

Store Hours  
9 to 5.30

Philadelphia, Friday  
Nov. 12, 1920



# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH



The Scarecrow is here.

## Come, Come, Come, You Children of Ten, You Children of Eighty!

It's All for You, This

# Beautiful, Wonderful, Fairyful LAND OF OZ!

Tiddle-widdle-iddle, oom pom-pom!  
Oom, pom-pom! oom, pom-pom!  
Tiddle-tiddle-tiddle, oom pom-pom!  
Oom, pom-pom—pahl!

—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 Wizard 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 not to tell.

### 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 together.

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 Land of OZ.

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



Jack Pumpkinhead is here.



**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.

**Royal Punch of Oz** 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!

**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. Isn't it fun? *Whoa!*

**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 packages for you.

**Treasure House of Oz** is a household of gifts for all. The magic house that makes a gift package as each one is given out. It's endless.



The Tin Woodman is here.

## "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

### For Girls

THE loveliest dolls imaginable, infant dolls and life-size ones—dolls that walk and even talk. Then you come to the Paris-dressed dolls and those from the foreign lands.

How beautiful they all are and how lovely are the little clothes you can buy, shoes, stockings, caps, hats, dresses and cunning little parasols.

And the Doll Houses, great big things are some of them—what good times they bring to the children. Sets of dishes for the afternoon tea. White furniture, just like mother's. Doll carriages, too, and the great big animal toys—dogs, cats, goats, donkeys—

"It's very queer how big an ear  
Is worn by Mr. Donkey;  
And yet, I fear he could not hear  
If it were on a monkey.  
'Tis thick and strong and broad and long  
And also very hairy;  
It's quite becoming to our Hank  
But might disgrace a fairy!"

### 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—

- 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
- Rinkink 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

WHEW!—the whizz 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—



Tik Tok is here.

Bring the Children—Every Day!

—Gimbels, The Big Toy Store, Fourth Floor.

