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Gimbel Brothers

37th ST.—BROADWAY—33rd ST.

THE STORE OF A MILLION GIFTS

Store Hours
9 to 5:30

Phonograph and Piano Salons Remain Open Till 9 P. M. Every Evening Until Christmas
Use Entrance, 33d St., near Broadway door, after 5:30 P. M.
GIMBELS MUSIC SALONS—Eighth Floor

The Restaurant—Eighth Floor
has added to its other holiday attractions an Orchestra Concert from 12:30 to 2:30 which you may enjoy from the Smoking Room, the Main Dining Room or the Tea Room.
Luncheon at most moderate prices. Afternoon Tea Three to Five-Thirty.

Store Hours
9 to 5:30

Give Her the Filmiest, Fairiest Gift--A Negligee!

Gift Furniture

Many of the pieces shown are from the famous \$150,000.00 purchase from **Berkey & Gay**

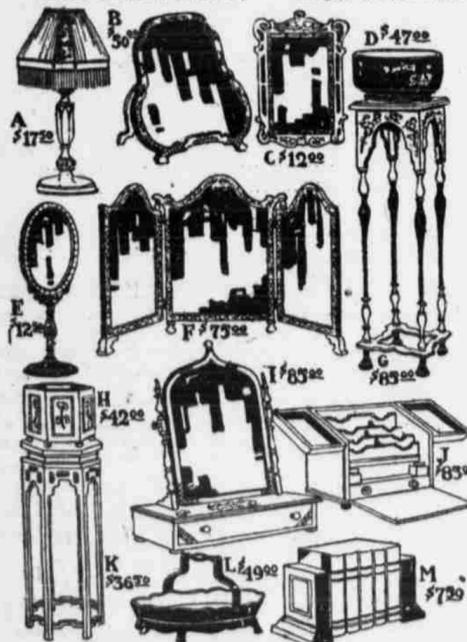
There is no necessity to tell the reader anything of this famous firm and the Superb Furniture that they produce, for that is a matter of nearly a hundred years' history.

The thing that you want to know is that you are enabled to get such delightful pieces at prices that are at the present cost price of production; and that when these are gone they cannot be replaced, for many pieces were made by those who make furniture no longer; for they have earned Earth's most precious reward.

So choose now your most coveted Furniture Gift



- A—Davenport End Table, Mahogany, Queen Anne type, 28 in. long \$21.00
- D—Bent Wood Child's High Chair, Mahogany or Oak finish, Cane seat and back, \$9.00
- E—"Wing" Back, Cane Chair, or Rocker, Mahogany with Medallion in Center panel, \$20.00
- B—High Back Colonial Arm Rocker or Chair, Wood saddle seat, \$22.00
- J—Fernery, Mahogany, 22 in. long, Self-watering, Zinc lining, \$12.00
- K—"Martha Washington" Work Table, Mahogany finish, Top drawer has small partitioned tray, \$19.75
- C—Black Lacquered Table with Drop Leaves, With "Cartouches" decorations, \$22.50
- L—Black Lacquer Sewing Table, Relieved with red twingings and "Cartouche" decorations, \$17.50
- F—Colonial Secretary, Solid Mahogany, with drawer, Lattices on doors, \$120.00
- G—Smoking Stand, Mahogany, Nickel Ash Tray, with glass lining, \$4.75
- H—"Queen Anne" type Antique Arm Chair or Arm Rocker, Rush seat, \$42.00
- I—Tea Wagon, Mahogany, 4 rubber tire wheels, Turned posts, Generous size, \$30.00
- M—Nest of Three Tables, Mahogany turned posts, Very attractive, \$35.00
- N—Smoking Stand, Mahogany or Fumed Oak, Zinc lined humidifier, Complete with fittings, as shown, \$18.00



- A—Hand Carved Lamps, in Mahogany or Antique Ivory, \$12.50
- Lamp Shades, in various colors, \$5.00
- B—Standing Toilet Mirror, Hand decorated to simulate Coromandel lacquer, in Black, Orange, Yellow, Red, etc. \$50.00
- C—Polychrome Mirror, 12 in. x 18 in., \$12.00
- D—Hand decorated wood Flower Bowl, Removable zinc lining, \$47.00
- E—Decorated Hand Mirrors, Assorted colors with hand-raised decorations, simulating Coromandel lacquer, \$12.50
- F—Triplicate Standing Mirrors, Green or Orange with hand decorations, simulating Coromandel lacquer, \$75.00
- G—Pedestal, decorated to simulate Coromandel lacquer, 36 in. high, Very ornate, \$85.00
- H—Octagon shaped Fern Box, zinc lined, \$42.25
- I—Shaving Stand, hand decorated, simulating Coromandel lacquer, \$85.00
- J—Stationery Box, of Satinwood or Mahogany, \$83.00
- K—Octagon shaped Fern Stand, 30 inches high, \$36.50
- L—Hand painted, simulating Coromandel lacquer, "Basket" for fruit or for workbasket, \$49.00
- M—Solid Mahogany Inlaid Book Blocks, Each block weighted with lead, \$7.50

