D. \$31.50 to \$147.50
Demonstrations all this week. NONE SENT C. O. D.
GIMBELS NEW KIND OF HOUSEFURNISHING STORE—FIFTH FLOOR

Gimbel Brothers
32nd ST. - BROADWAY - 33rd ST.

For Other Gimbel News See Page 16

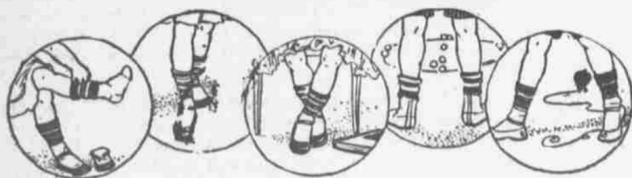
Easter a Season of Fashion---Gimbels a Centre of Fashion



<p>Tricotine Suits \$49.50</p> <p>Many models at the price Straight and Flaring For Slims or Stouts All of Them Navy And Silk Lined</p>	<p>Suits---So Smart \$59.50</p> <p>All of Navy Tricotine But Diversified Styles A Jaunty One Shown Many Other Types Finely Tailored</p>	<p>Splendid Suits \$67.50</p> <p>Navy Tricotine, of Course Hand Tailored Touches Braiding Well Applied Models Well Selected Your Type Among 'Em</p>	<p>Taffeta Frocks \$45.00</p> <p>See the Pretty One Shown Many Just as Lovely In Different Styles All as New as Can Be Navy and Copenhagen</p>	<p>Tricolette Frocks \$55.00</p> <p>Hand Embroidered Of Straight Graceful Line Back Is Pretty Too So Becomingly Clingy Sponge, Navy, Brown</p>	<p>Velour Coats \$39.50</p> <p>Wrap-Like in Design Graceful Yoke Trim Buttons Well Placed Prettily Lined The Right Colors</p>	<p>Tricotine Capes \$49.50</p> <p>Long Lines and Graceful Original Arm Slits Lined With Good Silk Tailored With Care Navy and Sponge</p>	<p>Charming Capes \$89.50</p> <p>Effectively Draped With Shapely Collars Tailored Impeccably Hand Finished Navy, Black, Tan</p>
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GIMBELS FASHION SALONS—Third Floor

The Season's First Sale of Children's Socks



Being a Manufacturer's Clearance of Several Hundred Dozen Pairs at Savings That Count

ONE LOT AT **38c** ONE LOT AT **55c**

Three-quarter length mercerized lisle socks—the popular model which comes above the calf of the leg. White with various color fancy striped tops. *Sizes 6 to 9½. Not All Sizes in All Patterns.*

Beautiful fibre silk socks in regular length—very soft and lustrous. Striped lisle tops and reinforced heels and toes. A remarkable buy for 55c. *Sizes 5 to 9½. All Patterns in All Sizes.*

This is just the kind of Sale we like to have for kiddies and mothers. The socks are of a splendidly sturdy quality that we've seldom seen at the price. And the patterns are so many and so cheery that chubby legs will look even cuter than usual.

You Really Owe It to Yourself and the Kiddies to Stock Up Tomorrow!

GIMBELS HOSIERY SHOP—Main Floor

A Friday Sale of Linens

Odd lots left from a heavy buying season—new lots that must go to make way for other new lots. You'll find good choosing here!

360 Dozen Extra Large Turkish Bath Towels, 65c each. Full bleached; neat pink or blue borders.

Pure Linen Extra Heavy Satin Damask Table Cloths and Napkins. 72x72 inches, \$9.50 each. 72x90 inches, \$11.75 each. Napkins, 20x20 inches, \$9.00 dozen. Three attractive round designs.

800 Dozen Hemmed Huck Towels, \$2.95 dozen. Very absorbent. Plain red or white border.

200 Dozen Turkish Bath Towels, 35c each. Full bleached; good, generous size.

13 Piece Irish Linen Crash Luncheon Sets, \$4.25. Delt blue embroidered scalloped edge. Very dainty.

GIMBELS LINEN SHOP—Second Floor

Gimbel Special Adjustable Dress Forms \$14.95

Just 100—which the maker let us have at a saving. And as usual on goes the saving to you!

Two Styles that accurately reproduce the proportions of any figure. Style A, sizes 32 to 44; Style B, sizes 36 to 46.

Here and at Savings at the Very Beginning of the Spring Sewing Season—But—Just 100!

GIMBELS SEWING MACHINE SHOP—Fifth Floor



NECKLACES New and Colorful

A simple frock is oftentimes transformed into a thing of beauty by just the right bit of jewelry. And it need not be expensive jewelry, either.

Metal Link Combination Necklaces with pendant drops in jade, lapis blue, coral, Belgium blue and clouded amber. Oval and fancy shaped beads. *95c to \$3.95*

Graduated strands of oval or round beads in clear golden topaz, rose tourmaline, sapphire blue, emerald, peacock, amethyst, etc. *\$1.25 to \$3.95*

Other Necklaces \$5.95 to \$25

Jet Necklaces in 16 to 48 inch strands. Straight or graduated. *50c to \$20.00*

GIMBELS—Main Floor

International Silk Sale

features Navy Blue—the most popular color year after year. The most becoming color to the greatest number, and the most adaptable color for all occasions.

