



Store Hours 9 to 5:30

Piano Store open till 9 P. M.—offering the very elegant Harrington Player-Piano (made by Hardman, Peck & Co.) for \$395. First payment, say \$10. Enter on Market at 8th.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Tuesday, Nov. 15, 1921

November goods at January prices—we have pushed reduction sales two months ahead. November purchases payable in January.



Treasure Island Ahoy!

Shiver m' Timbers! Just Suppose

Just suppose. Boys and Girls, you were to find a big black sea-chest—a regular pirates' sea-chest, all full of doubloons and Pieces of Eight, just like Jim Hawkins found on Treasure Island?

What Would You Do?

Why, of course! We know you would. You'd hurry right here to Gimbels Fourth Floor to this regular Treasure Island of your own. Because, do you know what's happened this year? You'd never guess! Well, it's this!

Santa Claus and the Pirates

Santa Claus has gotten together all the old pirates that ever sailed the seas—yes, sir, Old Pew and Long John Silver and Israel Hand and Black Dog and even "Captain Flint," Long John's old parrot, don't you remember, who used to scream "Pieces of eight! Pieces of eight!" Such mustaches and such fierce eyes and cutlasses! You'd think even Old Santa Claus would be frightened by such a crew!

Christmas Magic

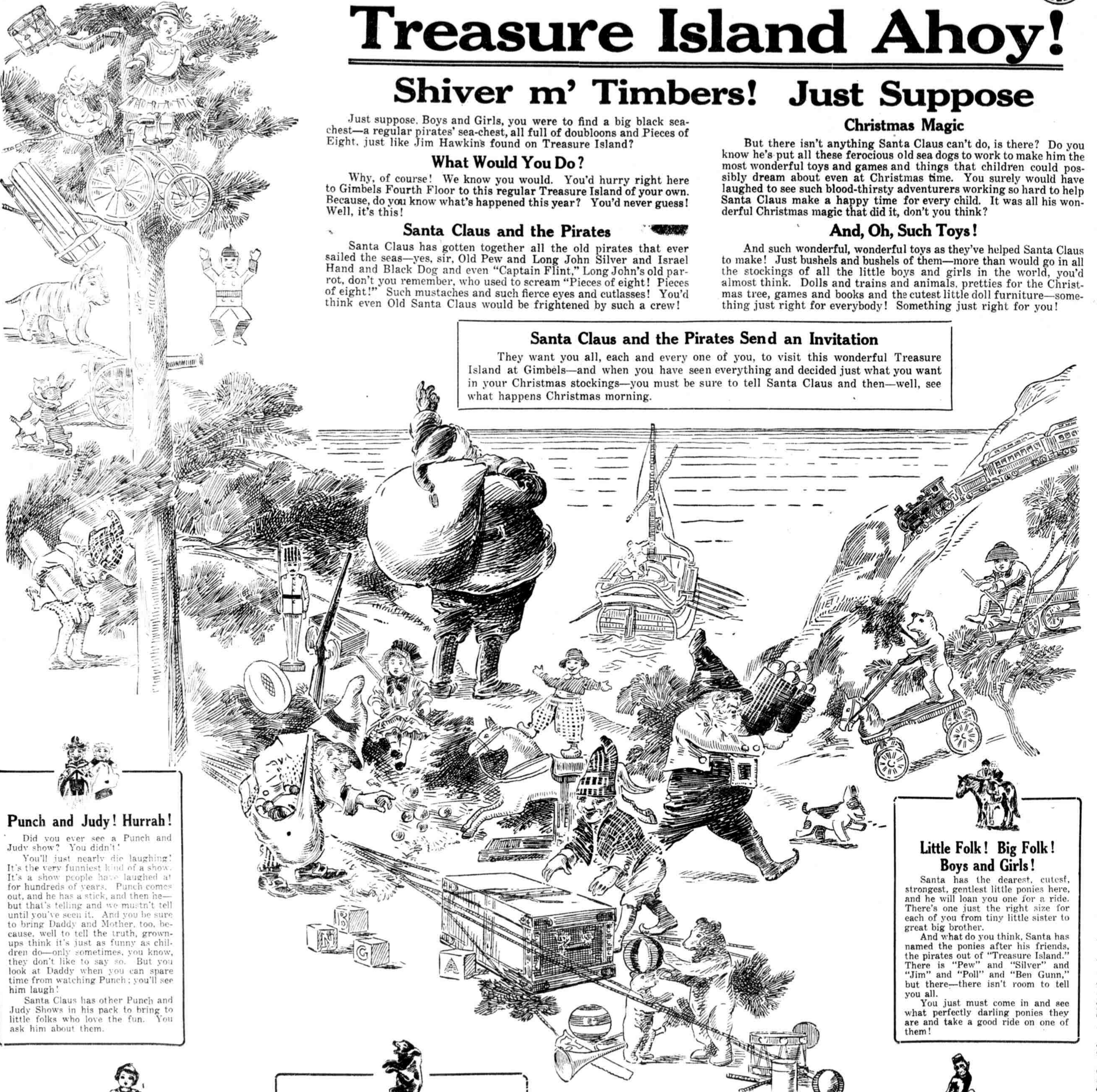
But there isn't anything Santa Claus can't do, is there? Do you know he's put all these ferocious old sea dogs to work to make him the most wonderful toys and games and things that children could possibly dream about even at Christmas time. You surely would have laughed to see such blood-thirsty adventurers working so hard to help Santa Claus make a happy time for every child. It was all his wonderful Christmas magic that did it, don't you think?

