

Xmas Wreaths
Special Designs at prices extremely low. Leave your order early.
STAHLE
11th St. ab. Chestnut
19 Dickinson Street

An Ideal Xmas Gift
A Full Line of Imported and Domestic
CIGARS
Special
CORTEZ PANAMA \$9.50 per hundred
Dan Ostrow
702 CHESTNUT STREET

For the Best of All Xmas TOYS
For Boys and Girls
Be sure and see our line. All kinds—amusing and instructive—and absolutely at the **LOWEST PRICES IN TOWN**
Bell Phone, Poplar 5039
(Don't forget the number)
FRANK C. KENYON
"Over a Quarter of a Century"
1838 Columbia Avenue
Keystone Phone, Park 5033-A

Useful Gifts
For BOYS or GIRLS
Girls' Raincoats
Entirely New
\$4.50
Value \$6.25
Size 2 years to 16 years.
Rain Hats, 75c
Mail Orders Filled.
Boys' Raincoats
\$4.25
\$6.00 Value
Made of English Canton; double texture; handsome plaid lining; military collar; tan and olive shades.
Boys' & Girls' BOOTS
\$2.50 & \$5
Special Prices on Boys' and Girls' **BLACK RUBBER COATS**
Men's and Women's Raincoats—Special at \$10
"IF IT'S RUBBER WE HAVE IT"
Goodyear RUBBER COMPANY
820 CHESTNUT ST.

Use Coke
IN YOUR FURNACE
Cheaper Than Anthracite Coal
Less Waste in Ashes
Immediate Deliveries

CAMDEN COKE CO.
418 Federal St., Camden, N. J.
Telephone, Camden 2340 Bell 376 Keystone
DISTRIBUTORS
E. J. CUMMINGS,
413 North 13th St.
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Trenton Avenue
WM. J. ARMSTRONG,
2425 Passyunk Ave.
GEO. LOUGHERY & SON,
4158 Cresson Ave.
Philadelphia

Gimbel Brothers || Store Opens at 9 || **For Tomorrow, Saturday** || **Gimbel Brothers** || Store Closes 5:30 || **Friday, December 13, 1918**

Gimbels—Bright and Cheery—Splendid Readiness to Serve

The Store is handling vastly more business than ever—but from a new standpoint. December business used to be plain, hard drudgery—wearing on everybody—customers and store people.
Now—short hours; many mechanical helps; quick wrapping and change-giving; ample delivery fleet—and a spirit of co-operation, helpfulness, service.
In a staff of five thousand people it is possible to encounter a headache, but we guarantee you that you shall not face a frown.
Buyers, management and staff are at one with the owners in holding Gimbels to the new standard in storekeeping. This new standard has had more than three years' trial now. It holds. Your interests held first, ours, to serve.
Accuracy of service; accuracy of statement—each section a richly-stocked store—
The Jewelry store in hands so skilled as to be called upon in trade conferences. Gems, jewelry, plate, watches—the business shows mastery and steady good value-giving.

It is known that Gimbels were large factors against war-extortion in shoes; only accepting clearly-shown production advances.
In garments for men and women, we held to rigid goodness, when shoddy was general and other stores feared to fight for fast colors and to guarantee.
In foods and confections, government and state organizations realize that Gimbels fixed new high standards of excellence—and held them. Safe quality and moderate charge.
The Gimbel Toy Store is the joy spot of Philadelphia—and it interests you, who have Santa Claus to back up, as greatly as it does the children. Of course, every small child will ride a pony—be sure and see that the ride isn't missed. Of course, no charge; no tips. The ponies, one of the finest herds of registered Shetlands, are for sale. A number have been sold.
Please consider this all as your store—to enjoy; its services to command.

