

All Childhood's Heart's Desire Is in This Wonderful Toy Store : Gimbels



As for grown-ups—well, when it comes to Christmas, who's grown-up, anyway? So much fun! So many happy folks! Such a jolly old Santy! And so many fairy tale things are here. Good fairies—and a fairy treasure house—and bears—and beautiful little live ponies that fairies might ride—and that dozens and dozens of happy children do ride every day. But the toys! How could anybody ever "think up" so many delightful things! S-sh! Here's a secret! It took the toy-making folks in Japan and France and England and Scotland and Switzerland and our own America to "think" them up. But—hurrah for Uncle Sam!

American Toys Lead

Vigorous, forceful, splendidly made toys—full of action and purpose—*toys that develop as well as amuse!* Housekeeping toys, aviation toys, put-together toys, construction toys, war toys. And beautiful, beautiful dolls!

For Girls—

Sunny Monday Laundry Sets at 50c to \$2.50. Aluminum or Granite Kitchen Sets at 75c to \$2.50. Doll Trunks packed with complete wardrobe from lingerie to

top coats, at \$4.50 to \$37.50.

Dolls, dressed and undressed, at 50c to \$50. Exquisite French Dolls at \$7.50 to \$60. Walking Dolls at \$8.50, \$10.50 to \$22.50. Aluminum Tea Sets, at \$1.50 to \$3.50. Play-Room Furniture, yes, even in "period styles"—at \$2.50 to \$12.50 a piece.

For Boys—

Automobiles to put together—trucks and touring cars—at \$5 to \$12.50.

Lionel Mechanical and Electrical Trains with tracks, signals, stations, roundhouses, etc. Mechanical trains at \$1.50 to \$3.75. Electrical Trains at \$4.50 to \$42. Wooden "Building Toys" at \$5 to \$10. Soldiers at 35c to \$15 a set. Flying Machines at 65c to \$10. Gilbert Machine Guns at \$3.50.

Fur Toys for Very Little People

Dogs, bears, donkeys, cows, cats, circus animals at \$2 to \$75—with or without wheels.

—Gimbels, Toy Store, Fourth floor.

The Sporting Goods Store Is Full of Gifts

For Youngsters—or for Grown-ups Who "Go In" for Sports

And oh, the joy a boy can get out of a nice, big leathery foot-ball! Or an air-rifle. Or a bicycle. Or a pair of skates! And certain weather-men predict plenty of "ice weather"!

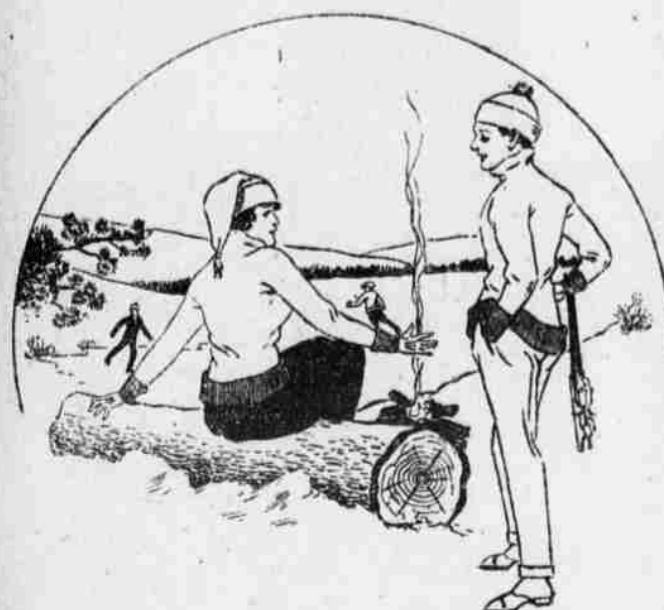
Boys' Ice Skates at \$2.50 to \$5. Girls' Ice Skates at \$3.50 to \$4.50. Ice Skates for Men, Women, Boys and Girls, variously at \$2.50 to \$7.50.

Skate and Shoe Combinations at \$6.50 to \$10. Men's Heavy-Wool Sweaters—Guaranteed All-Wool. Plenty of the scarce and popular white sweaters! At \$8.50 to \$15.50. Men's Button-Front Sweaters. Not all wool but heavy and warm. At \$5 to \$12.

Boys' Sweaters at \$3.50 to \$9. Air Rifles at \$1 to \$8. Bicycles, Complete With Coaster Brake, mud guard front and rear. Tool box and tools. 20- or 22-inch frame. Full guaranteed. Boys' wheels at \$39.75. Girls' wheels at \$40.75.

