

Gimbel Brothers

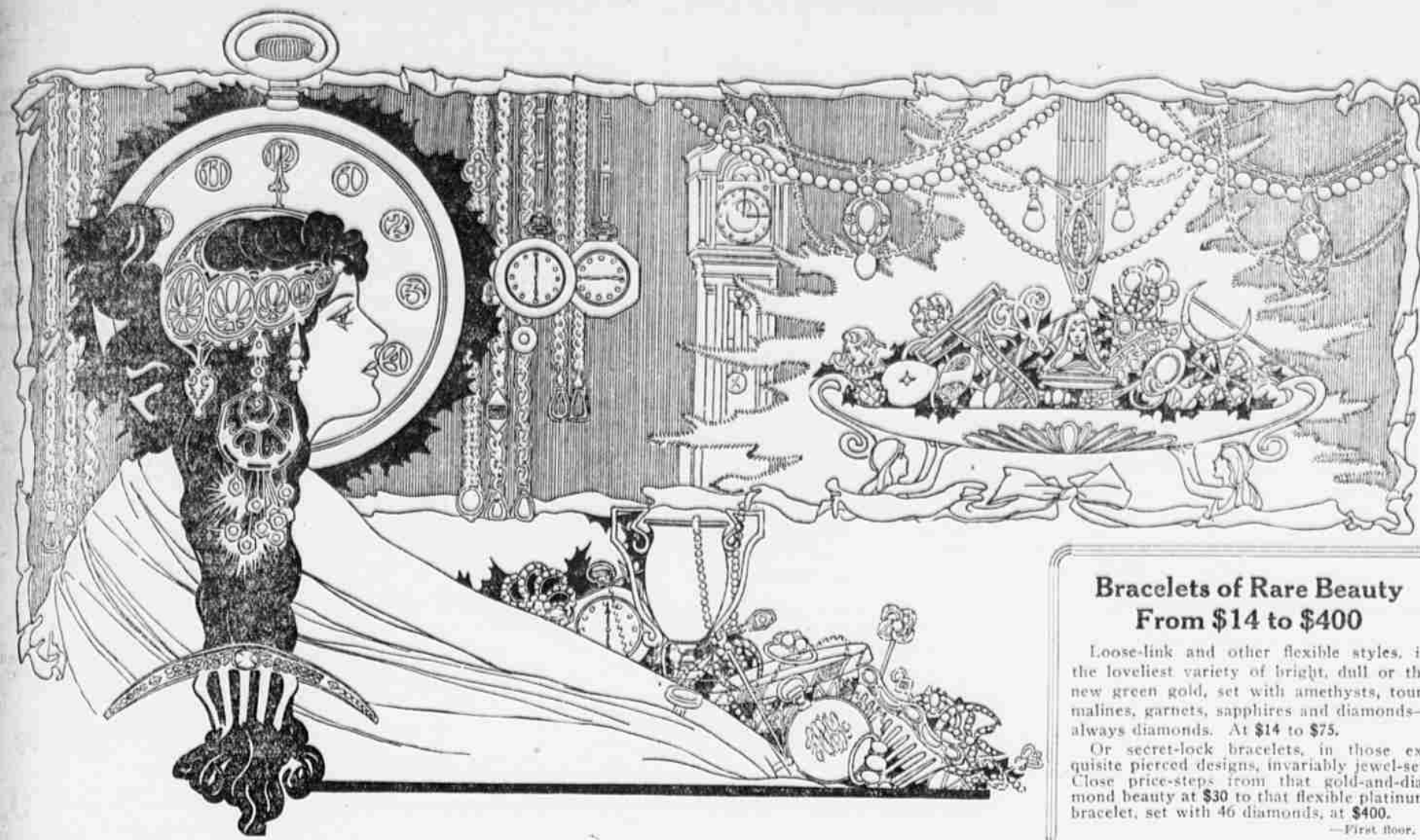
Store Opens at 8:30

Gimbel Tea Room: Music

Store Closes at 6

Wednesday, December 15, 1915

# Gimbels—Gems : Jewelry : Trinkets for Gifts—Gimbels



One marvels at the setting, staging and rendition of a wonderful opera; the timbre and tonal color of the voices of the great singers. And it goes along so smoothly that we all forget that somebody "took care"—that the real work of those singers in developing their voices and in caring for them forms tasks and imposes restraints from which most of us would shrink; that the stage art is exacting, from prompter to prima donna. Work, work, work; study; acquirements and display of knowledge.

