

Store Hours 9 to 5:30

Music Salons Open Evenings

Until 9 o'Clock : Eighth Floor
Big sales now! Brand new player pianos—high grade, at \$345.
Splendid new phonographs at \$89.50. And easy terms of payment on both.
After 5:30 use 33rd Street Entrance, near Broadway

GIMBEL BROTHERS

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

Shop By Mail Through

Our Mail Order Department

Phone Pennsylvania 5100



Hats! A Riot of Gay Spring Color Notes

A Glorious Collection to Bring the First Touch of Spring to Winter's Sombreness : or to Meet the Fitness of Things in the Bright Southland

The real Beauty of Spring interpreted into hats: joyous with flowers: perky with dashing ribbon fancies: demure with bows of lace. In Fashion's fabrics: Fulle Silk, Crepe de Chine, Taffeta or sheer Braid. Street shades for afternoon functions. Bright shades for evening. And PRICES—exceptionally low. \$12.75 to \$28.00.

Florida Special : Illustrated : \$10

GIMBELS MILLINERY SHOP—Third Floor

Down in Price Men's Shoes

TO \$6.45

Well-made shoes, well-fitting shoes—of a quality you'll appreciate immediately. Shoes that'll wear and wear and wear and still be GOOD—and GOOD-LOOKING.

Tan Shell Cordovan Mahogany Russia Calf

In the best grades of leather—the names of the brands on shoes—WHITE HOUSE and WEL-BRED—assures you of that. Goodyear welted soles—the Russia Calfs made with wing tip and heavy single soles.

GIMBELS MEN'S SHOE SHOP—Fourth Floor



VALUE! Women's Swagger TWEED and POLO COATS

\$23.75

A polo coat—the one coat that's a spring coat and a winter coat. Right for sport wear—right for everyday wear—right for every wear. Always youthful—always smart. Nothing like it—except, perhaps, a smart shaggy English tweed. Both here, in a variety of good models. And both LOW priced at \$23.75.

GIMBELS WOMEN'S COAT SHOP—Third Floor



Newest Modes In Jaunty Tweed SUITS

Women's \$22.50 Misses' 14 to 18

Introducing the Cape and Dress Model

Six new and distinctive models to choose from. Each one developed in Fashion's favorite fabric: TWEED. Tailored and dressy styles; coat and skirt: cape and dress: cape and skirt: Note well the new Jenny collar, the tailored shoulders, the novel pockets, the man tailoring. AND—the PRICE!

Loveliest of Spring Colorings All Represented
GIMBELS WOMEN'S AND MISSES' SUIT SHOP—Third Floor

Great! Still Hundreds of Fine Men's and Boys' SWEATERS

Duplicate Models Regularly Priced \$6.50 \$7.50 \$8.50 \$9.50 \$10.50 \$11.50 \$12.50

\$4.50

Shaker Knit : Jumbo Knit : and a Variety of Popular Stitches

Great, heavy shaker knit sweaters for every season's every sport. Lighter golf jackets to slip under your coat. No whites left—but almost every color.

Sweater Coats : Pull-Overs : Golf Jackets

Men want them. Women want them. Boys want them. Popular at their regular prices. A sensation at their sale price. Sweaters of fine make—splendid quality.

GIMBELS SPORTING GOODS SHOP—Fourth Floor

NOW! The Season's Great Event!

Our Entire Stock of

Society Brand Clothes

6123 Winter Suits : Overcoats : Topcoats
Sports Suits : Full Dress and Tuxedos

1/3 Off

Their Original Prices

Original prices left on the price tickets—but blue-pencilled. The saving obvious—and great. The quality highest.

Men's HATS \$2.95

Quality in the hats, too—and VALUE! Derbies and felts of excellent make—smartly styled—finely finished.