Yes, "Kuppenheimer" and "Society Brand" Suits and Overcoats Are Included in the \$37.50 Group of This Sale

Men's Winter Suits and Overcoats at these three prices.
\$22.50, \$28.50 and \$37.50
—each group kept far above par in value by adding clothing from our higher-priced lines—up to Sixty dollars.
The Overcoats—Single- and double-breasted, box, form-fitting; ulsterettes, ulsters, great coats and Chesterfields.
The Suits—Of silk-mixtures, serges, chevots, tweeds, homespuns, English worsteds—the models even including the extreme favorite—the "Grenadier" five-seam back.
Patrick Mackinaw Sports Coats—"greater than the weather." \$15 and \$20.
Hungerford System Trousers, special lots at \$5.85 and \$6.50.
Full-Dress and Dinner Clothes—Of dignified correctness—"Kuppenheimer" and "Society Brand," \$40 to \$55. Other makes, \$25 and \$30.
—Gimbels, Second floor.



Men's Gloves
For Winter Wear
Not every store has full lines of desirable gloves—been too scarce all during the war!
These belong on every gift list that carries a man's name for Christmas.
Men's 1-clasp gray mocha Gloves, at \$2.75 and \$3.50.
Men's tan wash cape Gloves, at \$2.50 and \$3.
Men's English fur-lined gray suede Gloves, at \$5.50.
Men's gray suede Gloves, wool-lined, at \$3.
Men's Auto Gauntlets, in black, fleeced-lined, at \$4; lamb's-wool-lined, at \$5 and \$6.
Men's knit wool Gloves, 1-clasp, silk-lined, in gray and khaki-color, at \$2.
Men's khaki strap-wrist horsehide Army Gloves, fleeced, at \$3; wool-lined, at \$4.50, and lamb's-wool-lined, at \$6.50.
—Gimbels, First floor.

Men's Mufflers Silk at \$2.65 Fiber at \$1.35
First-Class "Seconds"—No Real Hurts
* Called factory "rejects," but whatever slight defect there may be won't hurt either looks or wear of these Mufflers, specials at \$1.35 and \$2.65. Gifts for all the family.
Men's Silk Four-in-Hand Ties at 38c and 85c
Samples and Ties made of end pieces of silk; large variety.
Men's Linen Handkerchiefs, initialed, full size, nicely hemstitched, at 35c or 3 for \$1.00.
Men's Suspenders and Garter Combination, at \$1.125 and \$2—the set. Selected webbing; leather ends to match. Boxed. Customer told us Gimbels was the only place in the city he could find these sets.
65c, \$1 and \$1.50 pair for Men's Suspenders, one pair in Christmas box.
—Gimbels, Men's Goods, Market and Ninth Corner



Big Boys' Overcoats at \$12.50 to \$30
All built on strictly masculine lines. Of fancy mixtures; double-breasted; belted back. Of course convertible collars. Warmly lined. At \$12.50, \$15, \$17.50, \$20, \$22.50, \$25 to \$30. In 2- to 18-year sizes.
Boys' Junior Overcoats, at \$7.50, \$8.75, \$10, \$12.50 to \$17.50. Popular Polo model. Of heavy coatings. Belted back or with all-around belts that have buckles. Convertible collars. For ages 3 to 12 years.
Boys' Norfolk Suits, at \$10, \$11 and \$12.50. With extra pair of full-lined knickerbockers. Of fancy mixtures in trench model with slash pockets and all-around belt that has buckle. In 6- to 16-year sizes.
—Gimbels, Boys' Clothing Store, Third floor.

