

There Is More Than Ever for "Him" This Year

Gimbels— Yours for Service

Come any day—at any hour of the day—come to the Store with the assurance with which you would go to a bureau drawer for an article you knew you would find there.

This is no time for limping service and narrowness and littleness. Philadelphia is making ready for the greatest Christmas observance ever known.

Philadelphia has helped this store to reach magnificent proportions in business, and as you would rightfully expect fruit from a tree of your growing, you have the right to lean on Gimbels for service.

This statement is made with exactness—

First. To give you comfortable assurance;

Second. To make our staff realize its responsibilities.

Just this is asked of our customers—

Please see that salesperson gets your name (and initials) and address correctly; also the name and address of the person to whom we are to deliver goods.

With every care that any store can give, it is quite impossible that every salesperson in a staff of five thousand could recall with accuracy your initials and address. And bookkeepers—they never come in contact with you. They must have actual, correct data to enter on the books.

Pretty, Dainty Aprons At 35c, 55c, 75c to \$1.75

Of course, you'll give some one an apron for Christmas. Aprons—the daintiest you've ever gazed on—at Gimbels, and for every purpose to which aprons can be put.

They are of fine lawn, dotted Swiss, fancy striped and cross-bar muslins, with interesting trimmings of lace embroidery and piquant ribbon bows. The majority have pockets.

Scores of styles. And the young girl likes them for chafing dish parties or when she sews.

In Christmas box if desired.

Children's Quaint Play Aprons at \$1, \$1.50 and \$1.95

Of chambray and Scotch plaid gingham. With quaint figures of children applied on the pockets. Entirely new. For ages 2 to 6 years.

—Gimbels, Second floor.

More selection in House Coats. The prices—\$5, \$6.50, \$7.50, \$10, \$13.50, \$15 and \$20.

The Blanket Bath Robes as well. They are \$5, \$6.50 and up to \$18.

And Dressing Gowns—\$7.50 to \$22.50.

Silk Shirts—it's the day of keeping

Ten Thousand Five Hundred Knitted Silk Mufflers

—Men's, but wearable by women. These come from America's foremost maker, and

Prices Average Half Those Asked for First Selection

\$1.95 and \$2.65—whereas the first selection fetches up to \$7.50.

And there are, as well, some fiber mufflers. Same story—same maker. \$1.35.

young and fixed up. \$6.50 to \$10.50.

The children will give father something, too—suspenders, 50c to \$1—and such things. Suspender and Garter Combinations in Christmas box, at \$1 and \$1.25.

Everything is boxed gifty.

We have—

are his "rejects," for hurts so slight as to affect chiefly the prices—

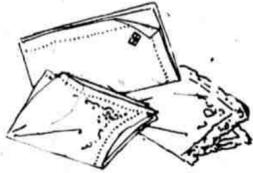
If the shortcomings were considerable, the mufflers would not be giftable. Come, see them—come pick the actual one desired.

—Gimbels—Ninth Street Corner and Grand Aisle.



"Hankies" That Go to Parties— "Hankies" That Stay Home—
"Hankies" That Go to Business—

Just Every Sort of Handkerchief Gift Christmas-Boxed for Santa Claus



Women's Linen Handkerchiefs, with satiny hand embroidery "spilled" in the prettiest way in one corner, at 28c, 35c and 50c each.

Women's Spanish Embroidered Handkerchiefs, exquisite designs, hand-done, at 40c, 55c, 75c and \$1 each.

Women's Initialed Linen Handkerchiefs—Choice of four styles of initials. At 28c each.

Women's "Plain-Tailored" Handkerchiefs—Just snowy linen—hemstitched. At 15c, 25c and 50c each.

Men's Linen Initial Handkerchiefs

Six in a Box at \$1.80, \$2.10, \$3 and \$4.50 a Box

Men's Plain Linen Handkerchiefs, hemstitched, at 25c, 35c, 40c, 50c, 75c and \$1.

Men's Linen Handkerchiefs, with corded borders, at 55c, 75c and \$1 each.

Men's Silk Handkerchiefs, with hem-

stitched borders, all white or with beautiful "border effects," at 50c, 75c, \$1, \$1.25 and \$1.50 each.

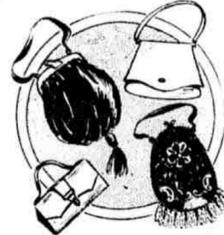
Men's Hemstitched Linen Handkerchiefs, with tape borders, at 58c each.

—Gimbels, First floor.

Women's Hand Bags At \$2.95 to \$75—Wonderful Selection

Gifts Sure to Charm and Delight

Market has been so skimmed in output—swept so clean of anything within reach—that you are to be congratulated at having such full stocks for selection of newest hand bags.



SPECIALS—Hand Bags at \$2.95, \$3.95, \$5 and \$5.95—save a third. Chiffon velvet; many colors and styles.

\$1 to \$17.50 for Envelope Purses, back-strap or top-strap handles; in vachette, pin seal, morocco, saffian, ecraze and long green leather; black, brown, navy, gray.

SPECIAL—Beaded Bags at \$16.95, save a fourth to third; light and dark color combinations; beaded handles.

Other specials at \$6.95.

\$9.95 and \$12.95.

Chiffon Velvet Hand Bags—Dozens of styles, in street shades; at \$2.95, \$3.95, \$5, \$7.50, \$8.50, \$10, \$12.50, \$15—and up to \$20.

Leather Hand Bags; new ideas in newest leathers, in black and colors; at \$1.95 to \$35.

SPECIALS—Hand Bags at \$1, \$1.65, \$2.50, \$2.95 and \$3.95; in pingrain, lambskin, vachette, morocco and long-grain; black and wanted colors.

