

XMAS TRADE BRISK HERE BANK REPORTS

Federal Reserve Says Retail
Buying of Practical Gifts
Was Strong

CLOTHING DEMAND QUIET

Retail trade during the Christmas season showed a strong demand for medium-priced and expensive jewelry, according to a report issued today by the Federal Reserve Bank.

"Stores confined exclusively to high-priced luxuries and expensive jewelry experienced a most disappointing season," the report continued. "The purchasing was extremely conservative, and even the wealthiest of buyers showed much discrimination in their demands."

"Although the Christmas season is one of weakness in clothing and shoe sales, the past December has shown an even greater lack of activity than is usually displayed in that month. Virtually no business was done in men's clothing despite the fact that prices were from 20 to 50 per cent below the high levels previously recorded."

Shoe Buying Was Quiet.

"Sales of shoes also decreased considerably, but the total volume of business done by the shoe stores was slightly in excess of that of last year. The decrease from shoes being equalized by the increase from the sale of Christmas gift articles, such as slippers, carriage boots, buckles and hosiery. Even in the sale of these articles there was a tendency toward more careful buying than was shown last year."

"In spite of the fact that clothing and shoe sales showed a greater decrease than is usual for this season of the year, and that the volume of trade in the high-priced luxury goods was considerably under that of 1919, the volume of business done in such lines as cheaper jewelry, leather goods, electric appliances, men's furnishings, small articles of women's wear, sporting goods, musical instruments, confectionery and other purely gift goods accounted for the unusual total volume of retail business this Christmas season over that of last year."

Christmas Mail Heavy

"That the trade in these goods was much in excess of that of last year is attested to by the report of the Philadelphia postoffice that all records for the volume of Christmas mail matter have been broken during the last month."

"The increased unemployment throughout textile plants, the more limited operation of some iron works and the decrease in the cement business have had a direct effect upon the nature of retail trade in the smaller cities and towns of this district, especially so throughout the Lehigh valley section."

"Many people, doubting the sincerity of price reductions, refrained from buying articles of wearing apparel for personal use, being content to wait for even more radical declines before making such purchases. Little effect was noted upon the purely Christmas purchasing, however, and good business was the general report from these sections."

Merchants Seek Cash

"While sales have been large, retailers have given but little attention to the replacement of depleted stocks. They are concentrating their efforts upon covering their obligations, and with a view to restocking at lower figures during the early months of 1921."

"Radical declines have already been registered in the wholesale markets, the most apparent being in cotton goods, silks, hosiery, underwear, wooden dress goods, rugs and shoes. The lines which have not recorded any notable declines are china, glassware and certain staple goods, the manufacturers of which are in a position to demand their own prices."

PHILA. MAN HONORED

Dr. Albanese Made Chevalier of Crown of Italy

Dr. Nicholas Albanese, formerly of this city, but now of Chester, has been made a chevalier of the crown of Italy. Advice of the conferring of this honor by King Victor Emmanuel III, reached Dr. Albanese yesterday.

Dr. Albanese has won the honor because of his activity in relief work, in his part in the dissemination of propaganda beneficial to the Italian cause, and his general co-operation in all war work in this country during the last six years.

He is only thirty-two years old. Born in Grassano, Province of Potenza, Italy, in September, 1888, he came to Philadelphia early in 1906, and before he had reached his eighteenth birthday had opened an office as a private banker.

In 1912 he took up the study of pharmacy and in 1914 was graduated from Temple University. In 1916 he went to Chester, and established a drug store at Third and Franklin street, but has maintained a residence here.

BUYING REVIVAL URGED

Alba Johnson Tells Boston Men Depression Is Nearly Over

The belief that business readjustment and deflation "is more than half completed" and that "the worst is over" was expressed by Alba B. Johnson, president of the Philadelphia Chamber of Commerce, in an address before the Boston Chamber of Commerce today.

"Is it not good business as well as good patriotism to start buying now, to set the wheels of industry into motion, to relieve unemployment and to spread the improvement of conditions over a longer period?" he asked. "Let me warn you not to wait too long."

Mr. Johnson asked the co-operation of business men in making the private operation of railroads under the transportation act a success.



Poultry here is the very finest we can buy—fresh, tender, and cooked to the Queen's taste. And the average Queen knows good cooking!

Boothby's
The Home of Sea Food
13th bet. Chestnut & Walnut
Philadelphia

THREATENED TO KILL HER

Woman Gains Possession of Revolver and Man is Arrested

After entering her home three times yesterday morning and abusing her, Charles Blaufus, thirty-three years old, of North Branch, N. J., is alleged to have returned yesterday afternoon to the home of Mrs. Florence Lang, a distant relative, of 2337 North Sartin street, and threatened to shoot her, the police say.

She had summoned Charles V. Doyle, a friend, of 1213 West Susquehanna avenue, and when Blaufus entered the house yesterday afternoon, it is charged, he flourished a revolver and announced he would shoot Mrs. Lang, Doyle and himself.

His revolver was not loaded, and when he placed it on a table, Mrs. Lang gained possession of it. She then summoned Patrolman Prodel, of the Park and Lehigh avenues station. He arrested Blaufus after a fight in which the patrolman used his club. Magistrate Glenn, at the Fourth and York streets station, today held Blaufus in \$500 bail for court, charged with making threats to kill.

CITY JOBS EXEMPTED

The results of the recent Civil Service Commission hearing regarding exemptions for street cleaners and garbage collectors were summed up today by George S. Burnham, Jr., president of the Pennsylvania Civil Service Reform Association. Director Caven has requested exemption for about 800 jobs for a year. As a result of the hearing the director was allowed to retain the present force until June 1, 1921, but all replacements must be made from eligible lists.