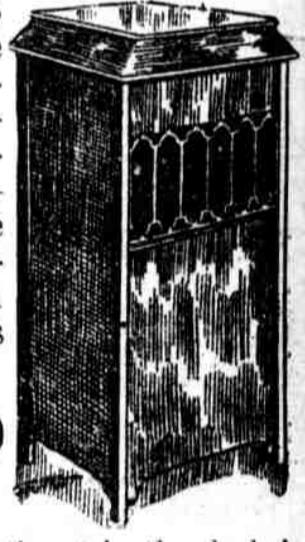
1200 Pairs of Women's Mercerized Lisle Thread Stockings at 85c
In the favorite, fashionable shades of tan, gray, "Palm Beach," navy blue, black and white.
Full-fashioned, of course—fit like a glove! At 85c.
And a Choice "Little Lot" of "Mill Irregulars"
Silk Stockings at \$1.75
\$1.75—"Seconds" of \$2.50 "Firsts"! Nothing to hurt the "weave." Grays, browns, black, white, navy blue, stripe-effects and a sprinkling of "novelty" colors.
—Gimbels, First floor.

Five Hundred Women's Felt Pairs of "Comfy Slippers" Ribbon-Run and Pompon-Trimmed at \$2
With the soft, padded soles. And cut a bit higher in back—makes 'em warmer!
In particularly good shades of green, lavender, pink, blue and the "merriest" corse.
Yes—at \$2.
Children's Red Felt Slippers—Specials at 85c and 95c
With picture-children as decorations.
Children's Comfy Slippers at \$1.50 & \$1.75
In brown and blue and red with nursery-rhyme characters in the "toe!"
"Puss-in-Boots" Style at \$2 and \$2.50
Japanese Fur-Trimmed Quilted Silk Slippers at \$1
Light blue and a lovely rose.
—Gimbels, Second floor.

TOMORROW Three Thousand Fresh, Christmassy Waists To Sell at \$3, \$3.95 and \$5
And not a waist in the whole three thousand is worth less than half as much again.
A Thousand at \$3
Crepes de chine. Pink and white. Ten varied styles. And Shantung pongees in typical mannish "shirt styles."
A Thousand at \$3.95
Georgette Waists in suit colors and pastel shades. Crepes de chine in pink and white. Nets—made over net. And striped taffetas—very smart stripings.
A Thousand at \$5
Georgette Waists in fascinating two- and three-color combinations. And crepes de chine.
—Gimbels, Salons of Dress, Third floor; some on Grand Allee, First floor.

Diamond Brooches and Bar-Pins
in Settings that Heighten Brilliance
Blue-white stones, exquisitely matched—not only the conspicuous bigger diamonds, but even the tiny, tiny stones that "dew-drop" the cobwebby setting of platinum.
No two mountings alike, of course—your gift will remain.
Platinum-set diamond Bar-Pins, at \$50, \$60, \$70, \$75, \$100, \$125, \$150, \$175, \$200, \$225, \$275, \$325 and \$450.
Platinum-set diamond Brooches, at \$65, 75, \$100, \$125, \$150, \$175, \$200, \$225, \$250, \$300 and \$500.
Platinum-and-gold-set diamond Bar-Pins, at \$18 to \$125.
Platinum-and-gold-set diamond Brooches, at \$30 to \$85.
—Gimbels, First floor.

A Charming Model of the VOCALION Special at \$79.50: Gimbels
Gimbels have brought to Philadelphia one of the great steps toward perfection in the Talking Machine—the Vocalion. Created by musical geniuses—a brain-child, not a mere commodity—the reproducing mechanism has been cased in various models worthy of it.



Vocalions at \$50 to \$350
But winking at one's sweetheart in the dark is useless. This Vocalion, famous in many markets, has only been offered in Philadelphia during the last few months. So we have arranged with the makers, the Aeolian Company, of New York, this—
Introductory Price of \$79.50 for a Beautiful Model
You know, any one can own a talking machine—the terms of payment are so easy—but here is opportunity to own one of the great ones for a very small outlay. Beautifully cased in mahogany.
—Gimbels, "Hardman Hall," Seventh floor, and Grand Allee.

