

## Hook a Man by the Pants And Win a Natty Ford Car



Miss Etta D. Lewis of Port Washington, L. I., is unique among Ford winners in The Evening World's "What Did You See to-Day?" contest. She acted her story first, then wrote it. But she didn't write it all and what will now be divulged is the best of it.

Miss Lewis, her mother and sister live in the last house on Fairview Avenue and they need a Ford very badly—in fact, they were planning to buy one when they learned they had won one. Their need for a Ford is the cause of their winning one.

Early last week Miss Lewis with her mother and sister went on a fishing party at Manhasset Bay. They dreamed of catching many snappers, but all afternoon their bait lay in the water and not a nibble.

Finally in disgust they took their rods, went to the Middle Neck Road bus, got in and when they got out Miss Lewis's hook caught a man passenger in the trousers. Then Miss Lewis went home and wrote about it.

"The point is: She caught no fish," said Miss Lewis's sister yesterday. "We've been talking it over for some weeks and had just about decided to get one. Now we don't have to. That was the luckiest fishing party I have ever been on. And we were so disappointed because we did not get any fish! Think of it. Now we will have to get a garage and

learn to drive. Sister is simply tickled to death. Now we can carry our fishing poles without hooking gentlemen in the trousers.

"Who would have thought that a hook in that young man's trousers would have won us an automobile? It sounds like magic. Hook an unknown man in the trousers after an unsuccessful fishing trip and, presto, you've got a Ford!"

Here is Miss Lewis's story of what she "saw":

**EN ROUTE TO MINEOLA.**

I was riding on a bus in Port Washington, L. I., and saw a young woman who got on carrying a great, long fishpole, which she placed on the floor close to the seat. Gradually the bus was filled, and when the young woman reached her destination it was a difficult matter to get the pole from behind the feet of the other passengers. The obliging driver

lowered the windshield and started the pole through the front of the car. Operations came to a sudden halt when one of the passengers found he was hooked. A fishhook anchored on the side of the pole had taken a firm hold in the gentleman's trousers and wouldn't let go. In the end a pen-knife was borrowed, the fishline was cut away and the hook remained in the trouser-leg. The young woman and her burden left us and the bus proceeded merrily toward Mineola.—Miss E. D. Lewis, Fairview Avenue, Port Washington, L. I.

**"Every Bite a Real Delight"**

**CONSUMERS**

**fruity PIES**

Order One from Your Grocer

## The Grand Prize EUREKA VACUUM CLEANER

ONLY \$45 CASH

Don't pay more for any electric cleaner or sweeper until you have taken advantage of our special October

FREE TRIAL OFFER

If you will write or phone our nearest store (addresses and phone numbers shown below) we will gladly send a superb new model EUREKA to you for FREE TRIAL right in your own home. No obligation whatever on your part.

ONLY \$5 A MONTH

If you decide to buy after the FREE TRIAL you can purchase the EUREKA on our liberal deferred payment plan, making a small down payment and paying the balance in installments of only \$5 per month.

PHONE TODAY

To our nearest store listed below and take advantage of this liberal FREE TRIAL offer for your fall house-cleaning.

Grand Prizes at Five International Expositions  
EUREKA VACUUM CLEANER COMPANY  
NEW YORK, 31 West 43d Street, Vanderbilt 4541-2  
BROOKLYN, 346 Livingston Street, Sterling 4656-7  
NEWARK, 22 William Street, Market 9418



The Store that is Different  
Delightful to shop in. Satisfying

John Wanamaker  
Formerly A. T. Stewart

Broadway at Ninth

Broad Preparedness in New  
Autumn Fashions for Everybody

Telephone 4700 Stuyvescr.

### Do You Know That Sometimes Our Best Friends

see the best in us, and that fact calls out of them their best to give to us. It is a pity, and may be a real loss, to become so busy that we have no time when our friends think of us and call.

Life is strangely made up of things that in themselves seem inconsequential, which, when traced through from beginning to end, are almost miracles.

(Signed)  
John Wanamaker

October 3, 1922.

### In the Auditorium Sunset Club

will hold a public meeting at 2.15. Wednesday, Mrs. C. A. H. Rugg, founder, will preside. Artists who will appear—Auguste E. Boylston, reader; Robert Vivian, organist; Albert Walkup, Dream Pictures

Synchronizations with the new Jewel Organ and with the AMPICO. At 3 p. m. First Gallery, New Building



### Girls' Frocks at Wholesale, \$5.75

Special purchase of smart wash frocks for girls of 6 to 14, including the very practical bloomer dress for girls of 6 to 10.