Boys' Practice Foot-Balls, unusual values at \$1.50. Imitation leather.

And dozens of other things nice to give are here! —Gimbels, Sporting Goods, Fourth floor.



Makers of Domestic Sewing Machines

Send Us Five Hundred for a Christmas Sale

They make the "Domestic": "Willard": "Cosmo" and "Emblem" and all bear the big, broad guarantee of the Domestic Sewing Machine Company and of Gimbel Brothers.

Gimbels control the selling of Domestic Sewing Machines over a large territory—absolutely cutting out the high prices and wasteful, misleading "trading-in" schemes that have been blots on the sewing machine business.

Do Not Fail to Benefit by his Sale

\$2 Down—\$1 a week brings any machine to your home. No extra charges of any kind. The ten-year guarantee with each machine. Free instructions at your home if you live within city limits.

\$10 to \$15 allowed for the old machine if you purchase the Domestic Electric Boudoir Cabinet machine. No trading on any other model.

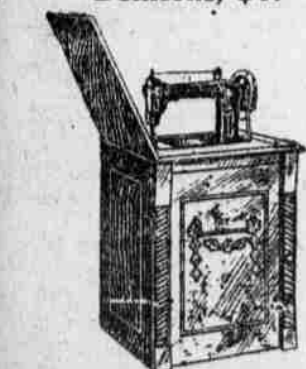
Domestic Portable Electric Machines at \$48. No allowance.



Domestic, \$47



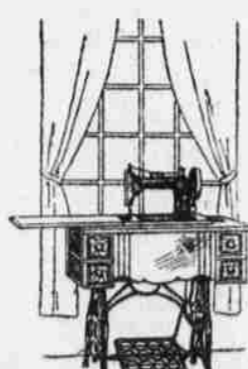
Domestic Parlor Cabinet, \$65



Willard Parlor Cabinet, \$43



Singer, \$37



Cosmo, \$27



Willard, \$38



Gimbel Talking Machine Combinations

With Special Reference for Christmas Giving—as Little as \$5 for First Payment

The one you select can be sent home at once and bring the enjoyment of good music and other entertainment. Or, if for a gift, it will be delivered when you say.

But It Is of Great Importance Not to Postpone Buying It

There's a wonderful display here of the newest Victrolas, Columbia Grafonolas, Aeolian Vocalions and Pathe Talking Machines—and on first payments for as little as \$5.

Enlarged Record space, insuring greatest selection—and records can be bought on easy payment plan.

Three special popular combinations make buying easy.

Combination No. 1

Columbia Style G-2 Outfit at \$135

Consisting of: Columbia Grafonola Style G-2, 6 Double Records (10-in.), 12 selections, 6 ten-in. Record Albums, 500 extra needles, 1 record brush. All for \$135. Sent home on first payment of \$5.

Combination No. 2

Pathe Style 10 Outfit at \$135

Consisting of: Pathe Style 10, 6 double Records (10-in.), 12 selections, 6 ten-in. Record Albums, 500 extra needles, 1 record brush. All for \$135. Sent home on first payment of \$5.

Combination No. 3

Aeolian Vocalion Style 430 Outfit for \$175

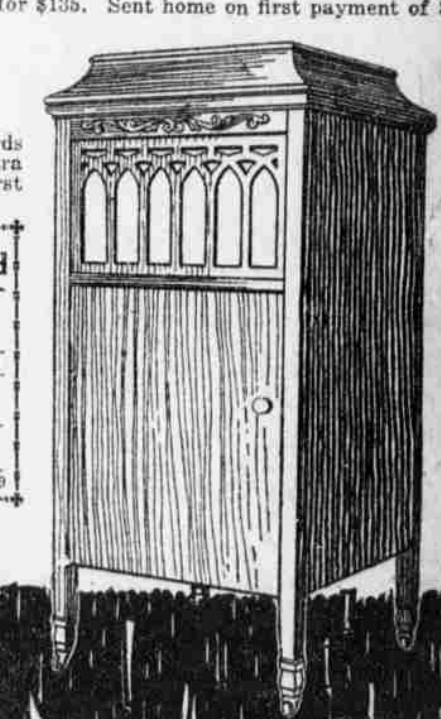
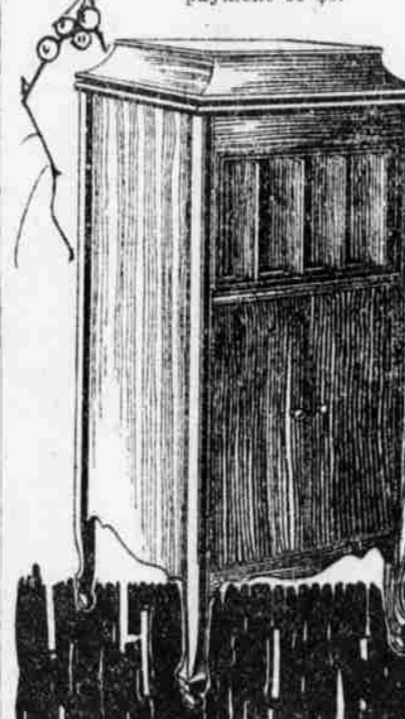
Consisting of: Vocalion Style 430; 6 Double Records (10 in.), 12 selections; 6 ten-in. Record Albums; 500 extra needles; 1 record brush. All for \$175. Sent home on first payment of \$5.