We are Now Permitted to Meet Your Full Needs for CANDY—to Take Christmas Orders, Also
And of most good things we have enough—not of all. Gimbel candies are of even higher quality than Westfield Standard demands. Specials for Saturday—
1 lb. Assorted Glace Fruit.....\$1.25
1 lb. Assorted Chocolates......80
Price, \$1.55 Value, \$2.05
1 lb. Assorted Chocolates.....\$.80
1 lb. Hard Candy......70
1 lb. Assorted Jordan Almonds... .80
1 lb. Hand Made Candy Toys......60
Price, \$2 Value, \$2.90
2 lbs. Assorted Chocolates.....\$1.60
1 lb. Peanut Brittle......60
1 lb. Hand Made Candy Toys......60
1 lb. Assorted Glace Fruit......125
Price, \$3 Value, \$4.05
Chocolate Nonpareils.....50c lb.
Chocolate Chips.....50c lb.
Solid Vanilla Chocolate Drops, 70c lb.
Montevideo......60c lb.
Chocolate Nutlets......60c lb.
Chocolate Almonds......80c lb.
Old Fashioned Stick Candy.....50c lb.
Old Fashioned Gum Drops.....40c lb.
Old Fashioned Molasses Cocomnut Strips......40c lb.
Peanut Butternuts......40c lb.
Rock Cuts......40c lb.
—Gimbels, Annex, Grand Allee and Subway

Tomorrow—These Furs—These Savings
Including both the smartest, most exclusive novelty styles of the season—and the "practical furs" for long, hard, daily wear.
Fine Sales Groups of Sets
At \$32.50—Hudson seal (died muskrat) Sets.
At \$30.75—black-dyed skunk Sets.
Sale-Groups of Muffs
Beaver—at \$27.50, \$29.75 and \$39.75.
Hudson seal (died muskrat)—at \$13.75, \$18.75, \$21.50, \$25 and \$35.
Skunk—at \$27.50, \$27.50, \$42.50 and \$47.50.
Sale-Groups of Neck-Pieces
Taupe and Lucile Wolf—at \$14.75, \$19.75, \$27.50, \$39.75 and \$52.50.
Black-dyed Lynx—at \$39.75, \$55 and \$75.
Black-dyed Fox—at \$21.50, \$25, \$27.50 and \$45.
"No-Duplicates" of Any of These and Coatees
Beaver Cape-Stoles, with pockets, at \$19.
Nutria Cape-Stoles—draped into stole ends—at \$27.50.
Mole Cape, at \$125.
Mole and Ermine Cape, at \$155.
At \$54—red fox Sets.
At \$39.75—Lodole fox Sets.
At \$83—red fox Sets.
Black-dyed Lynx—at \$19.75, \$27.50 and \$35.
Black-dyed Fox—at \$17.50, \$29.75 and \$39.75.
Nutria—at \$12.50, \$13.75, \$16.75 and \$19.75.
Taupe Wolf and Fox—at \$22.50.
Beaver—at \$39.75, \$52.50 and \$72.50.
Skunk—at \$32.50, \$45 and \$55.
Lucile and Taupe Fox—at \$18.75, \$29.75, \$39.75, \$45 and \$52.50.
Nutria—at \$21.50 and \$39.75.
Hudson seal (died muskrat)—at \$24.75, \$25, \$39.75 and \$42.50.
Fascinating Capes and Drapes-Capes and Coatees
Squirrel Cape-Stole, with belt, at \$135.
Squirrel Coatee, at \$215.
Japanese Mink Cape, with tail trimming, at \$75.
Japanese Mink Cape-Stole, with belt and pockets, at \$125.
Nutria Coatee, at \$159.
Hudson Seal (died muskrat) and Squirrel Coatee, at \$215.
Japanese Coatee, at \$169.
Australian Opomium Coatee, at \$139.
Skunk Coatee, at \$245.
Gimbels, Fur Salons, Third floor

New Veil Pins at 50c to \$4
A Clever, Pretty Device for Holding the Veil on the Hat—Very Givable
To be adjusted on the front of the hat—ornamental, as well as useful. Of sterling silver, set in brilliants. Buckle bar and arrow designs. Novel!
Sterling Silver Cigarette Cases at \$9.25
The man who smokes will appreciate such a present. In ribbon design—clipped corners.
—Gimbels, First Floor.

