# Gimbels-The Store of Santa Claus-Gimbels 

## A Whole Acre of Floor Space Given to TOYS and SPORTING GOODS



Santa Claus is here-and nothing that this store ever does should lessen your faith in Santa Claus, be you toddler or thirty or eighty-one Some wonderful things cannot be seen by human eyes-heat, cold, air, for instance-and so when it is desired to make the mind see by picture it is necessary ti use something to represent the real but invisible thing

Now, there is another very wonderful thing-the most wonderful thing in the world, except life itself, and even life would be a poor thing without it Santa Claus

Believe in him; tell him your longings, and in the full knowledge that to quite the extent of good judgment he will bring you gifts. Love that forgets to be sensible does mischief-and Santa Claus is not that sort. Every Santa Claus you see is real-and represents people with kind hearts.

The three Gimbel Storesphinelphin veeks-and several million dollars' worth of other beautiful and desirable things.

We believe the chief reason for the very great business here is that Santa Claus controls shoppers and warns them to buy at stores where they get best values and For the Children's Pleasure-The general enjoyment of the Toy Store; riding on real at all, if the goods were faulty or of a cheating sort ive Shetland ponies; tafking with Santa Claus; seeing the Electrical Show-"Winter in $\begin{aligned} \text { And for the Grown-up }\end{aligned}$ (


## Gift Suggestions in Jewelry

Christmas Stock at Their Moot Varied Bost


Trustworthy, Beautiful Furs
Specially Bought Best of All, the "Specials" Are All SucfrFavorite Furs as These
 shoms \% wis *2vew wix


For "Him or "Her"
A Desk Set

Toilet Sets
some stans.set



Silk Stockings A Gift That Pleaese Women<br>


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Hand-Bags Make Favorite Gifts


| Gimbels Subway Store-The |  |  | Sale for Men and Young MenSuits and Overcoats at $\$ 12.50$ Each But there are only a fey y hundref at this low pritan and |
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| $=$ | \% |  | , |
|  |  | at 51.95 |  |
|  |  |  |  |
|  | \% 2 |  |  |
| 500 Draey silk Waite ${ }^{52}$ stose Each |  | Wriaty | Boos' Suita and Overcatt : Speciale |
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Give a Woman or Miss a Raincoat

 oucles; alto mixtures-stylish, $\mu \mathrm{p}$-io-date models; size 14 years to New Drespes at $\$ 5.95, \$ 6.95$ to $\$ 12.75$; Women's : Misses' Girlo conts- zibecline, boucle, mixtures and tweedsy sizes 6 to 14
-Gimbels, Subway Store. 500 Dressy Silk Waists, $\$ 2$ to $\$ 3$ Each

Special at 81, lingerio


Gloves-Specials Women's
Gloves. at
Women's whafildeen's tan cape Kimonos and House Dresses Special at 85 c

 Gimbel Brothers

Market:Chestnut Eighth : Ninth

Nine Women Out of TenWant Fur-Trimmed Coats

| Finest French, English, Scotch, Irish and American made fab-rics-wool velours, bolivias and bolivia-weave fabrics, silk velours, silk plushes, broadcloths, tweeds, Baffin fabric-fur, Tyrol wool, Paradise plush, satin, chiffion velvet, astratex-fabric, broad tail-fur fahric and satin. <br> The Favorite Trimming Furs <br> Natural Raccoon, Skunk, Dyed Opossum, <br> Skunk-Opossum, Kolinsky Mole, 'Moline <br> Beaver, Hudson Seal (dyed Muskrat) <br> The Most Fashionable Colors <br> In the cloths: gold, brown, green, blue, taupe, burgundy, plum and black-some of the handsomest are black. <br> In the silk plushes and silk velours-black. <br> In the Paradise plushes and chiffon velvets-all the gayest, loveliest colors of the rainbow. <br> Prices-\$18.50, $\$ 25, \$ 29.75, \$ 35, \$ 39.75, \$ 45$, $\$ 49.75$ to $\$ 250$ <br> Women's Tweed Big, loose affairs, in brown or Coats at $\$ 23.75$ gray tones; with big pockets and Wool Plush Two styles-one a straight, loose Coats, $\$ 18.50 \begin{gathered}\text { model ; the other semibected. One style } \\ \text { plain; the other trimmed with }\end{gathered}$ |
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## Boys' Overcoats

| Blue Chinchilla | Junior Model <br> at $\$ 12$ |
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| Blue Chinchilla |  | $\mathbf{\$ 6 . 5 0}$, Value $\$ 8.50$ Smart double-breasted styles in these blue Chinchilla Overcoats

for boys 12 to 17 years; convertible collar, belt back, worsted body lioin And the junior Overcoata for boys 3 to 9 yearn, are in the polo model;
ouble-brasted. convertible (button up to neck) coliar; at 8.50 , value 28.0 .
sob sio for Boys' Norfokk Suits, ases 8 to 18 years; single- or double
Heasted fancy tweeds and velours, in gray and brown stripes, plaids and
cerplaids. $\$ 8.50$, value 88.50, for Boys' Norfolk Suits, agen 6 to 18 years; extra pair
full-lined kniekerbockers; patch pockets and three-piece belt. Boys' tan Raincoats, at $\$ 3.75$, spand 86.50 ; with sou'wester hat to match
uarantect a new raincoat for one that fails. Slip one into the boy's "atock Boys. Washables Suits at $\$ 1.50, \$ 2.25$, 85 , up to $\$ 5$; new 1917 modele, many
hand-embroidered collar; ages 3 to io years. We're Already Busily Selling Gloves for Christmas Gifts Mocha Gloves at 81.50 -in typical mouse gray.
Washable Cape Gloves at $\$ 1.75-$ pearhwhite, tan and sand color Washable Cape Gloves at $\$ 1.75$-pearh-white, tan and sand colore
隹 French Kid aloves at $\$ 1.85-1$
white backs. Motor Cloves at 82.50 to $\$ 5$.
Duplex Cloves at $81-$ Wonder
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If It's For a Gift, We'll Box It