Sterling Silver, the Gift Exquisite

Lasting and beautiful—truly and charmingly expressive of the "Friendship of a Friend"—are the gifts of silver listed here.

These for Milady and Her Boudoir

- Sterling Silver Toilet Sets, Plain, ribbon stripe or fancy scroll effects: Mirror, \$14.25 to \$23.50
- Ladies' Hair Brushes, at \$5.25 to \$25.00
- Ladies' Combs, \$1.75 to \$7.50
- 3-Piece Sets of Comb, Brush and Mirror, \$27.00 to \$45.00
- Other sets of 15 Pieces at \$105.00
- Manicure Sets of 4-Pc. to 11-Pc. \$6.25 to \$29.00
- Enamel-top Cologne Bottle or Salts Bottle, fancy engraved glass; colors, pink, turquoise blue, lavender, Dresden, \$5.50 to \$24.00
- Sterling Silver Vases, plain Colonial styles, 5 to 18 inches, \$5.00 to \$72.00
- Sterling Silver Vases, decorated engraving; 9 inch to 22 inch, \$9.75 to \$110.00

These for Milady and Her Home

- Sterling Silver Tea Sets, 5-piece Colonial design, Coffee Pot, Tea Pot, Sugar Bowl, Cream Pitcher and Waste; hand engraved, \$350.00 set
- Individual Salt and Pepper Shakers, in many styles, \$1.00 to \$4.50
- Sterling Sugar and Cream Sets, \$19.50 a set
- Lemon Sets, Sterling border plate, with engraved glass lining; sterling pierced fork, \$7.50
- Candlesticks, from 6 to 18 inches high; Colonial, Corinthian, Gothic and many other period styles; plain or hand engraved, \$6.00 to \$50.00

GIMBELS—Main Floor

"A Gift of Cheer for All the Year--Books!"

These are First Choice for the Younger Set
The Burgess Bird Book for Children, \$2.50 net
By Thornton W. Burgess
Bedtime Story-Books, 60c Each
By Thornton W. Burgess
The Adventures of Reddy Fox
The Adventures of Johnny Chuck
The Adventures of Peter Cottontail
The Adventures of Uncle Billy Possum
The Adventures of Mr. Mocker
The Adventures of Jerry Muskrat
The Adventures of Danny Meadow Mouse
The Adventures of Old Mr. Toad
The Adventures of Prickly Porky
GIMBELS BOOK SHOP—Main Floor

Flowers That One Can Hardly Tell From Real

Bring Real Christmas Cheer Into the House
For a treat of June... come and see the Gimbel Decorative Flower Section on the Third Floor. And then take a bit of the gaiety with you. A cluster of roses or a fern dish centre gay with flowers. Or any of the dozens of other true-to-Nature blossoms.
Sweet Peas... Zinnias... Nasturtiums
Asters... Chrysanthemums... Poinsettias... Holly... autumn Leaves, too.
19c to \$1.95

Bouquets and Corsage Bouquets, exquisitely natural-like, 95c to \$2.95.
Give Them as Gifts, Too!
GIMBELS DECORATIVE FLOWER SECTION—Third Floor

Give A Raincoat—The Gift of Thoughtfulness

at Gimbel's—Women's Raincoats in Splendid Variety
Prices Such as Could Not Be Repeated If Bought in To-day's Market.