Big Brothers to Entertain

About 400 boys are expected as guests of the Big Brother Association minstrel and vaudeville show tonight, at the organization's building, 25 South Van Pelt street. The minstrel talent will include boys connected with the association and several vaudeville acts were secured through the co-operation of the Big Brother committee, Philadelphia Lodge, No. 2, B. P. O. Elks.

SHIPWRECKED MEN ARE BROUGHT HERE

Lifeboat Capsized Trying to
Reach Rescue Ship—Lifelines Save Eleven

Members of the crew of the schooner Jane Palmer, arriving at this port yesterday on the steamship West Taconk, told thrilling stories of the foundering of their vessel in a storm off Bermuda.

Eleven of the men, after the Jane Palmer foundered, were thrown into the sea when a lifeboat capsized, but all were rescued by the crew of the Cotati, hurrying to the endangered vessel in response to wireless calls.

Bound from Norfolk to Buenos Aires, the schooner ran into a storm 160 miles north of Bermuda on December 18. In a heavy, pitching sea the Palmer was badly strained and soon began to leak. Captain Marston ordered the pumps started, but after several hours the pipe-line broke, due to the heavy rolling. Calls for assistance had been flashed by wireless and an answer from the steamship Cotati brought word that she was rushing to the rescue.

The crew was unable to eat as most of the food had been soaked with salt water. The water had reached eight feet before midnight and just after dark the Cotati, which had continually flashed messages of encouragement, appeared in the distance and soon stood by. But the waves were too high to lower the boats and all night the Cotati maneuvered about keeping her head into the heavy seas. At daybreak it was seen that the Palmer could not remain above water more than a couple of hours at the most, and the order was given to abandon ship. Fortunately the storm was beginning to lull and through skillful management the open boat reached the side of the steamer, only to be washed under the Cotati's counter and capsized.

IMPORTANT!

Strawbridge & Clothier's Store

Will Not be Opened to the Public To-morrow—Friday

(Nor on Saturday, New Year's Day)

These Days Will be Devoted to A READJUSTMENT INVENTORY

TO-DAY, THURSDAY, therefore, is the last business day of the greatest year in the history of this Store—a larger volume of business every month in the year 1920 than in 1919, closing with our busiest Holiday season—a great but well-handled Christmas trade.

The old Store stands solid as Gibraltar, stronger than ever before in its position in the markets of the world—a position that means unquestionably great advantages for our customers, in first selection, in bed-rock prices, and in special concessions on purchases for immediate cash, wherever quick turnover of stocks-on-hand is desired by manufacturers.

We shall start the NEW YEAR, 1921, on Monday next, with many exceptional proofs of the advantages referred to above.

We always "take stock" at the close of each year's business. This year we shall do this with more exacting care and closer scrutiny than ever before. Therefore, more time is required, and the Store will NOT BE OPEN TO THE PUBLIC to-morrow. It is our duty to our customers, to ourselves and to the Government that this extreme care be exercised—for this inventory, on a general lower-cost basis, will mean less revenue for the Government, as well as losses of profit for this Store. But it means LOWER PRICES for our customers.

Inventory of our stocks will be taken at the VERY LOWEST FIGURES permissible by the Government. Such merchandise as can be bought in the market to-day at less than we paid for it, will be inventoried at the lower cost and repriced on this basis, no matter what the Store's loss may be.

In every case where the manufacturers' prices have been reduced, our prices will be reduced accordingly (where they have not already been reduced to the lower level).

We have sacrificed hundreds of thousands of dollars of legitimate profits in the past few months; but, on the basis of our new inventory, we are prepared to lose many thousands more.

The Store Will be Open on Monday Beginning the Most Important January Sales in Our History

Most important because, not only will these Sales embrace our usual January Sales, for which we make extensive preparations in advance—Muslin, Underwear, Linens and Bedfurnishings—and our great annual Clearance Sales of Furs, Shoes and Winter Apparel for Men, Women and Children—but they will include hundreds of thousands of dollars' worth of merchandise of all kinds at NEW LOW PRICES.

Be it remembered, also, that in THOSE DEPARTMENTS IN WHICH THE ENTIRE STOCKS WERE REDUCED several weeks ago, the reductions continue in force, except where, as in many instances, FURTHER REDUCTIONS are made for the January Sales.

IN CONCLUSION—We trust that you will bear with whatever temporary inconvenience our closing of the Store to-morrow may cause; but the full day devoted to a more exact inventory AND THE REPRICING OF MANY LOTS OF GOODS TO YOUR ADVANTAGE, WILL REPAY YOU MANY TIMES OVER IN THE SALES BEGINNING MONDAY.

Strawbridge & Clothier

MARKET STREET

EIGHTH STREET

FILBERT STREET

Stylebilt
CLOTHES Because Priced
Only One Profit By The Producer

Maker's Price Less 15%

In Our Semi-Annual Sale Of
STYLEBILT
Fall and Winter
Suits and Overcoats

\$35 less	\$5.25 now	\$29.75
\$40 less	\$6.00 now	\$34.00
\$45 less	\$6.75 now	\$38.25
\$50 less	\$7.50 now	\$42.50

*All Other Prices At
Same Proportionate Reduction*

DON'T only consider what you get off in a Reduction Sale. Also consider off what you get it. The Maker's Price, less 15%, is additional reduction upon an original reduction.

HAND-TAILORED
ALL WOOL MONEY BACK

The
HILTON COMPANY
INC.
1211-1213 Chestnut Street
Clothes Shops in Principal Cities
NEWARK NEW YORK BROOKLYN PHILADELPHIA CHICAGO