

DO YOUR CHRISTMAS SHOPPING NOW

Let's Lunch Right Here at Gimbel's

Do you know the pleasure and restfulness of lunching here during your busy shopping day...

GIMBELS RESTAURANT—Eighth Floor

Gimbel Brothers

32nd ST. - BROADWAY - 33rd ST.

THE STORE OF A MILLION GIFTS

Music Salons Open Every Evening Until 9 o'clock

Use entrance, 33d St., near Broadway door, after 5:30 P. M.

GIMBELS MUSIC SALON—Eighth Floor

DO YOUR CHRISTMAS SHOPPING NOW

Gimbels Probably Have More Standard Phonographs Than Any Other Store

The Blanket Shop, Too, Has Its Quota of Gifts

Mighty acceptable gifts at that—for you couldn't delight a 1919 Housewife more than by the practical present of a pair of handsome, cold-dispelling Blankets...

The Blanket Shop Features Blankets, Spreads and Comforts of Splendid Quality at Sensible Prices.

The Cozy, Comfortable Blankets

Plaid Woolen Blankets \$10.00 a Pr.

Large block patterns in blue, pink, tan and gray. Extra width and length. 72 x 90 inches.

All Wool White Blankets, \$18.50 a Pr. A firmly constructed blanket—all pure wool, both warp and filling. Pink or blue borders, with wide ribbon binding. 72x84 inches.

White Woolen Blankets \$10.50 a Pr.

A serviceable quality—wool and cotton mixed. Pink or blue borders—with wide colored bindings to match. Extra length, 72x90 ins.

Beautiful Wool-filled Silk Comfortables \$22.50

Fancy Jap silks in dainty patterns with plain silk borders to match. Plain cambric backs. These are an unusual value, recommends the Gimbel Blanket Chief. Other Comfortables of Utility and Charm up to \$65.00 ea.

Plaid Woolen Blankets \$13.50 a Pr.

Fine Ohio wool stock with cotton warp. Large block patterns—in blue, pink, gray, tan. Also red and black. 72x84 ins.

The Famous Beacon Blankets \$6.50 to \$12.50

A complete assortment of patterns—in all the desirable colors—jacquards, block and floral designs.

Plaid Woolen Blankets, \$15.00 a Pr.

Closely woven—a small percentage of cotton in the warp—to prevent shrinkage. Blue, pink, tan or gray block pattern. 72x90 ins.

Fine All Wool White Blankets, \$22.50 a Pr. Extra quality California wool stock. Cut and bound separately with wide satin ribbon. 72x90 inches.

Finer Grades of Blankets to \$40.00 a Pr.

Beacon Crib Blankets \$1.65 to \$3.00 each

Medium and large sizes. Baby will surely appreciate the warmth and comfort of a "Beacon Blanket" from Santa Claus.

Fine Satin-finished and Marseilles Bed Spreads

Hemmed - - - - \$4.50 to \$10.00 Scalloped - - - - \$4.85 to \$12.50 A wide and splendid variety to choose from. Handsome Lace-trimmed Bed Spreads \$13.75 to \$20.00 each Twin and double bed sizes.

GIMBELS BLANKETS AND BED SPREADS SHOP—Second Floor

The Victrola—The Columbia The Brunswick—The Pathe

At present we are prepared to furnish practically any model of the above makes any one may desire.

There is little need to urge the purchase of phonographs this Christmas—"everybody's doing it."

But Only at Gimbel's Can You Secure Immediate Delivery of the Machine You May Select. You Need Not Wait a Day!

Terms as Low as \$5 a Month

For the accommodation of patrons the Gimbel Piano and Phonograph Sections remain open until 9 P. M. every evening until Christmas.

GIMBELS PHONOGRAPH AND PIANO SALONS—Eighth Floor

Men's Ties, Sale 79c

Thousands of Them

In a Great Sale of Men's Neckwear for Christmas Gifts.

Most Unusual Value Most Unusual Quantity to Select From

Open-end four-in-hands. Rich silk in a seemingly endless array of color-combinations and patterns.

All at this one price. A wonderful example of what Gimbel merchandising on a vast scale can do.

GIMBELS MEN'S FURNISHINGS—Main Floor



Ribbon Gifts—Dainty!

Ribbon Handkerchief or Sewing Bags, \$1.25

Trimmed with dainty satin ribbon rosettes in all colors.

Jolliest Hair Bow Ribbons for the Kiddies

Corded-edge Moire Taffeta—in pink, in blue, in old rose, in cardinal, in Copenhagen, in white; 4 1/4 inches wide, a yard - - - - 39c

Brocaded Hair Bow Ribbons—a wonderful Santa Claus special in pink, in blue, in white; 5 1/4 inches wide, a yard - - - 98c

The Annual Christmas Ribbons Fete Offers Many Suggestions for Making Gifts

Warp Print Ribbon, with its beautiful floral designs on taffeta ground, is especially lovely for these dainty Christmas remembrances. 6 1/4 ins. wide, \$1.25

GIMBELS—Main Floor



What a Merry Christmas these JEWELRY Gifts Will Make!

