Gimbel Brothers | Store Opens at 8:30 | Gimbel Brothers | Store Closes at 6 | Gimbel Brothers | Friday, December 8, 1916.

GIMBELS—An International Store Helping With the Holiday Work

Growth—great volume of business—an outlet commensurate to the Store's intake, with our resident buying staffs in America, Europe and Asia. Buyers from here are shuttling across the ocean, not with peace-time frequency, but nearly so. And our Japan and Philippine organizations do not feel the war at all.

Our utmost best in value-giving, just as we do our utmost best in other months of the year.

Why? Because we cater to discriminating people and know perfectly well that you will bring most of your business to the store that serves best. That's the way fortunes are made and kept—by good buying, safe bargains in the stock market and safe bargains in the store.

Only lambs are fleeced by queer stock operators and poor stores—and the poor stores probably do not mean to fleece. They simply lack in real power to serve.

There are goods enough in this Store right now to give a gift of the value of four dollars to every man, woman and child in Philadelphia—and goods still come in about as fast as they go out.

It's a new Store every morning—this Store that leads in value-giving.

"Best $15 Coat in Town"—So Women Tell Us

At $15

Wool velour, lined from huge picturesque collar to voluminous hem. With a border of beaver fabric-fur on collar and deep cuffs. In blue, green and brown, besides black. **At $15**—*yes, we, too, have proved it the best $15 coat in town.*

2500 Cloth Coats

Of black broadcloth, black and colored wool velours, gray-toned or brown-toned tweeds, Irish or Scotch "overcoatings," chinchillas and bolivia weave fabrics. Variously at **$16.75, $19.75, $23.75, $25, $29.75 to $35.**

When they're fur-trimmed, prices run **$18.50, $25, $29.75, $35, $45, $49.75 and $59.75.**

3000 Fur-Cloth Coats

Of Hudson seal-cloth (silk plush, black silk velour du nord, pony skin cloth, broadtail fur-cloth, astratex-cloth and black llama-cloth).

Without Fur at $16.75 to $25.
Fur-trimmed at $25 to $89.75.

—Gimbels, Salons of Dress, Third floor.

Women Adore Neckwear

New are the Georgette Crepe Collar and Cuff Sets in criss-cross effect with narrow Venise lace insertion and piped in satin. **$2 a set.**

Collar and Cuff Sets of broadcloth, cut work effect, with embroidered corner designs, **at $1.50.**

Colored stripes and dots show a new thought in white cloth collars. Very smart-looking. **Choice at $1.**

—Gimbels, First floor, Regular Section, and Grand Aisle.

500 Luster-Taffeta Waists at $3; Value $4.50

At $3, value $4.50

Five hundred pieces of Christmas-gift luck!

In the fashionable high colors—rose, salmon, peach, maize, flesh, orchid and white.

Made after an open-throated, tailory model that has a world of fine style to its apparently simple lines.

The deep collar and the cuffs are hemstitched. And there are three big pearl buttons down the front.

At $3, instead of $4.50—and ready boxed for the giving.

—Gimbels, Salons of Dress, Third floor.

Toy People and Playthings Make the Population of the Child's "Land of Make-Believe"

In the "Land of Make-Believe" a ragged wreck of a doll is lovely to its little mother, who wouldn't exchange it for one dressed in silks and satins. And doll dishes, though empty, are filled with a nectar and ambrosia the gods themselves couldn't have had!

In the "Land of Make-Believe" a paper hat and a wooden sword make a valiant soldier of a boy three feet in height, and his hobby horse is a charger swift and true. And a constructive toy transforms another boy in imagination into a bridge builder spanning a mighty river!

The Big Toy Store

With the Ponies, Punch and Judy, The "Polar Bears," Santa Claus and the Trick Pony

Is the Children's "Land of Make-Believe"

Bring the children—let them enjoy it all, and as often as they can. *It's all free*—even to riding the ponies, if the little folks are accompanied by their parents. (The ponies are for sale.) —Gimbels, Fourth floor.

"Rings For Her Fingers : a Watch For Her Wrist"

And a wealth of other ideas in fine jewelry that just spell delightful Christmas gifts.

In Diamond-and-Platinum Jewelry

Fine diamonds, finely set.

Rings at $25 to $550—both solitaires and the many-stone rings.

Brooches at $40 to $400.
Bar-Brooches at $65 to $300.
Lavallieres at $50 to $225.
Bracelets at $50 to $400.

The Smaller the Watch, the Better She'll Like It

Solid gold convertible wrist watches—finest American watches made—at **$50 and $65.** Watches with famous movements. And the "disappearing eye" is a welcome feature.

