

Store Hours, 9 to 6

Brunswick Phonograph Records for January are ready—and Brunswick Records, like Brunswick Machines, are very, very different—very much the best in the making.

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Transportation goes down before the Storm King—perhaps no bad storm will come, but be safe!—Order piano, phonograph or furniture promptly.

Thursday, Dec. 15, 1921

## We Are Helping!

Safety, comfort, service—these we owe to all who enter here; for, so queer is this Store that we consider customers as guests.

And the throngs these holiday times are merely comparable with those at any reception.

The Store, with exits on all four sides, cannot be crowded.

So vast the showing of holiday, givable merchandise, that we are generally believed to carry the largest stocks in any Philadelphia store. If you don't find it at Gimbels it is unfashionable.

And Gimbels lead in value-giving.

# Christmas Toys and Games for Very Little Folk At Prices That Please Big Folk

### Wooden Building Blocks, Special at \$1.25 to \$4

Sets that build houses, bridges and many other things for little people. Five sizes, regularly priced from \$2 to \$6.

### Sets of A B C Blocks, 75c, \$1 and \$1.50

Bright-colored pictures and letters. Entertaining and instructive for small children.

### Nested Blocks, From 50c to \$2.50

The kind that put away compactly and that all children love.

### Purple Seal Stone Disk and Blocks, 25c to \$10

Blocks in assorted colors for making designs. Just the thing for kindergarten. At 25c, 50c, \$1, up to \$10.

### For the Christmas Tree

### A Wonderful Assortment of Trimmings, Priced at 45c to \$1

Balls, tinsel, birds, figures, Christmas stockings, strings of balls and all sorts of delightful things for the tree.

### Holy Families, Special, \$1.95

Holy Families in sets, including the manger.

### Wild Animal Sets, 65c to \$2.50

Leopards, lions, bears, etc., for the Christmas tree garden.

### Toy Villages, Special, \$1

Animals, trees, houses, etc. Regularly \$1.75.

### Sets of Ninepins at \$1.50 and \$2

Tiny figures that children like with a ball to knock them over. Regularly \$2.50 and \$3.50.

### Gilbert's Mysto Card Tricks, 75c

Tricks and puzzles with cards. Regularly \$1.50.

### Imported Games, 75c Values, 35c

Many varieties of these interesting games—Hunting, Running, Aerial, etc. Larger sizes. Regularly \$2. Special 95c.

### White Enameled Shoo Fly, Regularly \$10.50, Special, \$8.95

A rocking horse on a frame, well built and sturdy, white with red trimming. —Gimbels, Toy Store, Fourth floor.

## Women's Fine French Kid Gloves at \$3

Two-clasp gloves in overseam-sewn. In tan, gray, black with black stitching, black with white stitching, white with black stitching and white stitched in white.

These gloves are \$3 a pair.

### Women's Suede Gloves at \$1.45

One-clasp Gloves of fine suede in beaver, brown and tan.

At \$1.45

### Women's 8-Button Gloves at \$3

Fine suede Gloves, 8-button length, in beaver, brown or gray.

At \$3

### Women's Mocha Gloves at \$1.68

Mocha Gloves of excellent quality. One-clasp style in gray.

At \$1.68

—Gimbels, Glove Section, First floor.

## "Save-a-Dollar" Candy Combinations

No. 1—4 lbs. for \$1.50, Value \$2.50

Average Special Price, 37½¢ lb.—

1 lb. Assorted Chocolates 1 lb. Candy Toys  
1 lb. Crystallized Ginger. The 4 lbs. value \$2.50, for \$1.50.  
1 lb. Assorted Hard and Filled Gloss Candies

No. 2—5½ lbs. for \$2.50, Value \$3.50

Average Special Price, 45½¢ lb.—

2½-lb. boxes Chocolates 1 lb. Assorted Hard and Bonbons. The 5½ lbs. value \$3.50, for \$2.50.  
1 lb. Assorted Glace Fruits. The 5½ lbs. value \$3.50, for \$2.50.  
1 lb. Peanut Brittle.

No. 3—7 lbs. for \$3.50, Value \$4.50

Average Special Price, 50¢ lb.—

5-lb. box Christmas Mixtures  
1 lb. Assorted Glace Fruits. The 7 lbs. value \$4.50, for \$3.50.  
1 lb. Assorted Hard and Filled Gloss Candies. The 7 lbs. value \$4.50, for \$3.50.