Fine imported gingham in large and small checks and chambrays, finished with touches of hand stitching or hand smocking in pretty, harmonizing colors. Soft browns, greens, French blue, rose, mauve or navy blue. Second Floor, Old Building.

### New versions of the Costume Slip

The most favored type of petticoat slip—the straight-line—in fine qualities of crepe de chine.

\$6.95 and \$12.75

Bodice tops fit very smoothly under the new frocks that show a marked tendency to follow lines that mould the figure, and under the new jacquette blouses.

Skirts are entirely box-plaited, plaited at either side where fullness is gathered, or have flying panels, plaited and pointed.

In sable, cocoa or tobacco brown, navy blue or black. Third Floor, Old Building



### Tailored Silk Blouses—Correct

And very moderate in price

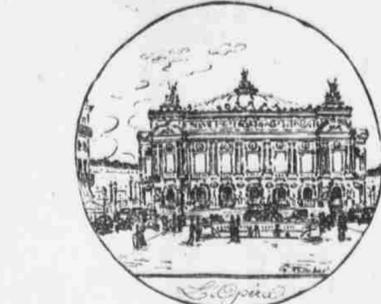
The new tweed suits, the new knitted wool or silk suits, the severely made tailleur, must each have its perfectly made blouse, or its smart air is lost.

A fine collection \$5.95 to \$22.75

Crepe de chine, broadcloth silk la jerez and habutai in blouses, showing every new detail and whim of decoration, but never sacrificing their simplicity and tailoring.

Monogram to order

The last new touch from Paris, added in our own workrooms. Third Floor, Old Building



### Exhibit of New Imported SILKS

Revealing the fact that the Master Designers of France have brought about

### A Renaissance of SILKS

We attach so much importance to this display of silks—which in nearly every instance are exclusive with the Wanamaker Store—that we have given over to the exhibit the entire Main Aisle and the centre of the Silk Rotunda.

These precious silks will be draped in glass cases and on tables so that you may have a comprehensive view of them.

First, we must turn back to a night in Paris—the 24th of June—when representatives of all the world gathered at the Bal du Grand Prix à l'Opera; about which we quote from the Paris Edition of the New York Herald:

"The event proved to be the most magnificent and gorgeous spectacle ever seen in the Opera."

"It was much more than a mere ball, there being scenes of splendor surpassing the wildest dreams. It was representative of a reception in the 18th Century given by the Doge at Venice for the Persian Embassy. Leading artists of the Opera and the Comedie-Francaise, dressed in most wonderful Venetian and Persian costumes, took part in the grand entrées and the various tableaux."

"The floor of the Opera was transformed into a hall of honor in the Doge's Palace. All the logs were decorated with Venetian and Persian banners and gorgeously embroidered fabrics, and filled with beautiful Persian and Venetian women in costumes of gold and silver."

On that night every one knew that the gorgeous silks which France had made for this occasion would be made the keynote of the new Fashions by the dress-makers of Paris.

And the silks which the Paris dressmakers used are the silks which you may see tomorrow—imported by us to give the same pleasure to American women as they are giving to the well-dressed women of Europe. Street Floor, Old Building



### Women's Afternoon Frocks

follow the line of coats

Even the soft line rather elaborate gown for afternoon wear has succumbed to the appeal of the coat frocks, and most effectively so.

Charming ones at \$79.50 to \$147.50

In silk and in the new wools—broche and plain. Brown or black with vivid bits of color in the trimmings, often combined with fur. Second Floor, Old Building

### Down Quilt, unequalled, \$18

Light as a feather. Exceedingly warm. Covered with a standard grade of sateen in rose effects, and Persian designs in rose and gold, with plain sateen borders to match.

Double bed size, 6 x 7 feet. First Floor, Old Building.

### Long Kidskin Gloves \$2.95, \$2.35 pair

Eight-button mousquetaire real kidskin gloves, pique sewn—black with embroidered backs in white; brown shades with self-color embroidered backs or backs embroidered in black. Sizes 6 to 7 1/2—\$4.50 grade—\$2.95 pair.

