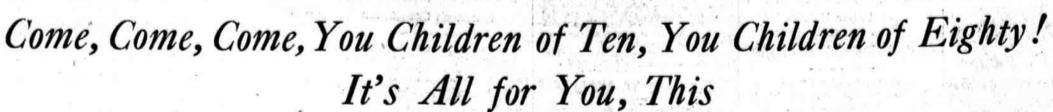
Nov. 12, 1920

Jack Pumpkinhead is here.



GIMBEL BROTHERS



Beautiful, Wonderful, Fairyful LAND OF

middle-widdle-iddle, oom pom-pom! Oom, pom-pom! oom, pom-pom! Tiddle-tiddle-tiddle, oom pom-pom! Oom, pom-pom-pah!

-played the Musicker. "Bow-wow," said Toto.

What's it all about?

asked everybody.

Well, well, Boys and Girls—the "secret's out" — Santa Claus rented, no, borrowed, no, was given a great big part of the Land of Oz on which was the biggest cave you ever saw, and there he worked for three hundred days to make your Christmas Toys. Then he said to the Wizerd of OZ "All's ready. Let's go," and the Wizard summoned Mombi, the Witch, who went to the Cave and sprinkled the "Powder of Life" over the toys, lifted her left hand with its little finger pointed upward and mumbled: "Weaugh—Teaugh—Peaugh" and goodness me! those toys cried out: "We live—We live!—We live!!

Then the Wizard waved his hat and all of the Land of OZ

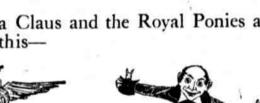
was swept through the air just like Dorothy and Zeb and the horse were, and down, down, down the people and toys fell. After three days and three nights they came to the Gimbel Land of Toys and took possession—and are to stay 'till—Oh! I almost forgot, I promised the Wizard and Santa Claus

The Joy of the Land of OZ Is Eternal Youth

Everybody is young. Mombi has a new charm, the "Powder of Youth," which she uses on every old grouch she can find. Here ten'is ten, and seventy years fall away from eighty just like the Wicked Witch of the West melted away. We're all boys and girls

And everybody's here—all your old friends—dear Jack Pumpkinhead, the brainy Scarecrow, the good-hearted Tin Woodman and Dorothy and the Wizard and Tip and Toto - oh, just everybody to welcome you, to walk with you, to play with you in this fairyful

I must tell you about Santa Claus and the Royal Ponies and the others—it's something like this—





Santa's Cave of Oz is open to all. He's here, too. He's waiting for you to tell him what you want him to bring you from the Land of Oz.

those from the foreign lands.

For Girls

HE loveliest dolls imaginable, infant dolls and

life-size ones-dolls that walk and even talk.

Then you come to the Paris-dressed dolls and

How beautiful they all are and how lovely are

And the Doll Houses, great big things are some

the little clothes you can buy, shoes, stockings, caps,

of them—what good times they bring to the children.

Sets of dishes for the afternoon tea. White furni-

ture, just like mother's. Doll carriages, too, and

the great big animal toys-dogs, cats, goats,

'Tis thick and strong and broad and long

hats, dresses and cunning little parasols.

"It's very queer how big an ear

And yet, I fear he could not hear

It's quite becoming to our Hank

But might disgrace a fairy!"

Is worn by Mr. Donkey:

If it were on a monkey.

And also very hairy;



is here with his dog and there's a show every now and then. You should hear the children laugh. Come and enjoy it all! Isn't it fun? Whoa!

Royal Ponies of Oz are ready to take any boy or girl for a ride. Gidap! -away they go just like our friend Jim, the Cab Horse.

Royal Trained Dogs

of Oz perform for you all. You should see their green, green jackets as green as the Emerald City, and how very wonderful are all their tricks. Makes one think of Toto.

Royal Bears of Oz

are located in the southern part of Emerald City, very near the Quadling Country. They have Christmas pack-

Treasure House of Oz

is a household of gifts for all. The magic house that makes a gift package as



The Tin Woodman is here.

The Royal Historian of OZ Mr. L. Frank Baum

has set down the doings of the People of Oz in these books for the children of ten, the children of eighty-

"ABANDON CARE AND SMILE IN THE LAND OF OZ"

The Toys Bring Forth More Than Smiles—True Happiness Beams Everywhere Like the Great Ball of Fire

The Wizard of Oz Land of Oz Ozma of Oz Dorothy and the Wizard of Oz The Road to Oz The Emerald City of Oz The Patchwork Girl of Oz Tik-Tok of Oz The Scarecrow of Oz Rinktink in Oz The Lost Princess of Oz The Tin Woodman of Oz The Magic of Oz Glinda of Oz

There's a wonderful collection of these books. You'll also find Christmas stories and fairy stories, Boy Scout books, Mother Goose, Alice in Wonderland and all of the books of your favorite series.

For Boys

7 HEW!—the whiz of the electric trains made me jump and that knocked my hat askew. Boys, you'll like 'em-they're great-how they spin around and through the tunnels, just like any electric out there on the Main Line, only these have an engine. All you do is press the button--off they go.

Now for the Meccanos and Erectors, the inspiration for the boy's vocation, maybe. Chem Craft, Drums, Tool Chests, Horses and Wagons, Sleds, Velocipedes, Autos, Games, Humpty Dumpty Circuses, Bridges 'n everything from a single ball trimming for your Christmas tree to a real live pony for your stocking-that's why all the boys of Philadelphia and fifty miles around are saying

"If you go to the Land of Oz. Please take me along because"-Well, just because-