—Gimbels, Chestnut Street Annex and Subway Store.

## Volume Orders Won These Handkerchiefs at Very Low Prices

Men's Fine Imported Cambric Handkerchiefs with narrow woven borders "pin striped" in quiet, dainty colors. Unusual } 25c Each at—

Men's Fine Irish Linen Initial Handkerchiefs. Big, smart initials. Beautiful linen. Hemstitched. Regular 75c handkerchiefs, 50c.

Women's Imported Cambric Handkerchiefs, Appenzel hand-embroidered in white in the dainty colored corner—the sweetest colors! Regular 50c handkerchiefs, at 35c. Three for \$1. —Gimbels, Handkerchief Shop, First floor.

Any Good \$5 Silk Petticoat Is a Most Popular Gift—And These Are

## \$6.50 Silk Petticoats at \$5



Plenty of variety to choose from—Satin, taffetas, and jersey-tops. Solid colors, changeable effects, two-color, and even some of the harlequin colorings. Tailored styles. And the prettiest pleated flounces. —Gimbels, Second floor.

## 480 Men's Double-Weave Stitched Silk-Knitted Mufflers at \$3.95

### So-Called "Seconds" of \$7 Kinds

We advisedly say "so-called" seconds—the little weave defects are inconsequential; and some of them "stump" us to find what's wrong! Good to own. Good to give.

All are wide Mufflers, black with white stripes—the stripes of three widths. Christmassy-boxed, if for giving. \$3.95.

Men's Silk Shirts at \$4.85 to \$8.50 —Boxed for Christmas  
Finest "broadcloth" crepes and jersey. Newest stripe effects.

Men's 75c and 85c Silk Four-in-Hands at 50c  
Surplus samples of two makers—and, being samples, in unusually varied assortment.

—Gimbels, First floor, Ninth Street.

## New! Beaded Envelope Bags From Europe

\$3.95 Is the Gimbel Price : \$7.50 Is the Prevailing Price

Fine little beads. Novel two-tone "vertical beadings." Beautiful floral and conventional designs.

Steel combined with jade or a wonderful iris blue or brown or amethyst or navy or black—often with vivid touches.

All-over beaded handles. And the cutest beaded "button" clasps close the "envelope."

Richly taffeta silk lined.

Gifts with the charm of the unusual.



—Gimbels, First floor.

## The More Elaborate Philippine Nightgowns But Priced \$2.95

—that this Christmas seems to want—

Instead of \$4

V's and round necks, with the cutest, tiniest, flared sleeves. Elaborately embroidered—but it's handwork elaboration!

Practical, Dainty Initial Nightgowns at \$1.50 Value \$2

Exquisitely fine nainsook, round yoke, lace edge. —Gimbels, Second floor.

## Richly Sturdy for Him : Daintily Beautiful for Her GIFTS—of Gold—of Pearls

### Solid Gold Jewelry

Men's heavy solid gold Belt Buckles, special at \$16.50.  
Lighter weight at \$9.00.  
Solid gold Brooches and Barmans, beautiful designs in green gold and green-gold leaf work, all in velvet-lined cases, special at \$5.95.  
Baby's Locket of solid gold, diamond jeweled. Complete with chain, space for two pictures. Special at \$5.  
Men's Solid-Gold Knives and Solid-Gold Waldemar Chains, very fine and heavy weight in silk velvet box, special at \$10.

Men's Solid-Gold Penknives, special at \$3.95.  
Men's 18-kt. Waldemar Chains, very heavy, special at \$5.95.  
Gold-Filled Pocket Knives. Hand-engraved and engine-turned designs. Special at \$1.95.  
Indestructible Pearl Beads 27 in. long, beautiful luster and delicate graduation, in velvet-lined box, special at \$3.95.  
Fine Oriental Pearl Beads, 24-inch, graduated. \$5.00 values at \$1.95. These are exceptional. —Gimbels, First floor.

## A GIFT That Will Delight Any Housekeeper With Its Years of Usefulness

Here's a chance for the man of the house to please "friend wife"! Give her one of these—

## "Electric Maid" Washing Machines \$89.50

Regularly \$150

Easy Terms



It has a 1/4-horse - power Westinghouse motor, cylinder type, with automatically reversed motion.

