

# The "Tie-on" Blouse

The very newest idea in women's waists

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No hooks, no eyes, no buttons, no buttonholes, no pins, and yet this waist fits any figure perfectly. It can be put on and adjusted in less than a minute.



KK1X

KK2X

**And this is the way it looks after it is put on—the smartest, dressiest waist on sale today.** (See other side for prices and details.)

With its many ways of adjustment, the "Tie-on" will give great service and satisfaction. It may be worn in girdle effect; it may be tied in front or it may be tied in back.

Our judgment is that this "Tie-on Blouse" is the most sensible invention in women's clothing seen in many a day and we predict for it great popularity.

**We have secured exclusive selling rights in New York and Philadelphia**

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## JOHN WANAMAKER, NEW YORK

"The 'Tie-On' Blouse" Advertisement. The Wanamaker Papers. The Historical Society of Pennsylvania.  
Box 91 B, Folder 2.

*Courtesy of The Historical Society of Pennsylvania*

## **Not Irish to the Backbone But to the Last Thread**

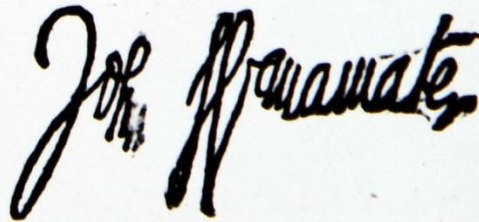
The backbone of the Irishman or Scotchman's integrity is in his goods.

It is an absolute certainty that some of these old fellows with whom we have dealt for a life time, weave fidelity and probity into the articles we have learned to take from them with confidence.

We do not buy here and there whatever is offered that looks well and seems reasonable ; but we take the manufacturers into our confidence, and they, in turn, take us into their confidence.

The result of this is that certain goods of many kinds are tied up to us only, for our Philadelphia and New York Stores, and yet more certain goods are made especially for ourselves alone.

November 19, 1913.

A handwritten signature in dark ink, reading "John Wanamaker". The signature is written in a cursive, flowing style with a large initial "J" and "W".

"Not Irish to the Backbone But to the Last Thread." Advertisement. The Wanamaker Papers. The Historical Society of Pennsylvania. 19 November 1913.

*Courtesy of The Historical Society of Pennsylvania*



**She Had Lost \$10**

"I have lost \$10," said a lady in the Men's Furnishing Store just before Christmas.

She was looking at a French gray silk crepe house coat, a Paris importation, marked \$25.

The salesman to whom she turned after making the quiet remark was startled.

He looked on the floor.

"No," she said, "not there. I bought my husband a coat exactly like this at \_\_\_\_\_ (mentioning an exclusive Fifth Avenue shop), and paid \$35 for it."

This incident discloses two facts about this Store:

1—It is worth while reading the advertisements on this page.

2—It is not wise to make purchases before making comparisons.

Feb 25<sup>th</sup> - 1913 *John Wanamaker*

"She Had Lost \$10." Advertisement. *The Wanamaker Papers*.

The Historical Society of Pennsylvania. 25 February 1913.

*Courtesy of The Historical Society of Pennsylvania*

EVERYBODY'S ADVERTISEMENTS

## OF CERTAIN WANAMAKER SPECIALTIES

### THE WANAMAKER-WELLINGTON TYPEWRITER

SIXTY DOLLARS



**A**FTER searching the typewriter field for more than three years, we have finally found a machine to which we are willing to attach our own name, and one which we are glad to call "our own" for the territory served by our stores.

During our time of search we have subjected the rigid tests of use and abuse more than a score of machines—some new, some noted. The one that most triumphantly survived the ordeal and the one considered by experts to possess the largest number of good points was the "Wellington No. 2," henceforth to be known in New York and Philadelphia as *The Wanamaker-Wellington Typewriter*.

We consequently present this machine to the attention of our public, confident that it is the best all-around typewriter yet produced.

#### CONSTRUCTION

The WANAMAKER-WELLINGTON WRITING MACHINES are made throughout by special machinery on the interchangeable plan. The working parts are mainly of forged and cold-rolled steel hardened, insuring the

highest degree of strength, lightness, rigidity and durability.

Ordinary wear, which after months of continuous use has been found less than in other machines, does not impair action or accuracy of alignment and results. This is due both to the principle and construction, and is a matter of great importance, especially in the Type-bar and Key action and in the Paper carriage.

Some of the advantages, unique in the construction of WANAMAKER-WELLINGTON writing machines, are:—

#### VISIBLE WRITING

The writing of the WANAMAKER-WELLINGTON is not only visible, it is *continuously* visible. It is not alone the last line written that is in sight, but all that has been written.

With the writing before the eye, errors are less frequent, are easier corrected when made, tabulated work becomes simple, and rulings are easily made.

#### PERMANENT ALIGNMENT

The Alignment of the WANAMAKER-WELLINGTON cannot be impaired by use or abuse.

There are but three moving pieces between finger and paper, and the wear of the parts is negligible. But no amount of wear could affect the alignment.

#### NO INTERFERENCE OF TYPES

There can be no injury to the types of the WANAMAKER-WELLINGTON by interference.

As all the types in the WANAMAKER-WELLINGTON machine point and move in the same direction, converging on the same plane to a common point, it follows that their faces can never come in contact. If two or more keys are struck at the same time, the types will collide on the side-edges of their bars. The key-bank may be pounded with the fist without the slightest injury to machine or type.

#### LIGHT, SOFT TOUCH

The touch of the WANAMAKER-WELLINGTON is easy and restful.

As there are but two inches of motion to the type-bar, and that in a single straight line, the "dip" of the key to produce an impression may be made very shallow and light. The WANAMAKER-WELLINGTON touch is especially light and elastic, being particularly easy and restful in long-continued use.

#### SIMPLICITY

The WANAMAKER-WELLINGTON is the simplest high-grade writing machine. It contains less than one-third the number of parts of the best known machines in use. It embodies, practically, no complicated movements, and is readily understood by a novice.

These features are of great importance, as intelligent care of the machine is rendered easy in all hands and all places.

**JOHN WANAMAKER, - BROADWAY, NEW YORK CITY**

Please mention Everybody's Magazine when you write to advertisers.

"Of Certain Wanamaker Specialties: The Wanamaker-Wellington Typewriter, Sixty Dollars." Advertisement. From *Everybody's Magazine* in *The Wanamaker Papers*, Historical Society of Pennsylvania. Box 201(5).