But the same idea runs in every warp of life—no tapestry of achievement without a warp of work. Barrister, clergyman, orator—work and keeping fit.

The few do—and dominate.

Jewelry is sold everywhere—from pushcart and tray vender to palaces of business.

Why do just a few names occur to you when the need arises for

## Watch : Necklace : Ring : Pendant

—anything wherein you wish to be sure of your ground?

Belief in the carefulness, skill, energy, determination, achieved standing, reasonable and sufficient resources and honesty of the concern.

Honesty of method is all-important, yet last named of the attributes because a concern may be honest but so ill-equipped that the service rendered would not be appealing.

### Bracelets of Rare Beauty From \$14 to \$400

Loose-link and other flexible styles, in the loveliest variety of bright, dull or the new green gold, set with amethysts, tourmalines, garnets, sapphires and diamonds—always diamonds. At \$14 to \$75. Or secret-lock bracelets, in those exquisite pierced designs, invariably jewel-set. Close price-steps from that gold-and-diamond beauty at \$30 to that flexible platinum bracelet, set with 46 diamonds, at \$400. —First floor.

## Mesh-Bags in Sterling Silver, German Silver, Gold Plate and Gunmetal

Coarse mesh or fine; broad frame or narrow; collapsible top or stiff; even some novelty frames in tortoiseshell and jade effects—Surely every possible variety in meshbags is here. Sterling silver Handbags, "fringed" or "plain," with soldered meshes (best for wear), at \$15 to \$40.50. Sterling silver Mesh Purses, at \$5.50 to \$8.75. Gold-plated Handbags, in square and the new "balloon" shapes, at \$9.50 to \$48. German silver Bags, some with tortoiseshell or jade effect frames, variously at \$1.50 to \$17.50. Gun-metal Handbags, at \$3 to \$22.50. German silver Bags, with silver-plated gate tops, at \$1.25 to \$6. Purses, at 50c. German silver Purses, chain-swung from finger-ring, at \$1.25 and \$1.75. Sterling silver Coin Holders, for nickels, or dimes and nickels, variously \$1.50 to \$9. Sterling silver Vanity Cases—fitted—at \$5.75 to \$12. Tiny, inconspicuous, practical—fascinating! Sterling silver Dorine Boxes, at \$1.50 to \$3. German silver Vanity Cases, fitted, at \$1.50 to \$3.85. Silver-plated Dorine Boxes, some with fancy-colored enameled tops, variously 50c to \$2. —First floor.

## Jewels, Exquisitely Set, Are the Gifts of Gifts

Whether given for beauty or value. Because both beauty and value last. Here are perfect stones, in settings like delicate frost-flowers made imperishable. And, like frost-flowers, these diamond-paved settings fling back a thousand tiny bars of radiance for every ray of light that touches them.

### LaVallieres the Favorite Necklace

Tiny chains of platinum or of gold, set with diamonds or pearls or both. Designs are variations of plaques, circles and graceful drops, besides Empire and Colonial. La Vallieres, in platinum settings, at \$16 to \$225; in gold settings, at \$13 to \$75. Onyx-and-gold La Vallieres, for people who like the popular black and white effects, at \$8 to \$40.

### Lorgnons in Great Demand

Short or very short handles. Gold, in beautiful designs. At \$15 to \$24.

### Paris Inspired These Little Finger Rings

The broad, high platinum setting, paved with tiny diamonds, \$35 to \$250. Solitaires, in the plain, high settings—not little finger-rings, these—in splendid variety of size, weight and value, at \$25 to \$900.

Single-stone Rings, in fancy platinum setting (some in small mounts of diamonds), at \$45 to \$475.

### Brooches in Delicate Tracery of Platinum or Gold and Diamonds

Bar pins, delicate as fairy cobwebs, and "paved" with diamonds, are \$25 to \$300 for platinum; \$18 to \$50 for gold. Platinum "torpedo" Brooches are \$40 to \$225. Gold Brooches, round, at \$17 to \$85.

### 14-Karat Brooches Set With Semi-Precious Stones

Bars and circles and pretty floral designs, in the English finish (the "yellow" gold), or in the new green-gold. Amethysts, tourmalines, sapphires—all these semi-precious jewels to choose from, at \$5 to \$19.

### Birth Stone Rings

Mostly little finger styles. Rose gold, mostly, with plain or carved shanks. At \$4 to \$19, except the April stone—the diamond—which begins at \$25. —First floor.