Five-position, swinging wringer, having improved safety release. White enameled finish. Sold on easy payments, at \$89.50. —Gimbels, Fourth floor.

Piano Store Open Till 9 P. M.—Evening Entrance at Eighth and Market

## A Splendid Christmas Sale of "Conreid" Player-Pianos

Recently we sold hundreds of these splendid Player-Pianos through the economical plan of—

## Gimbel Piano Club

wherein, after making large savings through tremendous buying and the inexpensive way of selling, we banish interest and all annoying "extras" and name one comprehensive price—

The makers at the time had no hope of being able to supply us before Christmas with another—

## Five-Carload Purchase

—but they did, and here is rare good fortune for Christmas shoppers—

# \$395

No Interest: No Extras: Free Delivery: Free Bench: Free Tuning

Pianos of full seven-and-a-third octaves; player action one of the country's best. Piano has bell-metal plate; overstrung copper-wound strings. The mahogany case is double veneered throughout.

Pay \$10 And the Instrument Goes Home Promptly, You Agreeing to Pay Balance at Rate Weekly \$2.50

Supply of Music Rolls can be included in the arrangement. No other plan of selling musical instruments has ever proved so economical to the purchaser as the Gimbel club. There is no drawing, no changing, no waiting—just co-operation; just our faith in this great public that justifies larger purchase of a single instrument than other dealers dream of—and then centering the attention of millions to one bright point of service and economy. It reduces selling expenses mightily—while the club plan gives you nearly three years in which to complete payments.

Messrs. Gimbel Brothers, Phila. Kindly give me fuller particulars of the "Conreid" Player-Piano offered on Gimbel Club Plan.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
Town \_\_\_\_\_  
E.L.—12-15-21.

—Gimbels, Hardman Hall, Seventh floor.

## A Lifetime Gift! Domestic Electric Portable Sewing Machines \$58

Recently \$80, Now—

Order at Once for Christmas Delivery



A gift any woman would appreciate. A well-known standard machine that may be carried like a suitcase and used on any small table. Fits in small closet when not in use.

\$1 Down \$1 Weekly

Five-Year Guarantee Included

Sewing Machines at lowest prices in Philadelphia—and the easiest terms. —Gimbels, Fourth floor and subway store.

## 1000 Armour's Skin-Back Hams at 20c lb.

—and that's just about the wholesale price. These "skin-back" hams have had the surplus fat cut off; they are just from the smokehouse.

"Quaker Blend" Coffee 45c lb. Regularly 55c

In 25-, 10-, 5- or 2-lb. Lots

This is a heavy-bodied Coffee, and is the kind served in the Gimbel Restaurant and Tea Room.

ST. JAMES' COFFEE 3500 lbs. rich aroma, popular coffee. 25c value, at 2 lbs. for \$1

NEW SHOE-LEGGED CORN 25c value; case, 44¢; dozen, \$2.35, or 2 cases for \$1

RED-RIBBON TOMATOES "Parity Brand" solid meat, big sanitary cans; dozen for \$2.75, or case at 25c

GLUTEN FLOUR "Lenox Brand" recommended by physicians for diabetics, 5-lb. bags, special at \$1.65

REAL HOBAN SOAP Gimbel's contains a high percentage of HOBAN, family size boxes, at \$2.75

POPULAR COFFEE 45c lb. COMFORT BLEND 10 lbs. \$1.10 PEKOE BLACK TEA, 40c \$2.10, or 5 lbs. for \$10.50

JUCY WINESAP APPLES From Leeds ORCHARDS, Wenatchee, Washington; so-called "large special" at \$3.75 bushel box at

ORANGE PEKOE TEA QUAKER CHOP TIPPY ORANGE PEKOE BLACK TEA, 40c \$1.50 lb. at 4 lbs. for \$6.00

SWIFT PREMIUM COOKED LAMB TONGUE, ready to serve, 75c 68c large special at

SWIFT PRIDE or PALM OLIVE GALVANIC LAUNDRY SOAP box of 100 cakes \$4.45 or 10 cakes for 45c

—Gimbels, Pure Food Store, Chestnut Street Annex.