

Store Hours, 9 A. M. to 6 P. M.

For Friday

Start the day with song. The Gimbel Choral Society gives Christmas Carols each morning at 9.

GIMBEL BROTHERS

MARKET CHESTNUT 11 EIGHTH NINTH

Be sure to have music for Christmas. Gimbel piano section open evenings till 9 o'clock. Enter at Eighth and Market.

For Friday

To Make Complete Clearance of the very wonderful TOYS collection of

BANG! GO THE PRICES TO HALF!

Pretty generally conceded that Gibbels lead in Toys—and actually hundreds of thousands of dollars' worth are gathered for each Christmas.

It is beyond human foresight to gauge quantities aright. Wherever lots have proven too great we have reduced prices to half, or near it, that Friday and Saturday shall carry them off.

Express Wagons, the favorite sizes. Regularly \$8.50, now \$5.50. Fire Fly Sled in two sizes. Size 11—40-inch; regularly \$3, now \$2.50. Size 12—45-inch; regularly \$3.50, now \$2.95. A Holding Table for the little tea party. Regularly \$1.25, now 95c. Shoo Fly or Rocking Horse for the real little boy and girl. Regularly \$10.50, now \$7.50. Regularly \$5.00, now \$2.50. Stores, Kitchens and Forts variously "equipped"; several sizes. Regularly \$1.50 to \$9; now 75c to \$4.50.

Laundry Sets—Half-Price



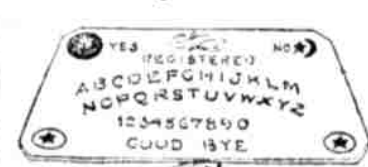
Tub—Wringers—in fact, the complete washing outfits—all in a box; at half price. Were \$3c—now 25c. Were \$1—now 50c. Were \$1.50—now 75c. Were \$2—now \$1.

A B C Blocks—Half-Price at 38c



Cube Blocks. Regularly \$2, now \$1. A Set of Picture Puzzles complete with the picture. Regularly \$1.50, now 75c.

Well-known Ouija Board



A real "fortune telling" game. Regularly \$1. Now 50c

Dolls With Curly Wigs and Eyes That Open and Shut—Reduced to Exactly Half-Price

- Undressed.
- 12-inch—now \$1.75—was \$3.50
 - 14-inch—now \$2—was \$4
 - 15-inch—now \$2.50—was \$5
 - 16-inch—now \$3—was \$6
 - 18-inch—now \$3.50—was \$7
 - 20-inch—now \$4.25—was \$8.50
 - 22-inch—now \$5.25—was \$10.50
 - 24-inch—now \$6—was \$12
 - 26-inch—now \$6.75—was \$13.50
 - 28-inch—now \$7.50—was \$15
 - 30-inch—now \$8.75—was \$17.50
 - 32-inch—now \$9.75—was \$19.50
 - 34-inch—now \$13.75—was \$27.50

\$5 Infant Dolls at \$2.50 \$3.25 Size at \$1.65

With celluloid heads, hair wig, "sleeping eyes" with long lashes. A very special line of undressed Dolls, at half price.

- 12-in., regularly \$1, special at 50c.
- 14-in., regularly \$2.75, special at \$1.38.
- 18-in., regularly \$5, special at \$2.50.
- 22-in., regularly \$6.50, special at \$3.25.

Special character Baby Dolls—kewpie style—regularly \$1.50, special at 75c.

Celluloid Baby Dolls, regularly \$2, special at 95c.

Dressed Dolls—all packed in a box—complete with hat, shoes and stockings—regularly \$1, special at 50c; regularly \$3, special at \$1.50.

\$6 Real Baby Dolls at \$2.95 \$8 Size at \$4

Character Dolls—cute as real babies!

Doll Furniture—Half-Price

Kitchen Furniture in the natural color; all in sets; at less than half price, 95c. Living-room Set, 6-piece; mahogany finish—regularly \$1, special, 50c.

Rolly Polys—Half-Price or Less

The funny little figures that just won't fall down, no matter what you do. Now 25c—were 50c. Now 40c—were 85c.



