




THE STORIES IN BETWEEN

A series on the parables of Jesus

Ask for the Bleeding Charity.




Now the tax collectors and sinners were all drawing near to hear him. 2 And the Pharisees and the scribes grumbled, saying, "This man receives sinners and eats with them."

Luke 15:1,2

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*Father, I have sinned against heaven and
before you. . .*

v. 18

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I am no longer worthy to be called your son. Treat me as one of your hired servants.

v. 19

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"The Prodigal Son"
Eugene Burnand




*Look, these many years I served you, and
I never disobeyed your command, yet you
never gave me a young goat, that I might
celebrate with my friends*

v. 29


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*But when this son of yours who has
devoured your property with prostitutes,
you kill the fattened calf for him!*

v. 30



Son, you are always with me, and all that is mine is yours. It was fitting to celebrate and be glad for this your brother was dead, and is alive; he was lost, and is found

v. 31-32

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BEGINNING TODAY, 12 TO 9, AND UNTIL NOVEMBER 14th!
Join with us in an experiment that may change the shopping habits of a nation!

for the first time ever! SHOP by TELEVISION in **GIMBELS**

**10-MINUTE SHOWS—EVERY HALF HOUR
AT 20 GIMBEL VIEWING LOCATIONS**

(We call them "viewings")

17th FLOOR

- 1. Floor of Gimbel's Restaurant
- 2. Credit Department
- 3. Clerks' Lounge

17th FLOOR

- 1. Men's Clothing Room
- 2. Ladies' Ready-to-Wear
- 3. Ready-to-Wear of Shoes

17th FLOOR

- 1. Departmental Department
- 2. Big Department

17th FLOOR

- 1. Men's Furnishings
- 2. Men's

18th FLOOR

- 1. Men's Men's Footwear
- 2. Men's Shoes
- 3. Men's Socks
- 4. Men's Socks and Hosiery
- 5. Men's Socks

18th FLOOR

- 1. Men's Footwear
- 2. Men's Socks
- 3. Men's Socks
- 4. Men's Socks

18th FLOOR

- 1. Men's Footwear
- 2. Men's Socks

**AND SEE COMPLETE TELEVISION STUDIO IN GIMBELS AUDITORIUM
FROM WHICH THE SHOWS WILL BE BROADCAST TO ALL LOCATIONS**

- 1. The first show will be a 10-minute program... (text is small and partially illegible)
- 2. The second show will be a 10-minute program... (text is small and partially illegible)
- 3. The third show will be a 10-minute program... (text is small and partially illegible)
- 4. The fourth show will be a 10-minute program... (text is small and partially illegible)
- 5. The fifth show will be a 10-minute program... (text is small and partially illegible)

It is the intention of the... (text is small and partially illegible)

GIMBEL BROTHERS . RCA VICTOR



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C. S. Lewis

The
GREAT
DIVORCE



C. S. Lewis

The
GREAT
DIVORCE
—

**"I gone straight all my life....I
done my best all my life see?"**

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C. S. Lewis

The
GREAT
DIVORCE
—

"No. Not as you mean. I do not look at myself. I have given up myself."

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T.S. Eliot

*Half of the harm that is done in the
world
Is due to people who want to feel
important.
They don't mean to do harm—but the
harm does not interest them.
Or they do not see it, or they justify it
Because they are absorbed in the
endless struggle
To think well of themselves.*

The Cocktail Party

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*The question of worth has been taken out
of our hands.*

Paul Zahl

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C. S. Lewis

The
GREAT
DIVORCE
—

**"I'm not asking for anyone's
bleeding charity."**

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C. S. Lewis

The
GREAT
DIVORCE
—

“Then do. At once. Ask for the bleeding charity. Everything is here for the asking and nothing can be bought”

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