Navy blue Satin, \$2.95 yard
Navy blue Taffetas, \$3.45 yard
Navy blue Foulards, (New Designs) \$2.95 yard
Navy blue Crepe de Chine, \$2.75 yard

GIMBELS SILK SHOP—Second Floor

Again Comes the 75c Group of Voiles Gingham Organdies

Georgette Printed Voiles are as sheer as if they were silk.

Ginghams and Organdies are a tandem team. For every gingham frock ought to have the sweet winsomeness of a white organdy collar and cuffs.

GIMBELS COTTON FABRIC SHOP—Second Floor

A Sale of Seven Hundred ODD BLOUSES

Fashioned of Finest French Voile and Priced at a Fraction of Their Worth

Mostly One of a Kind **\$2.95** In White and Flesh

For Friday and Saturday Selling

We have carefully combed our great stocks and chosen odd blouses of all types and styles and sizes—blouses that would cost more at wholesale than this low price which we have quoted.

The Quality of the Voile is so noticeably fine that it instantly places these blouses in a class of exclusiveness and beauty. The trimmings are so varied that any description becomes hopelessly inadequate. You will surely find the sort you like.

All Lovely! All Sizes from 34 to 46 are Generously Represented.

GIMBEL BLOUSE SHOP—Third Floor

Windsor Crepe Lingerie

Lovelier Than Ever When Pastel-Striped



Such dainty stripes of orchid and palest pink and blue appear on the new spring models of these ever-practical and delightful underthings. And they come, too, in a melting new color, like the heart of a sunset rose that is quite delectable when stitched with black.

The Gown pictured is of this tint. Note its coquettish black bow. *\$3.95*

The Bloomers to match are, *\$2.00*
Others, *\$1.00 to \$1.50*
Striped Crepe Gowns, *\$3.00*
Others, *\$2.00 to \$3.95*
Crepe Pajamas, 2-piece model, *\$3.95 to \$6.05*
Billie Burke style, *\$2.50 to \$6.05*

GIMBELS LINGERIE SHOP—Second Floor

L'Aiglon Porch Frocks

Answer the Roll-Call of Springtime



Used to be called House Dresses. But these particular frocks are so crisp and saucy, so smart for quite any hour in the day wear—that you'll like them for the porch and the beach and the board-walk as well.

L'Aiglon, of course, is their hallmark of quality. They are fashioned of quite the nicest of Chambrays, Checked and Striped Ginghams and Novelty Tissues. Square necked and V-necked; collared and collarless. And all are modishly short as to sleeve.

Misses' and Small Women's Sizes, 16, 18, 20. Regular and Extra Sizes, 34 to 52.

Whoever Would Expect Such Frocks at Prices as Low as *\$3.95 to \$10.00?*

GIMBELS PORCH FROCK SHOP—Second Floor



The Beauty of Roses. Lusciously pink, thickly studded

The Softness of Maline, subtly swathed, in Moorish fashion

Hats of the Mode at Prices of Moderation

Such is the slogan and the service of the Gimbel Medium Price Salons. So Madame and Mademoiselle may have the assurance of selecting a hat that is correct, that mirrors the dictates of Paris, that is chic, individual, designed by an artist and yet does not exact the premium of prohibitive price.

Hats that Follow the Fashion of Paris—that show flowers—thick-encrusted—as Paris uses—that sparkle with the colorful brilliance of spun sugar—that drip into veils of Chantilly in Egyptian fashion—that wear the crown of the Mandarin—or veil themselves with ostrich in romantic 18th century way.

In This Splendid Showing of Hats of the Hour Is Undoubtedly the Hat for You—A Hat of a Smartness that Belies Its Moderation of Pricing

\$8.75---\$10.00---\$12.75 to \$18.50

GIMBELS PARIS MILLINERY SALON—Third Floor



PARIS Dons Square Drape Veils

And America sanctions her decree.

Because a welcome addition to the small tailored hat.

Because it is ever graceful and becoming.

And Because as a new fashion hint, it marks the stylish woman; the square draped veil is increasingly popular.

Square veils in flit and hexagon mesh; with clustered chenille dots, loop fringe border or border of effective floral designs; *\$3.95 to \$7.50 ea.*

Drape Veils 1½ yards long, in hexagon or flit mesh, with braided or floral design border; *\$2.95 to \$6.95*

Also Gimbel's own importation of veils in hexagon flit mesh; with scroll design in border and running through the veil. *\$3.75 to \$6.95 a yard.*

GIMBELS—Main Floor

Spring Drapery Fabrics

that have the Easterthought of a new, fresh, home-viewpoint

For Portieres and Hangings	For Sash Curtains—Nets in great variety.
Bordered Madras \$1.90 yard. 36 inches wide; 7 colors.	45c yd. to \$3.65 yd. White and Ecru.
Casement Cloth for Windows \$1.25 to \$4.25 yard. 36 inches wide.	Mercerized Shikii Rep 36 inches wide, \$1.25 yard. Variety of colors.

GIMBELS UPHOLSTERY SHOP—Sixth Floor

These Semi-Made Skirts \$8.50 to \$15.00

In the Section of Wool Dress Goods

Are the talk of the Town, for they are such good values for the money.

Belt sizes: 26 inches to 34 inches. Just sew up a seam and these beautiful skirts are ready to wear.

There are plaids, stripes, checks, jersey cloths and all sorts of fabrics for sports wear.

GIMBELS WOOL FABRIC SHOP—Second Floor