Isn't it just splendid when shopping days are speeding and Christmas is knocking at the door to be able to take one's Gift List to the Gimbel Jewelry Shop—make selections for "Every One in the Family"—and find one's Christmas Shopping Easy? These suggestions will help many a busy person choose the "Nicest Possible Gift."

Here Are Gifts to Charm Milady

Necklace of Opera Pearls, opera length, in Oriental tint with graduated beads. \$15.00

Rhinestone Hairpins of beautiful openwork design, set with sparkling Rhinestones in Sterling Silver. \$5.95 to \$45.00

Scissors Sets—three scissors of fine laid steel in an attractive case with gilt finish handles. \$10.00 to \$13.00

Novelty Imported Necklaces of Oriental charm, in unique design and set combinations; amber, jade, lapis lazuli, coral, crystal, jet, and charming color effects. \$7.95 to \$15.00

Novelty Bracelets, so popular with short sleeves; jade, coral, lapis; black and other colors. \$4.50 to \$10.50

Mesh Bags in green gold finish, fine reversed mesh, with dome shaped narrow frames. \$24.00 to \$60.00

Here Are Gifts to Please Monsieur

Solid Gold Front Cuff Links for soft cuffs, in green gold finish, engine turned or hand engraved. \$1.50 to \$3.00

Ribbon Watch Fobs with new models in charms, octagonal, round and oblong, in green gold or English finish. \$2.75 to \$6.50

Razor Outfits, in Gillette, Autostrop and other dependable makes. \$5.50 to \$9.75

Shaving Stands with brush, cup and mirror. \$11.50 to \$19.75

Sterling Silver Belt Buckles, with belts, in new solid gold inlaid style, engine turned, hand engraved or hammered. \$3.95 to \$10.00

Waldemar Chains, gold filled, in green gold and English finish with long or fancy links; in all new styles. \$1.50 to \$7.00

Pearl Evening Dress Sets of fine selected Mother of Pearl; studs, vest buttons, and cuff links, in round, oval and fancy shapes. \$2.50 to \$11.50



GIMBELS JEWELRY SHOP—Main Floor

Just 50 Very Handsome Overblouses

A maker's "close-out" at below cost to produce On Sale Tomorrow At the Full Saving \$29.50



FINEST grade crepe meteor or Georgette crepe hand-embroidered in wool, chenille, silks or self-fabrics. In exclusive motifs, some that resemble antique polychrome work; some forming a conical border; some combined with Georgette in an exquisite color-scheme.

Hardly two are alike. Each is the better half of a handsome costume... or the completing note to a superb tailor. Suit shades and black.

NOTE—Because of the extraordinary values, none may be exchanged or credited.

Finest Crepe de Chine Overblouses

So fine that many do not believe such qualities may still be had. In beana, taupe, black, navy, beige. \$11.95

To Close Out!

Suit - shade Georgette Crepe Blouses that have been higher priced... and even then wonderful value. Also flesh-pink and white. Now \$4.95

GIMBELS BLOUSE SALON—Third Floor

Silver & Gold Brocades, \$18.50 yd.

A new shipment from France—much like our offering of a few weeks ago, that out went so quickly.

In this Superb Collection of the Choicest Products of France Navy Blue-and-Silver Navy Blue-and-Gold Black-and-Silver Black-and-Gold

Pinks, Greens, Orchids, Beaver, Golden Brown and Gold Silk, Combined with the Metallic Threads of Silver and Gold

This rarely beautiful fabric ought to need no further inducement to those who dress exquisitely; and who know the correctness of such Brocades for the obligatory Evening Gown, the much wanted Evening Wrap that so often covers a frock that has done service before, but is able to "get by" because of the superb Evening Wrap of rich Brocade. Then

there are the lovely hats, bags, and other accessories that are so admirable when created out of Brocades. And, of course, you know it is very smart to have your Evening Slippers made of Metallic Brocades that are interwrought with richest silks. Most any of these Gimbel Brocades would create Shoes of great distinction.

GIMBELS SILK SECTION—Second Floor

If You Desire It in Boxes for Gifts

New, fresh fabrics that are so much wanted just now and that are so practical. Many of the cottons are importations right from our London office.

1920 Cottons

All Wool Broadcloth, \$4.45 yd. Sponged and shrunk. Very rich and jaunty. Colors: brown, beaver, taupe, grey, green, burgundy, tan, plum, wine, navy blue in several shades, Victory blue, Pekin blue.

Printed Chiffon Voiles, Woven Chiffon Voiles, imported Organdies, imported Gingham, Printed Silk and Cotton Crepe de Chine, imported Ratines, imported Printed Crepes; 32 to 45 inches wide. at \$1.25 Yd.

Black Velours de Laine, \$3.85 yd. 64 in. wide; all wool, of course. Point Tuill and Tricotine, \$4.50 yd. 54 in. wide; navy and black.

Imported and domestic Gingham, Colored Organdies, Linerie Crepes, imported Crepes, Silk and Cotton Pongees; 32 to 42 inches wide. at 75c Yd.