Games—Half-Price

Games of ten pins, in a wooden box, were \$2.50—now \$1.25 were \$4.00—now \$2.00 Munoron—the Horse Race game—were \$4.50—now \$2.25 were \$8.00—now \$4.00 were \$10—now \$5.00 Building Blocks—half price—were \$2.50—now \$1.25 were \$3.00—now \$1.50 were \$4.00—now \$2.00 were \$6.00—now \$3.00

Specials in Our Soldier Dept.



A set of lead soldiers at half price. Regular \$2 sets, now \$1. Regular \$1.50 sets, now 75c. Regular \$1 sets, now 50c. Japanese Swords, special at 35c and 45c.

Attractive Furniture for a Doll's Living-Room—at Half Price

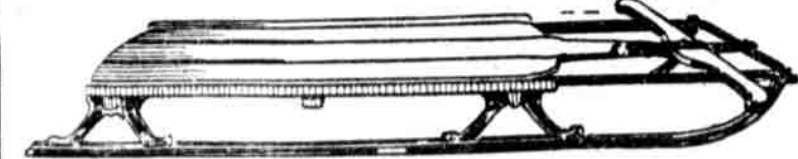


Seven-piece set of living-room furniture in oak-finish.

Value \$4

Special at \$2

Boys' and Girls' Big Toys Reduced



Toy Saddle Horses—Half-Price

Mounted on a platform. Were \$1.50—now 75c. Were \$2—now \$1. Were \$2.50—now \$1.25. Were \$3—now \$1.50. Were \$3.50—now \$1.75. Were \$5—now \$2.50. Were \$6.50—now \$3.75.



Small Magic Lanterns China Tea-Sets—Half-Price

Complete with one slide. Regularly \$1, now 50c.



All "decorated"! 17-piece sets—regularly \$2—reduced to \$1. 13-piece sets—regularly \$1.50—reduced to 75c.

Aluminum Toy Cooking Set—Just Half-Price Sets that were \$5—now \$2.50. Sets that were \$1.25—now 65c. Sets that were \$2—now \$1. Sets that were 75c—now 40c. —Gimbels, The Big Toy Store, Fourth floor



Fox Fur Scarfs

as Low-Priced as After-Christmas Can Find! —Special at \$29.75, \$39.75, \$49.75, \$59.75 and \$69.75

All colors! Both styles—double animal and open and silk-lined. \$135.00 Moire Russian Pony Coats, 40 inches long, Natural or Skunk raccoon collars and cuffs } \$89.75 \$250 Near Seal Coats with Natural Skunk collars and cuffs. These are 40 inches long, smart new models, handsomely lined with silk. } \$175 \$225 Natural Muskrat Coats, 40-inch lengths, large shawl collars, deep cuffs; selected dark skins. } \$149

—Gimbels, Fur Salons, Third floor

An Unprecedented Subway Store Sale of Men's All-Wool Winter Clothing

862 Overcoats 1026 Suits



\$15

Values \$25 to \$30

Yes, there's a REASON! A prominent clothing maker was "hard pushed" for cash—needed it before the First of January. We bought out his entire stock—to the benefit of ourselves and you! That's the story in a nutshell!

Suits at \$15

Nifty models for young men and also conservatives for men of a maturer age. Single- and double-breasted styles. Green, Blues, Browns, Grays, Pin Stripes, Neat Checks, Fancy Mixtures. All-wool materials—cassimeres, chevots, velours and tweeds. Sizes 34 to 42. \$15.

Overcoats \$15



Those big, soft shaggy kinds that every man's wearing—Plaid-back Ulsters. Belt-back or belt-around. Muff pockets or invisible pockets. Also conservative overcoats for older men. All sizes from 34 to 44. \$15.

—Gimbels, Subway Store

We Can Still Promise Christmas Delivery of a Talking Machine

With Payments As Low As **\$1** A Week

- Victrolas \$25 to \$350
 - Brunswicks \$100 to \$450
 - Vocalions \$95 to \$600
 - Crown \$65 to \$185
- Thousands of Records at 35c, 3 for \$1

Thank you for our greatest Christmas business in musical instruments. Evening Entrance at Eighth and Market. —Gimbels, Seventh floor and Subway Store.