Twelve-button mousquetaire real kidskin gloves in white only. Sizes 5 1/4 to 6 1/2—\$2.35 pair. Street Floor, Old Building

### Pretty Undies of fine silks

Crepe de chine, crepe-back satin, plain and satin striped radium silk or trousseau crepe in a variety of smart lace trimmed and tailored styles—some reproductions of exclusive French models.

Nightgowns, \$5.50 to \$8.95. Envelope chemises, \$2.95 to \$5.50.

Vest chemises and step-in drawers, \$3.50 to \$4.95.

In *châle*—a delicate shade of pink—peach or mauve. Third Floor, Old Building

### Adorable Robes of wide-wale corduroy

Lounging robes which hang straight from shoulders or introduce a low waistline, sometimes only at the back.

\$9.95 to \$16.95

Slender in silhouette, they reveal the new wide sleeves, an important note in the recent French openings and original trimming details of charming simplicity.

Linings are of plain or dotted silk mull in matching shades, or of white china silk.

French blue, wisteria, cherry, fuchsia, orchid or coral. Third Floor, Old Building

### Umbrellas, \$4.95

Many a woman will be pleased by these silk taffeta umbrellas with satin borders.

Leather loop or ring handles. Stub-ends and rib-tips of white or amber colored composition. Silk cases. Street Floor, Old Building

### Straight from London to the Women's Sport Shop

Topcoats of stunning tweeds and mixtures—\$57.50

Herringbones, "pepper and salt" diamond weaves and other smart ones, the very patterns most used in men's topcoats—in browns and grays. Brighter colors, too, for one who likes her sports clothes gay.

### Year-round Coats

Not only for actual sports but effective for mornings in town, shopping, and needless to say the coats for motoring.

Second Floor, Old Building



### Women's High-grade Watches

Good time-keepers. From Geneva. Imported under the old tariff

(which was only a quarter to a half of the new)



\$21 and \$26

For Ribbon Bracelet Watches with guaranteed movements Quite a choice

50 at \$21—14 karat gold, fancy shapes, with shaped crystals and dials, 15 jewels, Wanamaker quality.

75 at \$26—very small white gold watches, in six designs, 15 jewels, Wanamaker quality.



### Also Men's and Boys' Watches

\$16

50 with gold-filled cases, 15 jewels, guaranteed movements, Wanamaker quality.

\$30

50 flat watches, with 18 karat white gold-filled cases, beautiful silver dials, special 17 jewel movement, Wanamaker quality.



Jewelry Shop, Street Floor, Old Building

### A NEW lot of wonderfully fine Woven Madras Shirts At \$1.25

100 Patterns—not a poor one in the lot

First choice Wednesday

For VARIETY and VALUE we haven't seen the equal of these 3,600 in a long time.

All sizes, 14 to 17. Three sleeve lengths.

Street Floor, New Building



### The Million Dollar Stock of Fine ORIENTAL RUGS

is ready for the inspection of all home-lovers in or about New York. It is the largest purely retail stock in New York. It covers every possible need—sizes ranging from a small mat at \$9.50 to a magnificent 33x23 ft. Persian carpet.

\$250,000 of these fine Rugs

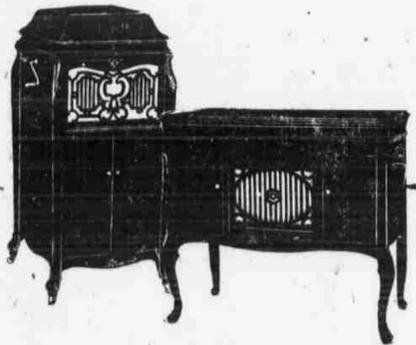
are offered at a Fourth to a Third Less

Never was so all-embracing an opportunity in Oriental Rugs, within our recollection.

Third Gallery, New Building

### McCreery 65th Anniversary Sale

More than a Sale—a Celebration



### Two Special Values Just for Anniversary Week

Exceptionally Fine (Upright) Phonograph \$85.00

Master-Made (Console) Phonograph 73.50

After this Sale 110.00

A Louis XV model with very graceful lines which reveal its excellent cabinet work, and a clear, rich tone, possible only in a precisely-made machine.

After this Sale 95.00

An attractively designed and exceedingly well made Cabinet has been combined with a bell-like tone in this unusual instrument, exclusive with us.

Usual list price is 150.00

\*Reg. U. S. Pat. Off.

Either Model at 5.00 Down  
Balance Liberal Monthly Terms—No Interest

[Fifth Floor]

James McCreery & Co.

FIFTH AVENUE 34TH STREET