Elgin Wrist Watches—solid gold **at $25 and $35;** gold-filled **at $15 to $27.**

Swiss Wrist Watches—octagon, round, square or oval watch—solid gold **at $21 to $65;** gold-filled **at $12 to $25.**

All these have the flexible bracelets included.

To Suit Most Any-Sized Purse

Gold Thimbles **at $3 to $7.75**—good for any age.

Gold Bracelets—secret lock, nethersole and flexible styles—**variously at $3 to $70.**

Gold Lavallieres—stone-set, of course, **at $2 to $70.**

Stone-set Rings **at $4 to $28.**

Gold Bar-Pins and Brooches **at $2 to $22.**

Gold Lorgnons **at $12 to $25.**

Gold "handy pins" **at $1 to $16**—as good to give grandmothers as babies.

Gold Bags **at $40 to $225.**
Gold lingerie Clasps **at $1.25 to $4.50.**

For Finest Gifts to Men, These—

Diamond scarfpins **at $14 to $110**—platinum-set.
Diamond rings **at $20 to $240**—usually gold-set.
Other stone-set Rings **at $6 to $26.75.**

Watches—solid gold **at $25 to $125;** gold-filled **at $9 to $90.** Every movement guaranteed.

And gold novelties and usefuls in wide variety, from **gold cuff buttons at $1.75 to $15** a pair to gold vest chains **at $6 to $38.** —Gimbels, First floor.

Children Expect Gloves

—at Christmastide. These are the wanted kinds—

Lined Gloves

—for "nippy" days. **At $1** are Fleece-lined Mittens of suede in tan and grey. Fur-trimmed wrist.

For motoring and outdoor sports are Grey Mocha Mittens, fur-lined, **at $2 a pair.**

Boys' and Girls' Tan English Cape Gloves, fur-lined, **at $2.50 a pair.**

The Buckskin Gauntlet Gloves in natural color, fleece-lined, **at $1 to $1.75** a pair.

For Dress Wear

Tan Kid Gloves for boys and girls with self-stitching, **at $1.25** a pair.

—Gimbels, First floor.

Silk Stockings Appeal to Women

Impossible for a woman to receive too many pairs of silk stockings! Give these:

Phoenix Black Silk Stockings, two pairs in a gift box, at **$1.60 and $2.10 a box.**

Gimbels Special Silk Stockings at **$1.15 a pair.** Black, white and a hundred colors to choose from. Lisle top and foot.

At $1 a pair—and a value unusual—Silk Stockings in black and white, heavy quality. With lisle top.

Novelty Silk Stockings **at $1.35** a pair. Some with crosswise stripes. And black with white, and white with black clocking. Very striking.

—Gimbels, First floor.

Gift Ideas in Plated Jewelry

For Women and Men

The articles appreciated most are told of.

Peacock Casque Combs, beautifully jeweled in sapphires and emeralds, **at 65c to $7.75.**

For Men—Gold Front Pen Knives in fancy designs, **at $2.50 to $3.50.**

Dainty Vanity Cases in designs copied from sterling-silver models. Fitted with the necessary compartments, **at $2.50.**

Pretty Bar Pins of silver, pointed and square ends, pierced and set in brilliant rhinestones and combination stones, **at 75c to $2.75.**

At 50c—Jeweled Brooches and Bar Pins in pierced effects. Earrings with pendants of rhinestones and gold front Lingerie Pins and Cuff Links.

For a Man—Gold-plated Pocket Knife attached to a Waldemar chain in a dainty box, **at $1.50.**

—Gimbels, First floor.

Men's House Coats at $5

And at $6.50, $7.50, $12.50 and $13.50 : For Smokers and Non-Smokers

Pretty nearly a year ago the long arm of the Store reached forward and placed these house coats in line for selling this holiday season—we placed the order several months ago, and the house coats are ready now, at prices we couldn't touch if we had to buy them today.

Plaid-back and stripe-back cloths, bound with silk cord, two frog fasteners, three pockets.

Although assortments this holiday season are larger than ever, question is, have we enough for all comers between now and Christmas?—but certainly those who share today need not worry!

Choose at **$5, $6.50, $7.50, $12.50** and **$13.50,** Up-to-date gifts for men, whether smokers or non-smokers. Boxed if requested. —Gimbels, Men's Goods, Market and Ninth corner.