And, Oh, Such Toys!

And such wonderful, wonderful toys as they've helped Santa Claus to make! Just bushels and bushels of them—more than would go in all the stockings of all the little boys and girls in the world, you'd almost think. Dolls and trains and animals, pretties for the Christmas tree, games and books and the cutest little doll furniture—something just right for everybody! Something just right for you!

Santa Claus and the Pirates Send an Invitation

They want you all, each and every one of you, to visit this wonderful Treasure Island at Gimbels—and when you have seen everything and decided just what you want in your Christmas stockings—you must be sure to tell Santa Claus and then—well, see what happens Christmas morning.



Punch and Judy! Hurrah!

Did you ever see a Punch and Judy show? You didn't? You'll just nearly die laughing! It's the very funniest kind of a show. It's a show people have laughed at for hundreds of years. Punch comes out, and he has a stick, and then he—but that's telling and we mustn't tell until you've seen it. And you be sure to bring Daddy and Mother, too, because, well to tell the truth, grown-ups think it's just as funny as children do—only sometimes, you know, they don't like to say so. But you look at Daddy when you can spare time from watching Punch; you'll see him laugh!

Santa Claus has other Punch and Judy Shows in his pack to bring to little folks who love the fun. You ask him about them.

Little Folk! Big Folk! Boys and Girls!

Santa has the dearest, cutest, strongest, gentlest little ponies here, and he will loan you one for a ride. There's one just the right size for each of you from tiny little sister to great big brother.

And what do you think, Santa has named the ponies after his friends, the pirates out of "Treasure Island." There is "Pew" and "Silver" and "Jim" and "Poll" and "Ben Gunn," but there—there isn't room to tell you all.

You just must come in and see what perfectly darling ponies they are and take a good ride on one of them!

Rock-a-Bye Baby on the Tree Top—

Wouldn't you just love to find one of these beautiful "Treasure Island" dolls on the top branch of your Christmas Tree, Little Girl? We know you would, because, you see these dolls of "Treasure Island" are such unusually lovely dolls. And there are so many of them that you'll be sure to see just the very one. Don't forget to tell Santa Claus.

There are lady dolls and baby dolls and character dolls—and every single thing a doll needs from a trunk to travel with to dishes for her afternoon tea. And oh, girls, be very sure you see the cunning little kitchen cabinets for your doll-house kitchen!

Bears Are Such Clever Beasts—

They're the most intelligent animals. They can think of the most exciting things to give a little girl, all wrapped up in pink paper, and they know just exactly what a boy wants to find in his blue paper package.

You ask your Daddy or your Mother to buy you a ticket for the "Treasure Island" Bear Show. And then one of Santa's own especially trained bears will bring you a package—pink if you're a girl, blue if you're a boy—and you will have all the fun of a present and a lovely surprise.

"All Aboard!" Toot! Toot!

And away goes the train, rattling over bridges, roaring through tunnels and stopping at stations. No sir, not a Pennsylvania train either. Just a train on one of "Treasure Island's" many electric railroads.

Boys, you just must see them. All you do is push a button and they go. There are switches and signals and everything complete, just as on a real big railroad. Daddy is coming to see them, we know. You be sure to have him bring you along.

"The Little Boy at the Monkey's Cage"

He has the best time. Santa Claus knows just how children love animals, so he made the pirates bring him a regular menagerie in the hold of their treasure ships. Why, he has a whole cage of monkeys—yes he has—just the cutest red-cheeked monkeys that ever came out of a jungle to delight a little boy or girl. And there are kittens and doggies and bears and elephants and even a lion that roars—but they are all Santa Claus' animals and very friendly to little children.

No Christmas stocking is a real Christmas stocking without a Santa Claus animal in it. You just tell Mother that.

—Gimbels, The Big Toy Store, Fourth floor.