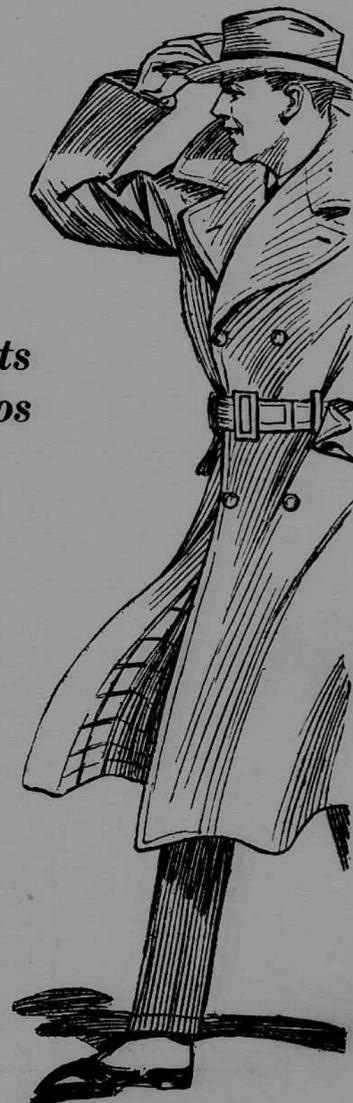
FOURTH FLOOR

- All \$35 Suits and Overcoats : \$23.33
- All \$40 Suits and Overcoats : \$26.67
- All \$45 Suits and Overcoats : \$30.00
- All \$50 Suits and Overcoats : \$33.33
- All \$55 Suits and Overcoats : \$36.67
- All \$60 Suits and Overcoats : \$40.00
- All \$65 Suits and Overcoats : \$43.33
- All \$70 Suits and Overcoats : \$46.67
- All \$75 Suits and Overcoats : \$50.00

Sale Starts Today : Saturday : at 9 A. M.

GIMBELS MEN'S CLOTHING STORE—Fourth Floor

Headquarters for Society Brand Clothes



No Charge for Alterations

Regular sizes and stout sizes. Not every size in every model. But all in the sale.

33 to 48

Men! Clearance Silk NECKWEAR

50c

Knitted Neckties (Slightly Imperfect)

Several recent sales have offered "seconds" of the better kind of knitted scarves for very low prices. All that were left we've put in this sale at this extra-special price. They all look good—*are good.*

Perfect Scarfs

Broken ranges of perfect knitted and other silk scarfs, in various designs and colorings. All desirable!

GIMBELS MEN'S FURNISHINGS—Street Fl.

1200 Pairs MEN'S SAMPLE GLOVES

Good Gloves—Warm Gloves! A Once-a-Year Event of Great Moment.

Unlined Gloves Regularly Up to \$3.95 \$1.65 Lined Gloves Regularly Up to \$5.50

Two leading makers contribute their entire sample lines. All to go at one price—and you know what that means. It means gloves of the finest grades—gloves of the highest qualities—all their samples—regardless of their worth—at \$1.65.

Capeskin, mocha, suede, chamois, buckskin. Fine leathers. Finely made. Many of them warmly lined. Dozens of them really better than we care to say here, because those best values will go quickest.

Sizes 7 1/2 to 9 : Greatest Number of 8, 8 1/4 and 8 1/2

GIMBELS GLOVE SHOP—Street Floor

SALE! 850 Office Chairs

Speeding the February Furniture Sale As One of Its Greatest Values

For Club, Home Or Office \$3.85 Strongly Made and Useful

These chairs are very good looking. Wonderful for the office, of course, but they are admirably adapted for other uses. These are just a few suggestions: in the ante-room of professional men; in the breakfast room of your home; in clubs; in restaurants; as extra chairs in any room in the house. They are made of solid oak, finish in Office Oak or Fumed Oak; or in Gum and Birch (hard, durable, sturdy woods), finished in American Walnut and Mahogany.

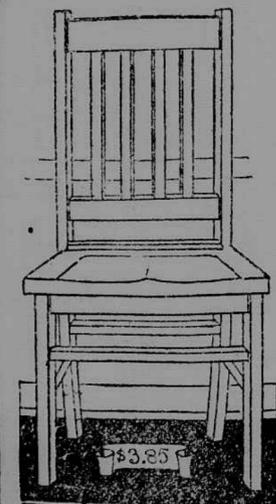
Typewriter Desks \$39.75 Utility Desks \$19.75 Flat Top Desks \$99.75

Golden Oak and Imitation Mahogany. 30x38 size. Office Oak, Fumed Oak, American Walnut and Imitation Mahogany. 36x24 size. Solid Mahogany. Brass handles and Brass shoes. 60x36 size.

Typewriter Desks \$48.50 Flat Top Desks \$35.00 Flat Top Desks \$48.75

Imitation Mahogany. 30x30 size. Oak. 50x30 size. Oak or Imitation Mahogany. 60x32 size.

42-in. Settee. \$18 Imitation Mahogany. Wood seat. Sectional Bookcases. . . . \$26 3 units. Top and base finished in Oak or Imitation Mahogany. 4-Drawer Letter File. . . \$19.75 Imitation Mahogany. All-Steel Letter File. . . \$32.50 4 drawers. Exceptionally heavy. Standard make.



GIMBELS OFFICE FURNITURE SHOP—Eighth Floor