

For Wednesday

Store Open 9 A. M. to 5:30 P. M.

More goods than in any other Philadelphia store—and reasonably priced.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

We are not seeing "how much the traffic will bear," but how much, in real value and fashion, we can give for the dollars you spend.

For Wednesday

Holiday Shopping Has Started Early This Year

Our best efforts have been put into the work—to make holiday shopping newly comfortable for our customers and newly easy for the thousands of our fellow workers. They'll serve you, no matter when you come—faithfully, helpfully; with the simple courtesy of good manners backed by knowledge. But won't you join the larger army that is Christmas-shopping now?

Three ways in which we help—
Holiday goods and gift things are ready—ten-million-dollar stocks.
We now wrap gift things in gift-fashion—pretty boxes and all that.
We charge purchases made now on bill to be sent you the first of January.

Haven't an account at Gimbel's? More than a hundred thousand families have. We offer this convenience to you. No trouble—just ask any aisle manager—or the salesperson who is waiting on you.
We have, this year, to the first of this month, served 1,024,402 more customers than during same period of last year.

Diamond Wrist Watches

Half Price or Better
—And So Near Christmas!



Gimbels took over the stocks of a fine old firm dissolving partnership. Guaranteed movements in solid platinum cases set with beautifully cut, fine white diamonds. Fifteen styles!

\$120 for \$250 Value
\$150 for \$325 Value

\$175 for \$375 Value
\$200 for \$400 and \$450 Values

—Gimbels, Jewelry Store, First floor.

The Big Toy Store

"Top o' the World" Is for the Children

Bring the children every day—as often as may be. And if you plan to dress the dolls you intend to give Christmas it is—

Time to Start Making Doll Dresses

Thousands of perfectly-made little creations, undressed, full-ball jointed, are here at half last season's prices.

Undressed dolls at \$1.75 and many price steps up to \$17.50.

Other jointed dolls, undressed—16 inches, \$1.45; 18 inches, \$1.95; 24 inches, \$2.95.

They have thick glossy ringlets (mohair), sleeping eyes fringed with real lashes, and pink-cheeked, delicately modeled faces.

Jolly Mr. Punch Whacks His Enemies
"Top o' the World"
Ride on the Little Ponies—Free

And Talk to Merry Old Santa Claus on His Glittering Throne
Come and see the myriads of beautiful, new, interesting toys—too many to describe here. You must come see them.

—Gimbels, Top o' the World, Fourth floor.

Not Only Women's Coats

—though most wonderful variety in Coat-Styles—
But Wraps and Capes, Too, in a Glory-Grouping of Fur-Trimmed Models at \$59

—Values \$75, \$100 to \$125

Bolivia de luxe—the particular weaves known as "Saxonia," "Delysia," "Normandy" and "Velverette."

Draped Wraps. Slim-line Coats. Circular-skirt Coats. All-enveloping Wraps. Shaped Capes.

Collars (some with cuffs, too), of mole, Persian lamb, wolf, fox, beaver or squirrel fur.

—Gimbels, Salons of Dress, Third floor.



International Glove Maker Imported Too Many Women's Washable Gloves

He chose Gimbel's as distributors of large lots. Winter-weight, winter-fashions. And very acceptable—especially when Christmas-boxed at Gimbel's.

White, Mode, Beaver, Gray, Pongee, Brown, Biscuit, Spearpoint and novelty silk embroidered backs.

Single and Double Texture in Most Groups for \$1.25 to \$2

85c Button Lengths for \$1.25 to \$2

85c Gloves, Strap Wrist for 85c to \$1.50

68c Gloves, Two-Clasp

78c to \$1.35 to \$2 Double Silk Gloves

—Silk inside and out. Two-clasp. Colors and white and black.

—Gimbels, First floor Glove Section and Grand Aisle.

Shawl-Collar Pull-Over And Crew-Neck Styles in Men's Fine All-Wool Sweaters

The Pull-over Sweaters are best of heavy all-worsted yarn; big shawl collar; wide purling at bottom; the good colors and white: **\$9.75** at.....

The Crew-neck Sweaters (as pictured), pull over the head, but the ribbed neck fits close up; neck and cuffs show contrasting colors; purling bot- **\$9.25** tom; for sports wear; at.....

—Gimbels, First floor, Ninth Street.



39c to 75c Cretonnes at 28c a Yard

New colorings. New designs. Dainty effects. And darker tonings, too. 36 inches wide.

500 Madras Curtain Panels, Special at \$1.25
36 inches wide. 2 1/4 yards long. Made the careful way you'd make them yourself!

Dotted Marquisette Curtaining, Special at 45c a Yard
36 inches wide. Snowy-white—dots and all.

Hand-Made Oil Shades at \$1.25—Value \$1.85
All colors. All with guaranteed rollers. All complete with "pull" in everything.

English Lockstitch Curtain Set—Made to Wear and Wear and Wear!—at 60c to \$1.85 a Yard
50 inches wide. Made in England and imported direct by Gimbel's.

—Gimbels, Upholstery Store, Fifth floor.



Just About 700 Odd Pieces! Women's \$3.95 to \$10 Hand Bags at \$2.95

Indeed They Are "Nice Enough to Give." Taken From Our Regular Stock to Close Out Short Lines. No "Mussed" Goods!

Of pin seal, shark-grain seal, velvet calf, cobra grain, goat and vachette leathers.

In carriage, side handle, vanity, shopping and dress styles.

