

Gimbel Brothers

Store Opens at 8:30

Gimbel Tea Room : Music

Store Closes at 6

Monday, December 13, 1915

Gimbels—China : Cut Glass : Imported Table Crystal : Marbles : Lamps

Commanding Variety—Some Exclusive Sources of Supply—REMARKABLE VALUES

IT seems quite unbelievable to many that Gimbels even partakes of the goodness of specialty stores.

IT is a real fact that the true specialists seek connection with this store because the vast business enables them to get larger returns for their own skill and services.

THERE is narrowness in little things; there is lack of incentive; there is so little to bring out creative work.

WE are entirely justified in having our specialist go to Florence, Italy, and search out real sculptors to make the marbles we sell—even the small pieces.

JUST as it is justifiable for us to send another buyer to gather pictures.

AND an entirely different person to gather corals.

A PROMINENT surgeon of Philadelphia, asked what was the medical center of the United States, answered: "Rochester, Minnesota—because in that little town two wonderful surgeons have made a Mecca for the halt and a heaven for specialists to whom, assistants and co-laborers, properly large recompense is given."

ALL of which explains the Gimbel position—and why such beautiful, worthy articles are found here. We can afford to be specialists; we attract specialists. One French pottery is being kept in operation by Gimbel orders.

There is charm and utility combined in the gifts suggested in this group.



Happiness China Otherwise Known as Bluebird

According to an old French fairy tale, the bluebird is a symbol of happiness, and presents this precious gift to those owning a bluebird in miniature. What gift could convey a more pleasing sentiment? The bluebird design by an eminent naturalist in realistic coloring on thin, light porcelain.

Cups and Saucers		Plates	
Tea size,	20c	Bread-&-Butter,	10c
Bouillon size,	30c	Tea,	15c
Coffee Size,	40c	Dinner,	20c
Cereal bowls,			20c
Individual Coffees,			75c
Candlesticks with blue candle,			75c
Sugars and Creams,			75c
Relish Trays,			25c
Individual Tea Pots,			75c
Ramekins and plate,			25c

Black-and-White China The Latest Idea of the Designer's Skill

The craze for black-and-white has extended to china—and as usual Gimbels has it. The black-and-white is used as a border design and in stripes of medium width. Quite inexpensive.

Cups		Plates	
Tea size,	35c	Bouillon,	45c
Pic,	18c	Breakfast,	25c
Tea,	20c	Cereal Bowls,	25c
Covered Pitchers,	65c and 75c		
Sugars and Creams,	\$1.40		
Relish Trays,	50c	Ramekins, pair,	35c
Tea Pots,	\$1.25	Cake Plates,	65c
Egg Cups,	25c	Sauce Boats,	\$1.75

Cut Glass Fern Dishes, \$3.75 : Value \$5

Footed; silver-plated detachable lining; the dish in deep floral and mitre cuttings.

Wicker-Trimmed Trays, \$1.50 to \$5

Imported; very fetching. Choice of Sandwich Trays, Roll Trays, Muffin Trays and Fruit Baskets; decorated porcelain centers.

Italian Marble

Well-known subjects wrought by skilled sculptors.

Cupid and Psyche—beautifully carved of Castilian marble; 13 inches high. \$20.
The Thorn Boy—a very popular marble, of Castilian marble; 14 inches high. \$12.
Eunice—a well-known subject; the new two-tone colors, molded by a genius; 24 inches high. \$55.

Royal Doulton Rail Plates, 50c to \$1

Decorated in typical English subjects, portraying Dickens, Burns, Hunting Scenes, Golfing, English Homes and others. Made by Doulton, who makes pottery for the King of England.

Cracker and Cheese Sets, \$4.75 and \$5

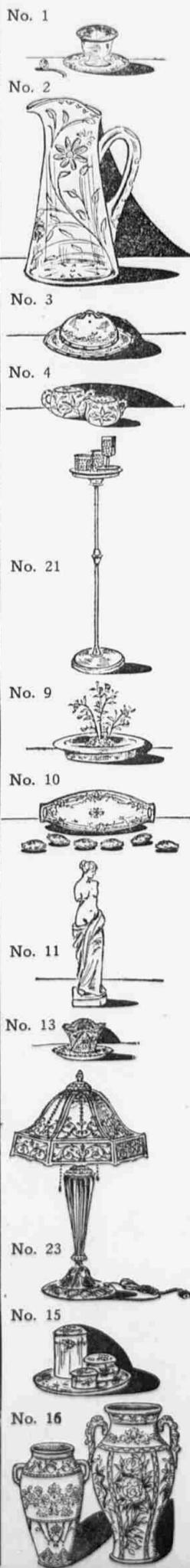
Choice of 10 decorations. Some in black-and-white stripe decorations and gold lines, others with dainty floral borders. Set consists of 6 plates and Cracker and Cheese dish.

