

Store Open 9 A. M. to 5:30 P. M.  
FOOTBALL AT FRANKLIN FIELD  
Saturday at 2—Penn State Plays Penn  
Reserved Seats at Gimbels, \$1.50

**GIMBEL BROTHERS**  
MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Wednesday, November 15, 1922  
Largest stocks—careful service—reasonable prices—  
prices low all through, not mere "bargain baits."

# YOUR CHRISTMAS STORE IS READY

**Shop Now—  
Pay in January**  
If you are a charge customer.  
Haven't an account?  
Open one—ask any aisle-  
man or salesperson.

Ten million dollars' worth of goods gathered by our own trained people in many lands—gathered by people who know goods, who can rightly assess fair values on even odd things—people who know what Philadelphia shoppers long for.

**Charge Customers**  
have an identification coin.  
When desiring to take a purchase with them, the mere showing of coin to salesperson is necessary.

Pick gifts now—there's more in the aptness of choosing than in the money you pay for the gift. Tell the salesperson a purchase is for a gift and it will be wrapped and packed to do you credit.

We are injured by a transaction that fails to meet your reasonable expectations—and we must do our best for you who depend on us to pack and forward gifts.

**More of the Splendid Watch Values**

Including beautiful diamond wrist watches—

**Half Price and Less**  
Think of Christmas!

Men's Elgin Watches, \$21 for \$35 Value  
In 25-year guaranteed gold-filled cases.  
Fine 17-jeweled nickel lever movement, beautiful gold-finished dial.  
**\$21.00—A Regular \$35.00 Value**

Women's 14-k. White Gold Wrist Watches  
**\$15.95 for \$30 Value**  
Fine 15-jeweled lever movement, cut balance adjusted.  
**A Regular \$30.00 Value at \$15.95**

**\$450 Diamond and Platinum Wrist Watches at \$200**  
Finest grades of 16- and 17-jeweled movements. 20 to 34 fine white cut diamonds; some with emeralds and sapphires.

**\$225 Platinum and Diamond Wrist Watches**  
Sale Price, \$107  
20 to 28 fine white diamonds. —Gimbels, First Floor.

**"Boy-Power" Automobiles**  
in the  
**"Top o' The World"**  
The Big Toy Store



A regular fellow of a car! All are heavy rubber-tired.

Durant type, at . . . \$8.50  
Paige type, at . . . \$11.00  
Cleveland type, at . . \$13.00

Dodge type, at . . . \$12.50  
Knight type, at . . . \$14.50  
Premier type, at . . . \$16.50  
Lincoln type, at . . . \$18.50  
(Includes a complete Alemite grease outfit.)

**A Stop-and-Go Signal for the Intrepid Young Traffic Cop. Stands 36 inches high and is . . \$1**

**Almost Every Active Little Boy or Girl Longs for a Velocipede**

One of these smooth-running, nickel-finished, yellow-and-black tricycles would bring joy to any childish heart. Heavy rubber tires and a motorcycle seat. Priced \$14, \$15, \$17 and \$19.25. Three sizes, 3 years, 4½ years and 6 years.

—Gimbels, Top of the World, Fourth Floor.


**Apparently—Only at Gimbels—These**

**Overblouses**  
Of the Ultra-New Fabric  
**"Chauve-Souris"**

Chauve-Souris—the art fabric supreme! Like tapestry in effect, but with a definite cross-weave.

**at \$15**

And Four Wonderful Color Effects  
Russian peasant costume colorings—further enriched with gold thread.  
The kind of blouse that "makes" a costume!  
—Gimbels, Third Floor.



**"McCallum" Silk Hosiery for Women—\$3**

Sheer, and fine, and glossy.  
**They're Christmas Quality**

Black, navy and such fascinating new shades—gunmetal, creole, golf, turtle, almond, ooze, beige, biscuit, sponge, piping rock, putty, gold, aluminum, congo, bobolink.  
—Gimbels, First Floor.

**An Importer's "Too Many" Women's Fabric Gloves at 85c**

\$1.50 and \$2 gloves, 12- and 16-button lengths.