## New Clocks in Striking Variety

All the way from the tall, dignified "grandfather's clocks" to the newest, prettiest little desk and "personal" clocks that come, this year, in woods and in tambour style. Even those little clocks come with 1 to 8-day movements. Small mahogany Tambour Clocks, at \$2.25 to \$5. New, rich, gold-finish 8-day clocks, in tambour, Gothic and odd shapes, at \$4.75 to \$5. Brushed brass Clocks, many shapes, 1 to 8-day, at \$2.75 to \$5.50. 8-day Alarm Clocks, in wood cases (another novelty), at \$5.75, \$6 and \$6.50.

### Chime Clocks at \$18 to \$70

With the mellow, musical "Westminster chimes" that sound every 15 minutes. In wood—mahogany or Flemish oak—at \$18 to \$70. Grandfather's Clocks, with chimes, at \$135 to \$650. Without chimes (the hours strike, though), at \$42.50 to \$100. Crystal Clocks, at \$14 to \$75.

### Wood Mantel Clocks in Tambour Shape

At \$5 to \$51.75. Mostly 8-day movements. Good, easily-read faces.

### Traveling Clocks

The folding kind—double up like a pocket book—at \$3.75 to \$19. Some are 8-day clocks. Beautiful leather cases. Other traveling clocks, with alarms (needn't sleep over train-time!), at \$2.50 to \$6.50. These vary in size from wee things to fairly-large, in strong cases. —First floor.

### Bracelet Watches With the "Disappearing Eye"

When you want to wear it on a chain or fob, the tiny clasp can be pushed back into the case, and the watch is a regulation watch again. All our bracelet watches are convertible. Woman's 14-kt. gold watch, with gold-faced, flexible-link bracelet, at \$65. Woman's gold-filled watch, with chatelaine brooch, leather fob and bracelet, at \$20. Other solid gold Watches (all American movements), at \$25 to \$65. Gold Watches, at \$14.50 to \$65; diamond-set, at \$80. Gold-filled and enamel watches, at \$14 to \$20. American octagonal Watches, in gold, American movement, at \$50. Swiss octagonal Watches, in filled gold, at \$17. Silver and gunmetal Watches, in odd shapes, variously at \$6 to \$15. Nurses' wrist watches—Silver or gunmetal, on leather bands—at \$10. Nurses' watches, silver, at \$9 to \$15.50.

### Men's Gold Watches at \$16 to \$95

Ninety-nine out of every hundred men want plain gold cases, open-faced watches. We've plenty of variety, even for those conservatives, from that 7-jeweled model at \$16 to the 21-jeweled "Riverside Maximus," at \$95. Plenty of chased styles for the hundredth man, too. American movements.

### Men's Gold-Filled Watches Begin at \$7

Men's odd shape Watches, in silver, gunmetal and "mellow silver," at \$2 to \$30. Swiss movements. Chauffeurs' and Golf Watches, gunmetal and silver, at \$6 to \$25. On a leather wrist-band. Boys' nickel Watches, at \$2 to \$7.50. Boys' silver Watches, at \$5 to \$30. —First floor.

Gimbel Brothers : Market : Chestnut Eighth and Ninth

## French Jewelry—Sparkling Bits of Inexpensive Jewelry

### For Hair or Hand, Wrist or Throat

With those brilliant hair-ornaments to head the list. Lace-like and "paved" designs, in all rhinestone or rhinestone combined with stones in emerald, sapphire and amethyst colorings. Perhaps most daring—wonderfully becoming, too—of all are the "peacock combinations"—sapphire and emerald-colored stones.

The casque-shape is newest and already popular—can be used a dozen ways for a dozen varying coiffures. Oriental designs, mandarin combs, floral effects—literally dazzling variety.

Jeweled hair ornaments, variously combs and pins, at 50c to \$10.75.

Lorgnons, gold-filled and sterling silver, plain and fancy styles, variously \$3.50 to \$9.50.

14-kt. gold-filled Bracelets, bangle and secret locks, narrow and broad widths, at 50c to \$6.75.

Sautoirs, gold-filled or sterling silver, in the fashionable light effects, at \$1.25 to \$3.25.

Gold-filled Brooches, many shapes and designs, jeweled—some enameled, at \$1 and \$1.25.

Flexible Bracelets, sterling silver, set with rhinestones or "combinations," at \$6 to \$6.75.

Sterling silver La Vallieres, jeweled, at \$3 to \$5.

Earrings, at \$3 to \$5.

Rings, at \$2.50 to \$6.50.