12 Luncheon Plates, \$4.20 : Value \$9

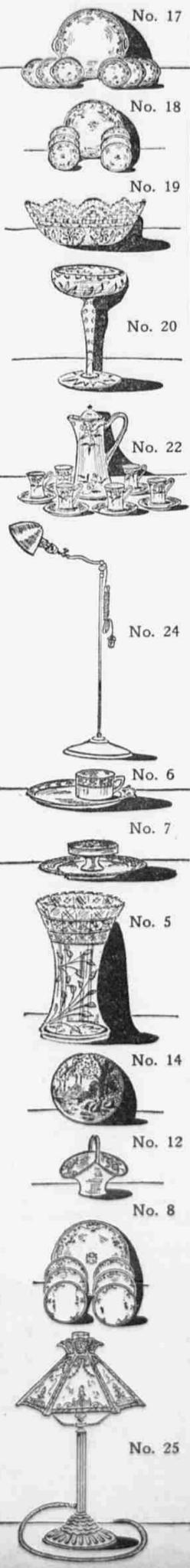
These are the Silesia china, with gold-encrusted borders in various designs.

Hand-Painted Vases, No. 16 50c to \$7.50

Many shapes—all comely! Made in Japan. Choose from floral and scenic designs in rich colorings with generous treatment of gold. Pictured.



- No. 1 **Mayonnaise Sets, \$1 : Value \$2**
Equally suitable for whipped cream. Violets trail around the border and gold lines are used around outer edge. Also other decorations. Sets comprise three pieces. Pictured.
- No. 2 **Cut-Glass Pitcher, \$3.50 : Value \$5**
Popular size, 4 pint. Daisy design with foliage. Pictured.
- No. 3 **Hot Cake Plates, \$1.25; Value \$2**
Tiny squares in solid colors joined with gold bands and a flower here and there makes an effective decoration for these plates. Also suitable for serving muffins. Pictured.
- No. 4 **Cut-Glass Creams and Sugars, \$4 Value \$6**
Heavy cuttings in the popular poinsettia design with foliage. Pictured.
- No. 5 **Cut-Glass Flower Vases, \$5 Value \$7.50**
Deep cosmos cutting; Russian border, flare top. 12 inches tall. Pictured.
- No. 6 **Toast and Tea Sets, 50c; Value 75c**
Austrian china; thin and transparent and decorated in various floral effects sure of your favor; generous gold treatment. Pictured.
- No. 7 **Cracker and Cheese Dishes, \$1 Value \$1.50**
The design pictured and others to choose from. Some with borders and gold lacing, others with spray of flowers and gold edge. Pictured.
- No. 8 **Cake Sets, \$1.75; Value \$2.75**
Hand-painted in garland rose border that is true to nature; generous gold treatment. Design like illustration and others. Seven pieces. Pictured.
- No. 9 **Glass Flower Center, \$2**
Makes a most striking table decoration. The crystal bowl is 12½ inches; crystal flower block with artificial peas, roses and foliage. Ready for instant use. Pictured.
- No. 10 **Celery Sets, \$1.50; Value \$3**
The pink flowers used to garnish these sets are hand painted and interspersed with band; gold edge. Seven pieces. Pictured.
- No. 11 **Venus de Milo, \$1; Value \$2**
Of composite marble wrought by skillful sculptors. Stands 10½ inches high. Other subjects to choose from. Pictured.
- No. 12 **Flower Baskets, \$1 : Value \$1.50**
A spray of pink flowers banded by gold lines makes an effective decoration for this basket. Hand painted, 5½ inches high. Pictured.
- No. 13 **Cut-Glass Mayonnaise Sets, \$2.25 Value \$3**
Rich deep cutting in pinwheel design. Two-piece set. Pictured.
- No. 14 **Hand-painted Plaques, \$2.25 Value \$4**
Any one's taste can be gratified from the many pleasing designs shown in these Plaques. Fruit, floral and scenic effects, richly colored. Pictured.
- No. 15 **Manicure Sets, 35c; Value 75c**
A question as to your friend's preference in colors as to which to select. All colors. Set consists of four pieces. Pictured.
- No. 17 **Berry Sets, \$1.50; Value \$2.25**
Of Nippon china in beautiful hand-painted designs; floral border decorations, and other decorations. Seven pieces. Pictured.
- No. 18 **Bread-and-Butter Sets \$1; Value \$1.50**
Can be used for jelly sets if desired. Of hand-painted Nippon china; floral border and gold lace work. Pictured.
- No. 19 **Cut-Glass Orange Bowls, \$5 Value \$7.50**
Oval shape. 11¾-inch size. Beautiful daisy design with Russian border. Pictured.
- No. 20 **Cut-Glass Footed Compotes, \$1.50 Value \$2.50**
Daisy cutting. 7½ inches tall. Cut stem. Pictured.
- No. 21 **Smoking Sets, \$1.50**
The kind men like. Made of hammered brass, imported, and 26 inches high. Four pieces. Pictured.
- No. 22 **Chocolate Sets, \$2.50; Value \$5**
Pink roses, hand painted, make a pretty setting for these desirable Chocolate Sets. Graceful shape; chocolate pot and six cups and saucers to match. Pictured.
- No. 25 **Electric or Gas Lamps, \$7 : Value \$9**
Choice of three finishes—Empire gold, old ivory and verde. Engraved base; spread of shade, 16 inches; fitted with glass panels. Pictured.