—Gimbels, First floor.

New, Fresh, Dainty—Silk Camisoles —the Great Christmas Stocks Are Ready



And so are the pretty boxes to put them into, ready for giving.

Tub-Satin Camisoles.

And Crepe de Chine Camisoles.

And some that are almost all-lace!

Three Styles at \$1—Six Styles at \$1.25—

Eight Styles at \$1.50—Three Styles

at \$2—Five Styles at \$2.50—

Three Styles at \$3

Styles with ribbon shoulder-straps. And styles with lace straps. And handkerchief-point styles. And some (especially for evening dress) with no straps at all—just rubber-run casings that fit firmly.

Stunning Novelty Silk Petticoats

Specially Priced: \$5, \$5.95, \$6.95, \$7.95 to \$12.95

Fascinating silk jersey petticoats with "Harlequin" flounces of blocks of different colors.

Plain top petticoats with figured and bound-scallop flounces.

Stunning striped affairs.

Two-color combinations and some of the cutest

fringe-trimmed affairs!

Satins, too.

And taffetas. And jersey tops with satin or taffeta flounces.

Is there a missing color? No!

—Gimbels, Second floor.

1800 Women's Fancy Glove— Silk Chemises—Specially Bought Specially Priced \$2.95, \$3.50 and \$3.95

Though a famous New York store is featuring them as "wonderful bargains" at \$3.95 to \$4.95—just a dollar more on each group-price than these!

Heavy quality glove silk. All smartly trimmed—some in lace-top effects; some with band-tops.

Yes—all pink.

Sizes 36 to 44 in each group.

At \$2.95, \$3.50 and \$3.95.

Kayser Silk Vests at \$2.50

Plain styles—and daintily embroidered style.

Kayser Silk Union Suits at \$4.50 to \$5.50

With ribbon tops or lace tops or band tops.

Kayser Silk Bloomers at \$3

Yes—dainty pink.

Reinforced.

Silk Stockings Specials at \$1.35, \$2 and \$2.25

Every shoe-matching shade—the browns, the grays, the blues, black, white and the evening shades.

Full-fashioned—fit without a wrinkle!

And Christmas-boxed for the asking.

—Gimbels, First floor.

Gimbel Gloves Are Gift-Fine

Gloves that prove how much "character" gloves can have. New "stitch effects." Newest "color tones." And so splendidly made!

Women's Fine French Kid Gloves in the "mellow shades" of tan and brown and champagne and gray. Black and white, too. Overseam sewn. Two clasp. At \$2.75 a pair.

Women's One-Clasp Washable Cape

Gloves. Pearl-white, tan, gray, "butternut" and Newport, at \$2.50.

Women's Double Silk Gloves. For the

woman who likes silk gloves all year round. Black and gray, at \$1.25, \$1.50 and \$1.75.

Women's 2-Clasp French Kid Gloves. Black, white and tan, at \$2.

Women's Duplex Gloves in white or gray. At \$1.25.

Children's Silk-Lined Chamousette

Gloves. A dainty, washable glove for little hands. One clasp. White. At \$1.

Men's Fine Knit Wool Gloves. Khaki, oxford and natural color. At \$1.25.

Men's Army Gloves of Khaki Horsehide. At \$3, \$3.50, \$4.50 and \$6.50.

Men's Auto Gauntlets and Gloves. Fleece-lined, knit-wool lined or lamb's-wool lined. Varies at \$4 to \$8.50.

Men's Army Gloves of Khaki Horsehide. At \$3, \$3.50, \$4.50 and \$6.50.

Men's Fine Knit Wool Gloves. Khaki, oxford and natural color. At \$1.25.

—Gimbels, First floor.



Gloves for the "Particular" Man Men's Gray Mocha Gloves

A glove that wears and wears! At \$2.75, \$3 and \$3.50.

Men's Auto Gauntlets and Gloves. Fleece-lined, knit-wool lined or lamb's-wool lined. Varies at \$4 to \$8.50.

Men's Army Gloves of Khaki Horsehide. At \$3, \$3.50, \$4.50 and \$6.50.

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Subway Store Sale of 5200 Pairs of Shoes

Women's at \$2.85
Misses' and Children's at \$1.65 and \$1.95

A Stock Adjustment and an Opportune Purchase Bring These Holiday Specials

2500 pairs of women's shoes are from Gimbel stocks and represent a shipshaping of stocks necessary before heaviest holiday selling sets in. All are 8-inch and 9-inch high lace boots; brown leather vamps with brown cloth tops; black kid, gray cloth tops, gray kid, gray cloth tops; patent leather, gray or white tops; high-curved heels and military heels; some have simulated wing and straight tips; all sizes, 2½ to 7. Pictured. All sold at a dollar more than the reduced price—which is about half of today's value



\$2.85

Boys' Shoes, dark tan and black gunmetal Bluchers; sizes 9 to 13½ and 1 to 5½, as to size, at \$2.25 and \$2.95

From another supplier—
2700 pairs of misses' and children's Shoes from a manufacturer who, for reasons, did not sell to another customer.

Black, gunmetal lace and button shoes made on straight lasts with broad toes to fit the growing foot; good stout leather soles that will wear well—

\$1.65 for Children's Shoes. Sizes 5 to 8.

\$1.95 for Misses' and Children's Shoes. Sizes 8½ to 12.

\$2.25 for Large Girls' Shoes. Sizes 2½ to 6.



\$1.65

\$2.25

\$1.95

—Gimbels, Subway Store.

GIMBEL BROTHERS : Market : Chestnut Eighth and Ninth