GIMBELS WOOL AND COTTON FABRIC SECTIONS—Second Floor

Two Mighty Factors in Christmas Cheer—Stationery and Books

Cretonne Gift Cabinets of High Grade Stationery

These delightfully patterned Boxes are so very well made that they may be used when empty for gloves or handkerchiefs—They contain:

48 sheets 48 envelopes, assorted tints, to the box \$1.49

Other Gift Cabinets, containing 24 correspondence cards 24 sheets 48 envelopes 75c

To Go With Your Gift of Stationery, Fountain Pens

14-karat gold pen point, guaranteed for one year, tax included, \$1.05

Self Filling Fountain Pen, complete with pocket clip, tax included, \$1.58

GIMBELS BOOK AND STATIONERY SHOPS—Main Floor

In the Book Shop—The Choice Library

New and handsome editions of many books of outstanding merit and great interest, the original cost of which restricted their enjoyment to a limited circle of readers.

They are well printed and illustrated, and are bound in cloth, with gilt top, 50c ea.

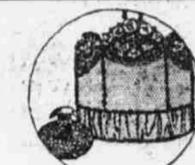
The Life of Alexander Hamilton. F. S. Oliver

Mexico As I Saw It. Mrs. Alec Tweedie

The Golden Treasury. F. T. Palgrave

The Journal of the De Goncourts. The Fortune of Christina M'Nab.

Miss S. McNaughton Collected Poems of Henry Newbolt.



They're all from the Gimbel Art Needlework Shop

These Gifts to Put on Your Christmas List

the prettiest, fluffiest, most feminine of gifts that ever spelled "M-E-R-R-Y C-H-R-I-S-T-M-A-S"

Taffeta Silk Pillows, \$5.00 each

Trimmed with two rows of cording and galoon, finished in center in both plain and shot effects; all colors.

Velour and Tapestry Pillows, \$3.50 to \$4.95

In all colors; rose, mulberry, gold and blue.

Filet Lace Trimmed Scarfs, \$1.25

Very pretty and effective patterns in several designs.

Silk Covered Telephone Screens, \$3.50 to \$6.50

Prettily trimmed with gold braid and lace effects in rose and blue.

Covered Cretonne Sewing Boxes, \$1.50 to \$10.75

Of many charming fashions and colors.

Baskets, \$1.00 to \$4.00

Just the most wonderful variety for table decorations and for work baskets; some are gaily trimmed with beads and tassels.

GIMBELS—Second Floor

Sweaters as Gifts For Men and Boys

Of course they'll appeal most strongly to the one who is fond of out-door sports. But everyone will find lots of comfort in a real good sweater (coat style or slip over) on trips and tours.

Here are a few values suggestive of the range and the excellent values:

Boys' Shawl Collar Sweaters with two pockets, strong and serviceable. Dark and light Oxford, \$3.25.

Other boys' sweaters, up to \$11.50

Men's V-Neck Coat Sweaters, all worsted. An exceptional value, \$8.50

Other V-neck sweaters from \$2.95 to \$19.50

Men's Shawl Collar—Rope stitch, all-wool sweater, \$7.50.

Other shawl collar sweaters, \$3.45 to \$25.00

Women Who Like to Wear Men's Sweaters

will easily find the kind they seek in this large assortment. GIMBELS—MEN'S SWEATERS—Fourth Floor

Children's Toy Books Sold on Main and Fourth Floors.

Smaller Toys Sold on Fourth Floor.



Think of It! Santa's "Swan Shoo-Fly"

A Tuesday Special \$7.00

How the Younger Set will love it! Two beautiful white swans—with a smart blue ribbon to drive them—a comfy corduroy upholstered seat—and—best of all—a dear little crimson bow in front for the Kiddies' "favorite" toys to go riding.

Perhaps Dicky—Aged Three—Will Prefer "Black Beauty"—Santa's Galloping Rocking Horse

Another Tuesday Special \$7.00

"Black Beauty" is coal black—as you'd want him to be—with red trimmings. Dicky can ride him to Banbury Cross—rocking gaily all the way—or he can roll him along on his nice little rollers.

"Black Beauty's" a "Two-in-One" Horse—you see.

Heaps of Other Dandy Toys! Doll Carriages Automobiles Coaster Wagons and Thousands More. GIMBELS SANTA LAND—Sixth Floor

Give Her a Corsage Bouquet

of flowers always in bloom—as lovely as Nature's and more enduring...

A boutonniere or a whole corsage... here are chosen upon stems of each flower that grows... in any grouping you may wish for.

Gayly boxed... a true Christmas cheer message. A whole section of third floor is devoted to these flowers, so life-like that these, side by side with real flowers... could hardly be detected.

Orchids with natural ferns. \$1.25 to \$2.59

Gardenias - - 25c to \$1.75

Lilies of the Valley, 50c to \$1.35

Mignonette 75c to \$1.35

Sweet Peas - \$1.35 to \$1.95

GIMBELS—Third Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways