

Six of the leading New York booksellers report that this brilliant NOVEL, by Rose Macaulay, published in October, and already in its 8th Edition, is one of their four best sellers.

# POTTERISM

"One of the best books of the year."—Heywood Brown, in N. Y. Tribune.

\$2.00 Everywhere  
BONI & LIVERIGHT  
Publishers, New York

## Our Customers Like the Fairness of 20% Off Everything

CHOOSE what you will or where you will—no matter in what department—and the regular fair price is subject to a clear 20% reduction.

This applies to an imported English overcoat, originally priced at a low figure.

\$36 imported overcoats are now \$28.80.

\$60 business suitings are being tailored to measure for \$48.

A superb fur-collared overcoat, heretofore \$175, is now \$140.

The entire stocks are included, from collars to dress clothes.

**William H. Wanamaker**  
1217-19 Chestnut Street



### Have You a Cleaner Skeleton in Your Closet?

THERE are vacuum-cleaner skeletons in thousands of closets and attics today—cleaners that have outlived their usefulness. They couldn't survive the trials of strenuous service because of failure on the part of the maker, or the dealer who sold them, to render service. Over half a million PREMIER cleaners are in actual use. Their continued satisfactory operation is assured by PREMIER SERVICE, which extends through every Premier dealer to every Premier buyer. And consider the satisfaction this service ensures. It means your

PREMIER is always ready to do your bidding. It means an always reliable cleaning service, and there is no added cost for this attention. This makes the PREMIER the most economical cleaner in the world to use. And PREMIER'S low price makes the PREMIER the cheapest high-grade cleaner in the world to buy. See the nearest electrical dealer—try the PREMIER in your home. Compare its work and workmanship with any other cleaner. See what you can do with PREMIER'S real attachments. Ask for special payment terms, if you desire.

**The New Premier ELECTRIC CLEANER**  
The PREMIER is sold by leading electric stores and dealers.  
**THE PHILADELPHIA ELECTRIC COMPANY SUPPLY DEPT.**  
1217-19 South Eleventh Street

FOR FRIDAY

Store Hours, 9 to 5:30  
Quite the easiest time to do Christmas shopping—quite the best choosing now. Gifts are prettily boxed and marked for delivery whenever you say.

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Thursday, Nov. 18, 1920  
More Toys than any one store ever showed—more to see; more to do; more to interest, than any store ever offered.  
—Gimbels, Fourth floor

FOR FRIDAY

## 5 Best Models of the Columbia Grafonola

### At Unheard-of Prices

Piano Section Open Till 10 Tonight to Make the Occasion Available to All

The Columbia is one of the country's great standard makes of Talking Machines—a scientific triumph as a reproducing instrument, and superbly cased.

Regardless of the price you pay, the Columbia Grafonola which you buy will be a high-class musical instrument. In beauty of tone, in clearness and resonance, and in appearance it is certain to be equally gratifying. It will be an ornament to your home, a source of daily enjoyment to your family, a delight to your friends.

## CONREID PHONOGRAPHS at \$59

Didn't expect to get them at the price. But here they are. Come—hear this Conreid right on our floor. We'll deliver you one exactly like it—right in its case—right from the cars. Every one is guaranteed perfect—and guaranteed to give fullest satisfaction. If you wish, phonograph expert will call at your home.

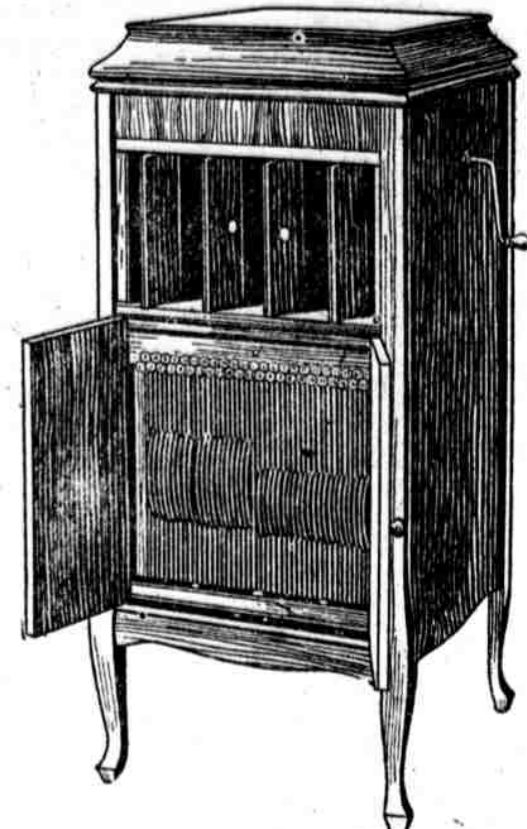
Ever since the Talking Machine won vogue, the supply has run short at Christmas. You needn't worry if the one you desire is bought now. This sale will insure Christmas delivery—and it is giving the greatest values ever dreamed of.  
—Gimbels, Hardman Hall, Seventh Floor, also Subway Store—In the evening use 9th St. Entrance.