Columbia, Vocalion, Victrola, Pathe, Conreid

Gimbel Brothers, Philadelphia

Without obligation on my part please give full information regarding Talking Machines and easy terms of payment.

Even. Ledger 12-1-19



500 Table Cloths at \$1.75

Very pretty design in a good quality of satin-finish damask. All circular design. Save a third at this price, \$1.75.

Cut Glass at \$1.50 to \$15

First quality clear crystal glass. Large variety to choose from. Save a fourth to a third, at \$1.50 to \$15. 15,000 Odd Plates at 6c and 7c each.

Chenille Portieres at \$9.95 a pair. Save \$2.50

In rich shades of blue, rose, green and brown; 2 1/2 yards long and reversible. At \$9.95 a pair.

Lace Window Panels at 95c

to \$5.95 each. Handsome Fillet and novelty lace designs of double thread net; 2 1/2 yards long. Save a third.

Girls' Winter Coats at \$10.95, \$11.75 and \$15

Ages 6 to 14 Years. A special collection of Girls' Coats in velour, silvertip, cheviot and colored plush, belted and loose-back models. Every coat is nicely lined; beaver-cloth and plush collars. Specially priced at \$10.95, \$11.75 and \$15. Middy Blouses in drill and linene; yoke and lace effects; blue and white collars. Sizes 8 to 20, at \$1.75, \$1.95 and \$2.50.

High-Grade Axminster Rugs \$39.50 9x12 ft. at

Worth-While Saving of \$13.50. Just about enough of these specially priced rugs to last through the day. Pretty Oriental and all-over effects, of soft, rich tones. Standard grade; made of fine wool stock, the best-wearing, moderate-priced rug manufactured. We advise early choosing, at \$39.50.

In the Subway Store

Rogers Silver-plated Flatware

26-Piece Chest at \$10.55 and \$11.95

Two neat and dainty patterns—The Manchester at \$10.55 and The Clinton at \$11.95. In mahogany or oak chests, each containing 6 knives, 6 forks, 6 table spoons, 6 tea spoons, 1 sugar shell and 1 butter knife.

Women's French Lambskin Gloves at \$1.95

Fasten at the wrist with one clasp. Also two-clasp gloves in white only, at \$1.95. Children's tan Gauntlets, warmly lined, at \$1. Also in lined gray buckskin, at \$1.25. Men's black all-leather Gauntlets, lined, at \$4. Excellent for driving. Men's plush Gauntlets, at \$1.50. Lined.

Boys' High-Grade Norfolk Suits } \$15

With Extra Pair of Lined Knickers } \$15

Cheviots, Tweeds and Corduroys, well-made, best-fitting models. A variety of dressy styles. All sizes, 7 to 17 years.

Big Boys' Overcoats at \$15. New oxfords, blues, olives and brown colorings. Thick, warm cloths with strong plaid linings. "Up-to-the-minute" kinds for boys of 11 to 17 years.

Boys' Plush-Trimmed Overcoats at \$5. A clearance lot of velvet corduroys in plain blue, tan and seal brown at half their regular prices. Sizes, while they last, 2 to 8 years. At \$5.

Boys' Norfolk Suits at \$8.90. Cheviots and Cassimeres; checks, stripes and diagonal weaves in various models. Fine values for boys of 7 to 18 years.

Handkerchiefs for Men, Women and Children, Specially Priced

Our handkerchief section is well stocked for Christmas buying. Large variety.

Men's Hemstitched Initial Handkerchiefs, at 85c and \$1 a box of six.

Men's hemstitched Handkerchiefs, with colored striped border and initial, 3 in box, for 85c.

Women's Hemstitched Handkerchiefs, colored border and white with embroidered corner, at 15c and 18c.

Women's White Hemstitched Handkerchiefs, initial, 6 in a box, at 60c a box.

Gimbel Brothers : Market : Chestnut Eighth and Ninth