Women's and Misses' Plush Coatees and Cape Coatees—Stunning Styles at \$19.75 \$25 \$29.75
A fad that has developed into a veritable craze. And no wonder, for these new wraps are extremely becoming. In seal-plush, beaver-plush and broadtail, slightly fitted or full ripple back. One model is pictured. For ages 14 to 18 years, and sizes 36 to 42. Other wonderful full-length Coats at the above prices.
Stylish Dresses at \$10, \$14.75 to \$19.75
Taffeta, crepe de chine; street and afternoon.
Women's Raincoats at \$5, \$7.95 to \$10.95
Girls' Raincoats and Capes
Cape styles, \$1.95 and \$3. In 6- to 14-year sizes.
Coat styles, at \$2, \$3.95—up to \$7.95. For ages 6 to 14 years.
Girls' Dresses of gingham, linen, rep, taffeta, corduroy and serge. Simple, girlish fashions. Various—
Girls' Dresses at \$1.95, \$2.95, \$3.95 to \$10.95
—Gimbels, Subway Store

Plush Coatee at \$19.75
Women's Furs for Christmas
Take advantage of these extremely good values.
Separate Neckpieces
In Manchurian Fur (dog skin); Fox and Wolf, variously at \$8.75 to \$19.75. Taupe, Point and black.
Women's Fur Sets
Open animal-scarf, trimmed Muffs, Nat. Gray Fox, Coats, Taupe, Black, Point, Wolf and Fox—variously at \$12 to \$18.
—Gimbels, Subway Store

WOMEN'S WAISTS Save Near \$3.00 Half—at
Georgette crepe, crepes de Chine, tub silk and satin; shell-pink, white, peach, tan; plenty of scarce navy blue. Save almost half, at \$2.
—Gimbels, Subway Store

In the Subway Store Misses' and Children's Shoes Big Reductions At \$1.65 and \$1.95
Factory clean-up; black, gunmetal, button and lace Shoes; broad-toe last; sizes 5 to 8, at \$1.65; sizes 8 1/2 to 2, at \$1.95.
Boys' Tan Shoes, \$2.25 and \$2.95
—Priced as to size.
Women's Dress Boots
Black kid, Ko-Ko tan calf, patent leather and brown kid-skin. Style is pictured. Seven styles.
Holiday Slippers for the Family
Felt Slippers, for men, at \$1.25; women's at \$1.25 to \$1.75.
—Gimbels, Subway Store



Men's and Young Men's Suits and Overcoats at \$11.50, \$13.50, \$16.50 and \$19.50
Overcoats comprise single- and double-breasted models, some have velvet collars, others self-collars; plenty of conservative black Kersey Cloth, many fancy mixtures. Also styles for Young Men, at \$11.50, \$13.50, \$16.50 and \$19.50.
Suits, in worsteds, chevots, cassimeres; plain fabrics and neat mixtures, in grays and browns. All sizes in the lot, at \$11.50, \$13.50, \$16.50 and \$19.50.
—Gimbels, Subway Store
Boys' Suits at \$5: Corduroys and Velvets
New adjustable and detachable collars; full-lined trousers. Blues, browns and grays. Sizes 2 1/2 to 7 years.
Boys' Overcoats, at \$7.50; neat chevots and fur-trimmed styles. Snappy kinds for ages 2 1/2 to 8 years.
—Gimbels, Subway Store
Scarf Sets: Eiderdown: Knitted: \$1.25
Specials—clean-up lots from a large maker.
Knitted and brushed-wool Caps, at 50c; women's and children's.
—Gimbels, Subway Store

GIMBEL BROTHERS
Market: Chestnut: Eighth: Ninth