**At 68c**  
\$1.50 and 85c gloves, two-clasp.

**At 78c**  
\$1.35 to \$2 double silk gloves. Silk inside and out. Two clasps. Colors, black and white.  
Christmas-boxed, if you wish!  
—Gimbels, First Floor.

**"Holiday-Gift" Baskets**  
**75c to \$8.50**

Thousands of lovely ones, imported for the season of gifts.

Colors as beautiful as your imagination can paint them. Unadorned or made the more "giftly" with rich linings, tassels, beads and rings.

Fancy baskets, work baskets, sewing baskets and all-around baskets.  
Priced pleasingly low—30c to \$8.50.  
—Gimbels, First Floor.

**Ready-to-Put-on Sashes and Hair Bows**

A customer last week bought twelve as gifts to Sunday school pupils.

The sashes are two and a half yards long, of heavy two-toned satin and mauve-velvet ribbon, richly woven floral designs, and fringed with ends. Many colorings. \$1.50.

The hairbows are prettily tied on hairclips, ready to snap on the hair. Of various lengths, colors and quality. They are 40c to \$1.25.


Ready-to-make Garters at 50c a pair. Can be trimmed with lace and ribbon bows as fancy as you please!  
—Gimbels, First Floor.

**Very Dainty, Very Smart New Collars For the Bateau Neckline**

—And a flattering background for the face! Maybe just a thin oval of cobwebby lace—maybe a gracefully deep collar with many "slashes."

Tucked, plain and embroidered net—often hand embroidered with lace. Or all lace. At 95c, \$1.50, \$2 to \$3.75.

New Panel Collars for Round Necks. Lovely deep things that fall almost to where her "waistline" used to be! Lace, of course, or lace with net. Square, round or V "bib." Very flattering—and dressy! At \$1, \$1.50, \$2 to \$6.75.  
—Gimbels, Women's Neckwear, First Floor.



**1000 New Porto Rican Undergarments**  
Special at **\$1.65 and \$2**

*Daintiest Bit of New Color Touches—*

**Envelope Chemises and Gowns at \$2**

Wonderfully soft, fine white nainsook—exquisitely hand-drawn. And the tiny hand-embroidered dots match in color the top bands in pink, blue or orchid. Sizes 38 to 44.

**Hand-Made Bloomers at \$1.65**

Correctly cut—painstakingly sewn—white with scalloped edge in dainty-colored satinsock.  
—Gimbels, Second Floor.



**\$3.75 to \$5 Window Curtain Panels at \$2.95**

Kinds and kinds!—including very fine voiles, trimmed with heavy laces and insertions, some with insertions of Madeira embroidery—how effectively that eyelet work does contrast with the laces!

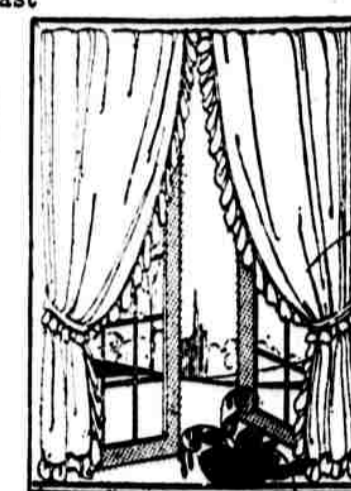
**\$1.75 and \$2.65 Puffed Voile Curtains at \$1.75 and \$1.75**  
Including the "tie-backs."

**\$15.25 to \$27.50 Imported Irish Point Curtains—at \$10 and \$18**  
2½ yards long. Snowy white. Very elaborate designs.

**\$29.75 Velour Portieres—Special at \$23.75**  
All reversible. All in rich, soft, lovely colors.

**7 ft. 6 in. Long, \$32 Cedar Chests—Special at \$24.75**

Particularly good where there are little children around—all corners are safely rounded. Dust-proof. Cabinet-made.  
—Gimbels, Upholstery Store, Fifth Floor.