A raincoat is among the many things that every woman wishes... and many delay possessing.
So that if you don't know what to give... give a raincoat! It is the very thing she is wishing for.
At \$9.75—Twilled Poplin Raincoats, rubberized.
At \$12.50—Shap Silk Raincoats, rubberized.
At \$15.00—Cashmere Raincoats, rubberized.
At \$18.50—Cravenette Cashmere Raincoats, double texture, plaid back.
Children's Raincoats, with Cap and Bag to Match. A Purchase Offering Extraordinary Value at \$7.50. Children's Tan or Navy Canton Raincoats at \$2.95. With satene lined hood. Sizes 2 to 16.
GIMBELS WOMEN'S COAT SALON—Third Floor



Give Her GLOVES They're Ever Welcome

And should she be choosing a Gift for "Him"—here are Gloves that he'll like immensely!
The Gloves He'll Want
One-Clasp Outseam Gray Mocha Gloves—seam back, \$4.00

The Gloves She'll Want

- One-Clasp Tan Pique Cape Gloves—fancy back; self and contrasting embroidery, \$2.10
- Two-Clasp French Kid Gloves—Pique seam, Paris point back, in black and white, \$2.85
- One-Clasp Gray Pique Mocha Gloves—Paris point backs, \$2.85
- Two-Clasp Duplex Gloves—a wash fabric, one-half pique seam, two draw back, in white and pongee, \$1.50
- Strap Wrist Wash Cape Gloves—embroidered back; semi-gauntlet style; a very modish and much wanted glove, in brown and beaver, white and black, \$3.95

GIMBELS GLOVE SHOP—Main Floor

Ribbons for Christmas

Red for the Holly Wreath
Gay for the Christmas Gift

A bright red bow and a Holly Wreath gives the touch of Christmas cheer. A cheery ribbon tying the Christmas package adds greatly to its holiday value.

Satin Ribbons, 65c in red for the Holly Wreath and wide range of color for every conceivable purpose.

Basket Bottoms for fancy bags - 10c to 25c
GIMBELS RIBBON SECTION—Main Floor



Satin Taffeta Ribbon for tying boxes and making rosettes for fancy work. Piece of 10 yards, 45c
Moire Taffeta Hair Bow Ribbon 5 inches wide, 60c
GIMBELS RIBBON SECTION—Main Floor

Evening Scarfs and Marabout Capes

An Always Welcome Gift because it lends a becoming touch to an already charming costume. Marabout Capes, in black, seal and natural, \$5.25 and \$7.95
Other Marabout Capes up to \$35.00
Spanish Scarfs, white and black; also in fichu style, \$3.25 to \$24.75
Net Scarf with spangles in black or white, \$3.50
Scarf, tinsel lace borders, evening shades, \$2.00

Veils
Veiling in chenille, plain (fancy border) and scroll 50c to \$2.95 a yd.
GIMBELS VEIL SECTION—Main Floor

Brooklyn, New York

World Famous Makes of Sewing Machines Take Lowered Prices in the Gimbel Christmas Sale

What would make a more appreciated gift for mother than any of these handsome machines? And bought by the Gimbel Deferred Payment Plan—what could be so slight a strain on the Christmas purse?

- Singer Sewing Machines, \$47 These are floor samples—slightly shop-worn, but look like new and are in perfect working order.
- Willard Sewing Machines, \$45 Handsome parlor cabinet which makes an attractive ornament for any room in the house.
- Domestic Sewing Machines \$47 A six drawer golden oak model—with all the newest attachments.



Sharp Price Reductions to Give a Joyful Christmas Will Mark the Splendid Sections Selling Fabrics by the Yard Right Down in Price—for Christmas All Wool Fabrics

- At \$6.00 Yd. Black Seal Plush So rich for Coats, Stoles, Muffs, etc.; 48-in. wide, deep rich pile. 4 yards will make a coat that you could not buy for twice the money.
- At \$5.50 Yd. All Wool Velours So lovely in quality that it would be appreciated by any real judge of fine cloth as quite the nicest all-wool velours that you've seen this season. Newest Fall Colors.
- Silks form the entire wardrobe of some. Sift the statement, and note the economy
For Example
Silk Broadcloth, So Lovely For blouses, men's shirts, women's intimate garments, etc., 32-in. wide, and only 1 yard \$2.85 For tomorrow only at this price. Launder so easily and so inexpensively and wears so well. White only. At this price it will pay to buy and "lay away."
- French Brocades, \$18.50 yd., Silk Glittering with Gold and Silver
GIMBELS SILK AND WOOL FABRIC SHOPS—Second Floor

Washable Satin, So Fairy-like
For underwear, and so dependable for good looks and pleasant "feel"; 35-in. wide and only 1 yard \$1.75
For tomorrow only at this price. Launder well; wears well, and packs into the smallest possible space in your week-end bag.

Island Customers Direct to Gimbel's via Tubes and Subways