- No. 17 **Coin-Gold Decorated Dinner Sets, \$37.50**
Complete service for 12 people—108 pieces. French china, thin and transparent, 22 karat coin-gold band with mat gold handles.
- Encrusted Dinner Sets, \$85 : Value \$125**
French china, encrusted gold band border with inner gold lines; mat gold handles. Will serve 12 people—consists of 108 pieces.
- 12 Service Plates, \$75 Value \$125**
English Bone China Service Plates; encrusted gold borders combined with enameled flowers in pretty tints and paste gold. Exquisite!
- 12 Service Plates, \$50 Value \$75**
English bone china. These plates have deep gold encrusted band border. Rich looking.
- Ivory-finish Jardinieres, 35c to \$1.25**
Rose and Cupid designs; wonderfully attractive.
- Footed Cut Glass Sherbets, \$3 doz.**
Delicate fern cutting, portraying the Maiden Hair variety.
- Crystal Glass Footed Sherbets, \$1.20 doz.**
Very effective blossom cutting.
- Thin-Blown Water Tumblers, \$1.40 doz.**
Optical effect. Blossom cutting.
- Etched Thin-Blown Water Tumblers, 50c doz. Value 75c**
Very effective grape and leaf designs; also others.
- Cut Glass Water Sets, \$4.50; Value \$7.50**
The set consists of 3-pint pitcher, 6 tumblers and mirrored plateau. The cutting in daisy design with foliage.
- Crystal Glass Table Decoration, \$2.25 Value \$4**
A pretty setting to a well-appointed table. Formed of 9-inch center vase with four 6½ inch vases joined together by crystal links. Daisy design with foliage.
- Crystal Glasses, 25c In American Beauty Design**
Trust Gimbels to ferret out the new and unusual. Now it is American Beauty glassware. This in table glasses for various uses, as follows:
Water Glasses, Goblets, Saucer Champagnes, Footed Sherbets, Cocktail Glasses, Clarets, Cordials, Lemonades, Grape Juice and Whisky Tumblers.
- No. 23 **Brass Lamps, \$10; Value \$15**
Electric or Gas Lamps that give out a soft glow. Choice of Flemish brass and old ivory finishes. Spread of shade, 18 inches, which is in canopy shape paneled. Pictured.
- No. 24 **Floor Desk Lamps, \$9**
Electric. Very handy to own. Of brushed brass; adjustable, and can be extended to 6 feet. Ready to connect; portable. Pictured.
—China and Lamps, Fourth floor, and Some on First floor Aisles.

Gimbel Brothers : Market : Chestnut Eighth and Ninth