Imitation pearl Earrings—pearl drops from rhinestone tops—at \$3 and \$3.75 a pair.

Imitation pearl Earrings (for pierced or unpierced ears), at 50c to \$4 a pair.

Rhinestone Bar Pins, at 65c to \$2.25.

Chatelaine Pins, gold-filled, at 75c and \$1.

Circle Pins, gold front or gold-filled, at 50c to \$1.50.

Circle Pin Sets, 2 or 3 on a card, variously \$1 to \$1.50 a set.

Lingerie Clasps, gold front and gold-filled, at 25c to \$1 a pair.

Imitation pearl Necklaces, with solid gold and jeweled clasp, at \$1 to \$28; with gold-filled clasps, at 50c. —First floor.

## Many New Gift-Ideas in Silver-Plated Tableware

With compartment dishes as a novelty that is at once practical and beautiful.

A partition divides the dish in two. The lid handle unscrews, and the lid can serve as a second dish. Three or even four vegetables can be served at once. At \$12 to \$14.

Lock Handle Vegetable Dishes at \$6 to \$14.

Electric Percolators (they make mighty good coffee!) at \$12.50 to \$14.

Electric Chafing Dishes, at \$16 to \$19.

Water Carriers—stationary frames—with four or six glasses, at \$8 to \$30.

New style Crumb-scrappers, at \$3 to \$6.

Casseroles, in silver-plated openwork frames, at \$2.75 to \$11.

Individual shirred egg Dishes, at \$1.50.

Bean Pots, at \$3 and \$4.50.

Tea Services, at \$9 to \$50.

Coffee Percolators, at \$14.50.

### A Silver Sandwich Plate For

### That "Hard-to-Give" Person

One of the rare presents that anybody, anywhere can use—and does use.

Sterling silver, all in wonderful cut-out patterns, at \$10.50 to \$25.

Bread Trays, at \$11.50 to \$30.

Candlesticks, at \$3 to \$7.50.

Sugar Racks, at \$2 and \$3.25.

Salt and Pepper Sets, at \$6 to \$10.

Bonbon Sets—1 large and 6 small dishes to match—at \$12.50 to \$16.50.

Bonbon Dishes, at \$1.25 to \$9.50. —First floor.

### Inexpensive Silver Novelties

As practical as they are novel and interesting.

Sterling silver-trimmed Bottles for soda mints or charcoal tablets, at 75c to \$1.50.

Smelling salts Bottles, sterling silver-capped, at 65c to \$3.50.

The violet, green or rose-colored salts add mightily to the beauty of the gift.

Bud Vases of sterling silver, at \$1 to \$9.50. Some violet-vases among them. —First floor.

### For "Himself"

Sterling silver Match Boxes, plain, engine-turned, engraved and newest—hammered styles, at \$1 to \$8.75.

Sterling silver Safety Match Boxes, at \$2.25 to \$6.

Sterling silver "Lighters," at \$1.25.

Gold-filled Safety Match Boxes, at \$3 to \$4.75.

Gold-filled Cigarette Cases, at \$1.25 to \$19.50.

Gold-front Pen Knives, in English and canary gold finish, at \$1.25 to \$3.50.

Sterling silver Knives, in French gray or bright finish; engine-turned, chased or hammered designs, at 50c to \$3.75. They've the bail at one end, for hanging to keyring or Waldemar chain.

Sterling silver Cigar Cutters, at 75c to \$3.

Gold-filled Cigar Cutters, at \$2 to \$2.50. A new flat shape among them.

Ribbon Fobs with gold-filled buckles or signet charms, at \$2 to \$3.

Key Rings, in sterling silver, at 50c to \$1; gold-filled, at 50c and 75c.

Gold front Cuff Links, lever and dumb-bell shapes, at \$1.50 to \$3.

Belts, with sterling silver or gold-filled buckles, at \$2 and \$3.

Gold-filled Waldemar Chains, in fine effects; plain and fancy links and rope designs, at \$1.25 to \$2.50.

Gold-filled "Dickens' Chain," convertible, at \$2.75 to \$6.50.

Gold-front Tie Clasps, in engine-turned, English or two-toned effects, at \$1.

Gold-filled Scarf Pins, jeweled, at 50c to \$1. —First floor.

## Gifts Men Really Like—and Use.

### Not the Kind They Just Say

### "Thank You" For!

Waldemar Watch-chains—the new, fine-link sorts that go straight across, from pocket to pocket. In platinum, at \$19 to \$40.

In gold, at \$7.50 to \$15.