All daintily lined and variously fitted. Black, brown, gray, tan and navy.

—Gimbels, First floor.



Imported Dinner Sets 107 Pieces Beautiful "Guest China" Ready for Your Thanksgiving

At \$59.50 Save \$35.50!

Dainty translucent china in a medallion design with delicate border to match. Burnished-gold handles; gold-lined edges.

Full service for 12 persons. And open stock—easily replenished in case of accident.

New in "Tea-ware"—Beautiful Luster Tea Sets. Shimmering iridescent effects—it's just like drinking out of a bit of the rainbow! Gold, mauve and peach colorings. Lovely gift ware!

23-piece sets at \$13.50 and \$17.50 a set.

—Gimbels, China Store, Fourth floor.



Big Maker Retiring From Business Sold Gimbel's Thousands of Baby Garments Half-Price Sale

All daintily fresh—ready to take their place among Baby's prettiest things.

Babies' Silk Kimonos Half Price At \$3.95 and \$4.95

Babies' Cashmere Kimonos, half price at \$1, \$1.95, \$2.95 and \$3.95.

Babies' Cashmere Saenques, half price at \$1.50, \$1.95 and \$2.95.

Babies' padded Silk Afghans, half price at \$3.95, \$4.95 and \$6.95. Hand-embroidered, or tufted, or plain.

Little children's Bath Robes, half price at \$1.95. Beacon cloth, corduroy and dainty cotton crepes. Ages 2 to 6.

Babies' Bibs, half price at 25c, 50c and \$1. Dainty kinds—hand- or machine-embroidered.

—Gimbels, Second floor.



Boys' Overcoats \$9.85, \$12.50, \$16.50

Double-breasted; convertible collar; all around belt; upper muff pockets. For boys 3 to 10.

Boys' Mackinaws, \$10 and \$12.50

Made of heavy, all-wool blanket cloth; shawl collars. Ages 6 to 12.

Norfolk Suits at \$8.50 and \$10. Or, with extra pair of trousers at \$10.50 and \$12.50.

—Gimbels, Third floor.



Fashion—But at a Price!—in the Sale of \$4 Silk Petticoats at \$2.95

Including heavy, heavy satins (they're really \$5 petticoats! with Vandyke inserts on the deep flounce)—the inserts in the fashionable paisley colorings.


Striped Tussah silks—firm and rich and tailored.

And jerseys with accordion-pleated flounces. \$2.95.

\$6.95 Silk Petticoats at \$5

All copies of expensive novelty styles. Heavy satins. And wonderful Milanese silks. Gorgeous—and conservative—colorings.

—Gimbels, Second floor.



Electric Household Appliances: Save a Third

Don't dudge in this age of wonders when electrical household conveniences are within reach of the slimmest purse.

"Locomotive" Electric Washing Machine
\$89.50 Regularly \$185
Continuous figure 8 motion. Equipped with standard motor and water-heating device—sterilizes as it boils and washes. Come see it demonstrated. 15 a day terms.

White Cross Electric Grill
\$7.95 Regularly \$12
Complete with tray. Cooks a full meal.

Electric Toaster
\$2.95
Complete with cord and plug. Nickel plated.

Majestic Electric Heaters
\$4.95
A clean, odorless heat can be attached to any electric light socket.

6-lb. Electric Iron
\$3.75 Regularly \$4.25
Complete with detachable cord and stand. Guaranteed.

Liberty Electric Hot Plates
\$1.65
Complete with cord and plug.

"Thor" Vacuum Cleaner
\$27.50 Regularly \$44.50
Complete with attachment for cleaning everywhere that dirt collects. Rubber-tipped furniture protectors. Weighs only 9 1/2 lbs. Thoroughly guaranteed. Equipped with General Electric motor.

—Gimbels, Fourth floor.



Needed for Your Car

Stop Lights
Globe stop-lights, complete with switch and fittings, at \$1.25.

Robes
Stroock Plush Robes
A number of different colors and styles, at \$3.25 to \$20.

Ever-Ready Flashlights
Two-cell tubular, 1 1/4 x 6 1/2, gun-metal or nickel-finish, complete with battery and pocket clip. Regular \$1.50 value, at 85c.

—Gimbels' Auto Service, Fourth floor.



\$225 for \$375 Persian Serapi Rugs

They are about 9 x 12 feet—Oriental rugs do not run to our exact measures, or to anybody's. Heavy, beautiful—specimens in every way worth while.

\$285 for \$400 Fine Deep Pile Chinese Rugs
Sizes about 9 x 12 ft. These are in deep rich color effects typical of this class of rug.

\$62.50 for \$95 Kazak and Cabistan Rugs
These are about 7 ft. x 4 ft. 6, and are good, fine pieces.

Persian and Chinese Rugs—One of a Kind

Antique Bidjar (old Kurdistan weave) Rug. Size 15 x 6 ft. 5, at..... \$585

Extra-fine hand-carved Chinese Rug. Size 13 x 10 ft., at..... \$550

Extra-fine Lavar Kirman Rug. Size 12 ft. 4 x 9 ft., at..... \$750

Very fine Mongolian Chinese Rug. Size 13 x 10 ft., at..... \$550

Antique Khiva Bokhara Rug (very silky—a genuine gem of Afghanistan). Size 12 ft. 6 x 8 ft. 8, at..... \$275

Fine heavy Chinese Rug. Size 13 x 10 ft., at..... \$465

—Gimbels, Fifth floor.