## GIMBELS PAGE OF GIFT HINTS

A year ago Gimbels-under its new policy-proved its helpfulness to Christmas shoppers.

It is a question of intent-a determination to win vast volume of
business by giving best values. Today the Store is more necessary than last year, for it has worked hardest to protect its customers against every cent of unnecessary price advance. First of all-Dependability.

| Service Means So Much- <br> Carefulness in preparing stocks. <br> Carefulness in safeguarding your purse. <br> Carefulness in waiting upon you-subject to |  | Gold Jewelry and Gems for the Principal sister or brother, daughter or son; old people or babies-the best gift (and some others) is pretty sure to be gold or gold and gems |  |
| :---: | :---: | :---: | :---: |
| check; have salesperson read it to you <br> Carefuiness in saving your strength and time and in sparing your nerves. |  |  |  |
| Guarding against street, road and railroad blockades, let us start gifts on their journey at once -marked="TO BE OPENED CHRISTMAS MORNING." <br> Use the parcel post freely-and insure your packages - U. S. POSTOFFICE IN THE STORE. |  |  |  |
| And what a Christmas it will bel-here in the <br> Philadelphia Prosperity Zone-busy for years to come; praying for world peace; believing in itself as the best region an tavse. distribution suithout waster |  | $\$ 7.50$ to $\$ 70$. <br> Hat Pins - the head of gold; a <br> stone-set-at $75 \mathrm{c}, \$ 1, \$ 1.50$ and $\$ 1.75$. Lingerie Clasps, at $\$ 1.25$ to $\$ 4.50$ a pair <br> For Men- <br>  | For Ch |



## FURS-Wonderful Values

arate muffs and neck-pieces of every popular fur and style.
Skunk-Trimmed Hudson Seal
(Dyed Muskrat) Coats
yed
$\$ 175$ Coats


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315 Women's Finest Coats

 Finest Fur-Cloth Coats






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Men's Blanket Bath Robes : \$3.50
en's House Coats, \$5 Jewelry



Gloves ${ }_{\text {Ciff }}^{\text {Tif }}$

## A Victrola

 For Every Home Pay a Little At a Time$\$ 15$ to
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TOYS

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The Big Toy Store

## Thuites Chidreen to Come and See- Sants Clous

Santa Claus
The Live Ponien
The Live Ponies
The Trick Pony
The Trick Poay
Pinch and Judy So anxious are we that you shall be
upremely satisfied with your Victrola that supremely satisfied with your Victrola that
entirely at our expense-we send an expert to your home within reasonable dis
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