Gold and platinum combined, at \$19.

Today's scarcity of platinum (it all comes from Russia) is such that if we bought today we'd have to sell that \$40 chain for \$55.

Belts with gold Buckles, at \$11 to \$19. Substantial, beautiful squared-shapes, in plain or engraved gold.

Flat Pencils, at \$6.75 to \$38, this last with a stationary guard for a detachable pencil.

Scarf Pins, platinum set, at \$11 to \$110. The same lacy, exquisite designs, jewel-set.

Scarf Pins, gold, at \$5 to \$48. Jeweled, of course.

10-kt. gold Scarf Pins, at \$1.50 to \$10.

Gold Cuff Buttons, plain, engine turned, or newest of all—with a tiny "thread border," variously \$5 to \$15.

Diamond-set gold Cuff Buttons, at \$7 to \$32.

Cigar Cutters, gold, at \$3 to \$25.

Cigar and Cigarette Holders, at \$5 and \$6. Of clouded amber, set in gold. —First floor.

### A Whole Caseful of Baby Gifts

### All in Sterling Silver

With boy-baby and girl-baby toilet sets for the newest, cutest idea among them. The boys' sets are military brushes, and the girls' are comb and brush and tiny mirror, made to reflect the whole face in miniature.

Boys' Sets, at \$2 to \$3.50.

Girls' Sets, at \$1.50 to \$3.

Comb and Brush Sets, at \$1.50 to \$3.

Silver Rattles, at \$1 to \$4.

Bent handle Spoons, at 50c to \$1.50.

Drinking Cups, at \$2 to \$6.50.

Porridge Bowl and Tray, at \$18.

Bib-markers, at 75c to \$2.

Napkin Rings, at 75c to \$1.50.

All in sterling silver. —First floor.

## Bureau Silver—Single Pieces or Everything

### to Match

We've made a feature of stock designs for people who want to build up a bureau set, year by year, as well as of the complete sets. Bright finish or the lovely French gray. Plain or engine turned, or carved.

For the greater convenience we grouped some into sets of three pieces, though each piece may be bought separately or sets of any number made up.

### All These in Sterling Silver

Sets of three pieces, at \$7.50 to \$36.

Sold separately:

Combs, at 75c to \$3.75.

Brushes, at \$2.25 to \$10.50.

Mirrors, at \$4.50 to \$21.

Clothes Brushes, at \$2.25 to \$10.25.

Hat Brushes, at 75c to \$5.

Military Brushes, at \$3.50 to \$18 a pair.

Shaving Sets, with glass bowl, at \$3.75 and \$4; with silver bowl, at \$6 and \$7.

Manicure Sets, 6 to 11 pieces, at \$5, \$7.75 and \$8.

Shoe Horns, at 25c to \$2.75.

Shoe Buttoners, at 25c to \$2.75.

Nail Files, at 25c to \$2.75.

Cuticle Knives, at 25c to \$2.75.

Nail Buffers, at 50c to \$6.50.

Cold Cream Jars (the base of glass), at 50c to \$3.

Powder Boxes, at \$2.25 to \$15, the base of glass—some exquisitely cut.

Hair Receivers, glass base, at \$2.25 to \$6.50.

### Rolled Gold Toilet Pieces

Guaranteed for a good five years' service. From the way it's made, it ought to last twenty-five!

Sets, at \$8.50 to \$17.50.

Combs, at \$1.50.

Brushes, at \$4.

Mirrors, at \$4.50.

Clothes Brushes, at \$3.

Hat Brushes, at \$2.25.

Picture Frames, at \$1.25 and \$1.75.

Small "handle pieces"—shoe buttoners, shoe horns, and the like—at \$1.25. —First floor.

### The Custom of Matching Flat Silver

### Solid Silver, of Course

One year the spoons, another the forks or knives. And so on, until the "family silver chest" is completely fitted out.

We've made a practice of carrying "open patterns" for the matching.

Washington, Somerset and Hamilton are the three favorites.

M-10400, Sterling Silver Pen-cil With Six Rollers, Size 3, inches 7 1/2.

M-10401, Sterling Silver Baby Spoon, \$1.

M-10402, Sterling Silver Soup Spoon, Plain handle, \$1.

M-10403, Sterling Silver Spoon, "Somerset" pattern. Prices according to weight.

Tea Spoons, \$9.50, \$11.75 and \$14.00 each.

Desert Spoons, \$19 and \$22.50 each.

Table Spoons, \$24 and \$28.50 each.