Near the Top of the List of What She Wants for Christmas—

Crepe de Chine Underwear

The prettiest possible gift from dainty women to:

Young girls and grandmothers; girls in their wonderful "first season"; large women; tiny women; practical women; butterfly women; women who "have everything"; women who have to make every penny tell—and so on down the long, long list of femininity.

Handsome Crepe de Chine Nightgowns—very, very beautifully trimmed—**at $7.95, $8.95, $9.75, $11.75, $13.75 to $18.75.** Other very dainty "nighties" begin at **$4.50.**

Exquisite Crepe de Chine Petticoats—some of them half-lace (and daintiest lace, too!)—**at $3.95, $4.50, $5.95, $7.95 to $11.75.**

Beautiful Crepe de Chine Envelope Chemises—plenty with the tiny French flowers half hidden in the foamy laces—**at $2, $3, $3.95, $4.95 and $5.95.**

Crepe de Chine Camisoles—exquisite—**at $1, $2, $3 and $3.50.**

Washable Satin Underwear in Pearly White or Pearly Pink

Nightgowns **at $6.95 to $18.75.**
Petticoats **at $5.95 to $16.75.**
Envelope Chemises **at $3.95 to $7.95.**
Camisoles **at $1, $2, $3 and $3.75.**
Bloomers **at $3.95.**

Hand-Embroidered Lingerie From the Philippines

American patterns. Finest lingerie stuffs. Embroidered in the needlework that Spain used to monopolize.

Nightgowns **at $2.95 to $7.95.**
Envelope Chemises **at $2.95 to $5.95.**
Corset Covers **at $3.50 and $3.75.**

Three Christmas-Boxed "Specials"

Nightgowns at $1—in white or flesh-colored batiste.
Initialed Nightgowns at $1—yoke style. Eyelet embroidery.
Nightgowns at $2—six new very lacy styles.

—Gimbels, Second floor.

The "Colorful" Season Has Extended to Handkerchiefs

Colors that are "solid" or intermingle with white—the prettiest and newest at Gimbels. Scores of styles. And every thread linen.

At 25c—Colored hems or scallops. With dainty embroidered one-corner designs.

At 50c—Solid tint Handkerchiefs in beautiful colors, with the corner embroidered design in white. Some have narrow white hemstitched hems. Butterfly and bird designs are particularly pleasing.

The dainty "French" Handkerchiefs in the glove and size larger **at 75c.** These have colored blocks, plaids and series of stripes.

"Character" Handkerchiefs from France in hand-embroidered colored designs **at 50c.**

Colored cut hems in fancy corner designs are new **at $1.25.** Handkerchiefs that are "different."

—Gimbels, Regular Section and Aisles, First floor.

Umbrellas—The Year-'Round Gifts

—and well called so, for whether sunshine or rain, a new umbrella finds a welcome Christmas morn.

Especial Attention

To This Lot for Men and Women—Union taffeta and fine grade of American taffeta, good handles, at $1.50; value $2.

And There for Men and Women—Union taffeta, silk case and tassel; newest desired styles, **at $2;** values $3 and $3.50. —Gimbels, First floor.

Those Who Will Give Men Slippers

Will find it more than advantageous to see Gimbel assortments—in addition to unusually large variety, prices are practically unaffected by the rise in leather markets.

Cavaliers—those high-cut boot-like Slippers—Tan, black or red kidskin, at **$4.** Also brown suede and tan willow-calf or green kid, at **$5.**

Men's "Faust" Slippers—Tan or red kidskin, at **$3** and **$3.50.**

Men's Romeos—The most popular of all—tan or black kidskin, at **$1.75.** With cushion insole, at **$2.50** to **$3.** Tan willow calf or tan kid, kid-lined, at **$3.50** and **$4.**

Men's Opera Slippers — Tan or black kidskin, at **$2** and **$2.50.** Tan willow calf or alligator, at **$3** and **$3.50.**

Men's Everett-Style Slippers — Tan or black kidskin, at **$2** and **$2.50.**

Men's Comfy Slippers, at **$1.50**—and high-cut, at **$2** and **$2.25.**

Men's Moccasins at **$1.50** to **$2.50.**
Men's Traveling Slippers—In case, at **$1** to **$2.50.**

—Gimbels, Second floor.

SUBWAY STORE CHRISTMAS SPECIALS TOP THE LIST OF MONEY-SAVING VALUES—TOMORROW

Men's Black Calf Shoes, Special at $3

Every pair up-to-date, and a big value!

GIVE THE BOY A PAIR OF BOOTS

Here are boys' high-top tan storm Boots—fine values, at **$1.75** and **$3.**

—Gimbels, Subway Store.