**THIS SALE MEANS—**

\$80 for \$120 Columbia Grafonolas	\$1.39 for the \$2.00 records
\$95 for \$140 Columbia Grafonolas	\$1.75 for the \$2.50 records
\$110 for \$150 Columbia Grafonolas	\$1.95 for the \$3.00 records
\$120 for \$165 Columbia Grafonolas	
\$200 for \$275 Columbia Grafonolas	

**COLUMBIA RECORDS—**

69c for the \$1.00 records	\$1.39 for the \$2.00 records
89c for the \$1.25 records	\$1.75 for the \$2.50 records
\$1.10 for the \$1.50 records	\$1.95 for the \$3.00 records



\$140 Columbia Type F2  
Now \$95



## Philippine Lingerie at \$2.95 and \$3.95

A great big shipment of exquisitely dainty things—designed, half-a-world away, for Philadelphia's Christmas giving.

Just wee, fine—exquisitely fine—scallop-y designs; both nightgowns and envelope chemises—at \$2.95.

And at \$3.95—elaborate designs—grape-vines with clusters; daisies in eyelet work; wee rose-buds—every kind of dainty blossom.

—Gimbels, Second floor



**There'll Be "a Lot Going On" Around Thanksgiving and Christmas!**  
**Coiffure Accessories Specially Priced**  
"Additions" that achieve dressy coiffures quickly.  
22-inch Fluffy Switches at \$2.25.  
22-inch Wavy Switches at \$2.75.  
Puffs begin at \$3; Curls at \$1.50; Transformations at \$3.75.  
"Bobbed Curls"—that give the "age-reducing" bobbed effect without sacrificing long tresses, of natural curly hair, at \$15. Pictured.  
—Gimbels, Hair Dressing Parlors, Third floor

## Wall Papers Reduced 6 1/2c to 35c

Papers suitable for Kitchen, Hall, Dining-Room or Bedroom. Sold only with border or binder to match. —Gimbels, Fifth floor

## Sale of Men's Velour Hats—Half Price at \$4.95

These are from the carefully selected Gimbel stocks.

**Brown Black** **Green Olive**

**Three Styles**  
\$4.95—been selling at double!  
—Gimbels, First floor, Just in Off 9th St.

## Men's Cuff Links

**Sterling Silver and Gold-Filled**  
and enamel on sterling silver in the No-fuss and loose-link styles. Round, octagonal and oval shapes in the Roman—and green gold finish. Plain and engine-turned patterns, at \$1 to \$4.  
Tie Pins set with colored stones, at \$1, \$1.25 and \$1.50.  
Pocket Knives, gold-filled and sterling silver, at \$1 to \$3.75.  
Waldemar Chains, at \$2.85 to \$8.  
Ribbon Fobs, at \$3.50 to \$5.50.  
—Gimbels, Jewelry Section, First floor.

# The Subway Store Launches a Great, Great Sale of Women's and Misses' Coats

Sale-Priced at About 50c on the Dollar—

# \$ 28

And fully half the coats have huge fur collars. Twenty-six styles that provide for practically every size, in every coloring. Besides, a group of perfectly wonderful "samples"—in unique, dressy wrap-styles and dressy coat-styles.

**Bolivias, Tinseltones, Silvertones, Goldtones, Broadcloths, Velours, Kerseys, Chamois—And Even Rich Seal-Plushes in Typical Fur-Coat Styles**

And besides the coats that have these gorgeous, big fur collars, the coats that have collars of their own fabrics, have collars so big that they are more like wonderful cape-tops! Trimmed with tuck-clusters—or tuck-defined panels. And buttons—but the buttons are smart!

**Mostly Silk-Lined Through-out—All Sizes—Including Extra Sizes**

Swirl-back and drape-shape models for slim figures. Straight-line models for fuller, up to typical "slenderizing styles" in the extra sizes.

Sports length styles, too—especially in the seal-plushes. And some of the prettiest sleeves that ever happened!

—Gimbels, Subway Store



Styles at \$28