**New! The Tubbins Doll**  
Stamped for Embroidery and Making  
**at 50c**

A few stitches for eyes, mouth, nose and to "trim" the dress—a bit of "stuffing" for the head—a few folds and the cutest doll is ready for Baby to cuddle.

And no paint to "lick off." Washable. Pictured; stamped on unbleached muslin. Full instructions for making.  
—Gimbels, Art Needlework, Third Floor.



**Surely Christmas Handkerchiefs**  
Were Never So Lovely!

Women's Handkerchiefs With Real Armenian Lace—and hand-drawn corners. Fine white linen. At 85c each.

Women's Hand-Made Linen Handkerchiefs—in exquisite colors! French jade, French blue, French mauve, French rose. With hand-drawn cords and gay little roses, hand-sewn. At 75c, \$1 to \$1.50 each.

Women's Handkerchiefs from France—hand-rolled linens—hand-embroidered initials. White centers and smart wide borders in glorious colors. At 85c each.  
—Gimbels, First Floor.

**Odds and Fews**  
**\$5.95 to \$10 Beaded Bags**  
**At \$3.95**

All are solidly beaded.  
Draw-string tops and metal-frame and shell-finish-frame styles.

Colors are in striking effects—bold and brilliant—and in more conservative effects.

Because these are an importer's over-lots, the price drops to \$3.95 instead of \$5.95 to \$10.  
—Gimbels, First Floor.



**Hundred 106-Piece "America" \$60 Dinner Sets at \$45**

Best grade of American porcelain and a very popular pattern, border design and neat coin-gold handles.

A service for 12 persons.  
Regular price is \$60.  
Special, at \$45 the set.


**Five Hundred \$2 Glass Flower Bowls—\$1**  
With Black Glass Standard—  
Half price for the bowl and standard, complete.  
—Gimbels, Fourth Floor.



**The Hoover Vacuum Cleaner**  
It "Beats" Carpet or Rug  
As It Sweeps and Cleans

This "beating" is the peculiar feature of the Hoover Cleaner—the jar to the fabric loosens the dirt that has sunken into it and brush and suction take it up.

The Hoover cleans!  
Buy it on easy terms of \$6.25 cash and balance in convenient sums.  
—Gimbels, Fourth Floor.



**MAIL AND PHONE ORDERS FILLED THE SAME DAY RECEIVED**  
Open a Charge Account and Have Your Groceries Delivered

**50c Marmalade at 25c**  
1000 cases of "Lenox" 50c 1-lb. jars of Orange Marmalade, at dozen for \$2.50 or ¼-dozen or 3-jar lots, at 25c a jar.

**My Wife's Coffee**  
Rich aroma 15c  
Coffee, at 5 lbs. for . . . \$1.10

**Sweet Prunes**  
Santa Clara Valley fruit, large size, 4 lbs. for . . . 75c

**Fruity Corn**  
Creamy Crushed Sweet Corn, 18c value, in case. \$1.15; dozen or ¼-dozen lots, at, can . . . 10c

**Evaporated Milk**  
P. E. Sharpless Co.'s tall cans; case, dozen, ¼ . . . 10½c

**Brown Health Rice**  
Lenox Brand, at 3 60c  
at, lb . . . 22c

**Philadelphia sugar-cured Hams**  
Liberty Bell Brand in 9½-lb. strong galvanized iron covered pails, \$3.25 value, \$2 . . . \$2.45

**Mixed Tea**  
Quaker Chop Green and Black Mixed, 55c value, at 2 lbs. . . . 85c

**Soap Special**  
P. & G. Naphtha, Gimbels Brand, also Blue Mottled Soap, at 10 cakes . . . 52c

**Golden Bantam Corn**  
Lenox Brand new pack, case \$3.18; dozen, \$2.60; 5 cans . . . \$1.10

**Lenox Flour**  
White Bread Flour, sack, 11½ value, special at . . . 95c

**Virginia Hams**  
Toda's, cured for one year, at, lb. . . . 58c

—Gimbels, Pure Food Store, Chestnut Street