$2 for New Crepe de Chine Waists

In flesh-color or white, with large flare collar.

Flannellet Waists, with "2-in-1" collar of Oxford gray color; sizes 36 to 46, at 50c. —Gimbels, Subway Store.

13-Piece Luncheon Sets at 50c

You should see these—a timely, inexpensive gift-hint.

Table Damask at $1 yard—a good, heavy 70-inch imported grade.

70-inch heavy imported mercerized Table Damask, at **$1 yard.**

—Gimbels, Subway Store.

$15 Tapestry Brussels Rugs at $9.75

One Oriental pattern only; size 9x12 feet.

$35 high-grade Axminster Rugs—slight weaving defects; size 9x12 feet, at $21.75. —Gimbels, Subway Store.

Boys' $7.50 Norfolk Suits at $5.75

A delayed line from a prominent maker—all-wool; latest models. Extra pair lined knickerbockers with each suit—for ages 7 to 18 years.

Boys' Overcoats and Mackinaws, at **$3.95** to **$7.50**—chinchillas, tweeds and warm cheviots; up-to-date kinds, for ages 3 to 17 years.

—Gimbels, Subway Store.

Men's and Young Men's Suits and Overcoats, Special $12

It's a privilege to make this special—

A New York manufacturer anxious for a share of Gimbel business named a price so low on these **Suits and Overcoats** that we just couldn't keep them out.

Not as many of them as we would like; but the early man will find a good variety at **$12 each.**

—Gimbels, Subway Store.

New Separate Skirts at $2.85 to $5.95

Serges, poplins, mixtures and plaids; all sizes and good colors.

Women's, Misses' and Children's Rain Coats and Capes—Wanted shades and materials, at **$1.95** to **$6.95;** values $3 to $10.

Girls' School Dresses as Gifts, lovely little styles in percale, lineen, rep and linon, at **$1,** value $1.50—for ages 6 to 14 years. —Gimbels, Subway Store.

New Broadcloth Collars at $1

Square embroidered and punch-work.

Cloth **Collar-and-Cuff Sets,** at **$1** and **$1.50.**

—Gimbels, Subway Store.

18c Plaid Stripe Lawns at 12½c

As a waist pattern—a nice gift and inexpensive.

—Gimbels, Subway Store.

Men's Gloves, Mostly Samples

At **$1.25,** values $1.50 to $2. Children's tan cape, fleece-lined, at 75c.

—Gimbels, Subway Store.

A Corset—A "Dollar" Gift

Dainty pink girdle-top models.

$1.50 for two models in pink broche Corsets. Low bust, long and medium length skirt.

—Gimbels, Subway Store.

25c Stockings at 18c

Women's and Children's.

Women's—black or white, fine gage.

Children's, black or white, coarse and fine ribbed.

—Gimbels, Subway Store.

$2.75 Utility Boxes at $2

Matting-covered.

$3 a pair for **$4** Lace Curtains—real lace effects.

—Gimbels, Subway Store.

$2.50 to $3 Framed Facsimiles at $1.50

Framed close up in 3-inch ornamented gilt frames. A gift?

—Gimbels, Subway Store.

75c Bedford Cord at 38c a yd.

Good colors; all-wool.

85c all-wool Granite-Cloth at 65c yard.

—Gimbels, Subway Store.

Boxed Pillow Cases, $1 and $1.25

Variously initialed, embroidered and scalloped.

Plaid Blankets—blue and pink block designs, at **$5.50, $6.75 and $7.50;** values $7 to $10. —Gimbels, Subway Store.

Men's $1 Shirts at 70c

Soft and Stiff Cuffs—good patterns; new arrivals—buy plenty for gifts and one's own use while these last, for makers are asking more.

Reefer Mufflers at 65c; values $1 to $2; seconds.

—Gimbels, Subway Store.

New Rippletts at 15c a yd.

The material that needs no ironing.

30c Dress Sateens at 18c yard—highly mercerized—blue, with white dots. —Gimbels, Subway, Store

Red Fox Sets at $13.75 to $55

Separate Neck-pieces at $3.95 to **$29.75**—wanted furs; double animal and silk-lined. —Gimbels, Subway Store.

Women's $3 to $5 Silk Petticoats at $2 to $4

Changeable and plain colors. —Gimbels, Subway Store.

$1.50 House Dresses at $1. Made of ginghams and pretty models that will prove at once attractive. —Gimbels, Subway Store.

GIMBEL BROTHERS

MARKET : CHESTNUT : EIGHTH : NINTH