

Coal Region Excursion
TO
Wilkes-Barre & Scranton

Stopping at Mauch Chunk, White Haven and Ashley

SUNDAY, NOVEMBER 7th

Special train leaves Reading Terminal 7:00 A. M. Stopping at Columbia Ave., Huntington St., Wayne Junction, Logan and Jenkintown. Returning leaves Scranton 7:00 P. M., Wilkes-Barre, 7:30 P. M. Tickets may be purchased prior to date of excursion.

\$3.60 (ROUND TRIP)
War Tax 30c Additional

Philadelphia & Reading Ry.



If you are looking for a real home—one that inspires pride of possession—you will be interested in these artistic, solid all-stone residences.

Morris Estate in the Most Desirable Section of Beautiful Overbrook

Commanding an unsurpassed view of the surrounding country. Convenient to churches, schools, golf and country clubs. Only twenty minutes by motor through Fairmount Park to the heart of the city. Choice lots in this section for sale. Inspection by appointment.

MORRIS WOOD, Manager
64TH STREET AND CITY AVENUE

"THE GREATEST WEAKNESS of AMERICAN ADVERTISING"

(Be sure to read the above article)

TABLE OF CONTENTS

of Book Sixty-four of Knowledge for October, 1920

Taking the "Writer" Out of Copy Writer. A Writer Unburdens His Soul. Is the Fiction Writer a Fact Writer? Author-Advertisingmen. The Reader and the "Writer." The Error of a Professor. Is Preaching "Argument"? The Greatest Weakness of American Advertising. Tire Talk that Tires. The Superlative. Getting in the Ring of Truth. Write for the Ass. The Difficulty in Being Simple. Another Smash at Brevity. The Calf Path. The Principles of Booklet and Catalog Writing. The Merchandise and the Idea. A Catalog Problem. The Artist in Business.

Thoughtless Letters that Lose Business; or, How Not to Sell an Automobile. The Recipe. "Backing Up" the Advertising. Inquiry Treatment. How Not to Do It.

Every man that sells anything, by mail or male, can get Knowledge without obligation and without charge by simply asking for it. Use coupon if more convenient.

THE DANDO COMPANY

Furnishing a Specialized Advertising-Selling Service to Manufacturers, Wholesalers, Jobbers and Retailers

533 N. ELEVENTH STREET, PHILADELPHIA. Phone: Poplar 195

Please send Knowledge to



Making Home a No-Man's Land

THAT'S when dad cussed and sought his club, when the kiddies were sent to Grandma's, and home was no fit place to live in. That was cleaning time of yesterday. Today, PREMIER. First Among Cleaners, makes the home a "fit" place to live in and every day of home life more enjoyable.

Why? Because PREMIER cleans house as no squad of husky, broom-and-duster wielders ever could do it. Carpets, rugs, drapes, furnishings are made epic and span in a hurry. And without the necessity of employing outside help. You should prefer PREMIER

because of its most powerful suction. It is the only cleaner at any price which has the revolving rubber-fingered comb, so necessary for picking up lint and litter. Then there are other features. PREMIER brings you these advantages at less than you pay for other cleaners, which do not provide them.

PREMIER's low price saves you ten dollars, and premier service insures you lifetime usage of your cleaner. See your electrical dealer today. Try the PREMIER in your home—clean a rug with it. Use the attachments—and ask for deferred payment terms if you prefer.



THE PHILADELPHIA ELECTRIC COMPANY SUPPLY DEPT.
130-132 South Eleventh Street

For Friday

Store Hours, 9 to 5:30

GIMBEL BROTHERS

Thursday, Nov. 4, 1920

For Friday

All Our Boys' Winter Clothing Reduced

Save Third or More—Stocks Were Never in Better Condition for Giving You Great Values

Here's the time for parents of boys to outfit the young fellows and to save at the same time on the best boys' clothing made! Materials are expertly selected. Making is expertly done. Wear—long service—is worked into the clothing, making it the most economical in the long run—or, rather, the long wear!

Boys' Extra-Trousers All-wool Norfolk Suits Reduced to— \$15

Single- and double-breasted. Both pairs lined.

Boys' All-Wool Norfolk Suits Reduced to— \$12.50

Boys' Norfolk Suits of Tweeds and Worsted, at \$20 and \$25

SAME, with extra trousers, at \$25 and \$33.50. Ages 9 to 19.

Patrick Mackinaws—"Mankato", at \$15 and \$19.50; and "Great Patrick", at \$17.50 and \$23.50.

Oregon City Mackinaws, at \$8.75, \$10 and \$12.50.



1000 Pairs Men's "Perfection" SHOES Reduced to— \$6.45

New fall style, in dark cordo calf; dressy narrow-toe English last, or conservative style. Save a third at \$6.45.



Brogue Shoes at \$8.90, Oxfords at \$8.90, \$11.75, \$13

Reduced Popular Styles for fall and winter. Dark brown tan.

Work Shoes Reduced; of pliable tan or black leather; full double viscolized (water-proofed) soles; now \$6.45.

Boys' Shoes Reduced, sturdy kinds for school, save fourth to third at \$2.95 and \$4.95. Black or tan. Extra heavy leather soles. —Gimbels, Second floor

298 Women's and Misses' Fur-Trimmed Suits at \$47

—Savings Run Up to Half



And you don't have to "wait two months for prices to come down." They are down—right now; right here. And these Suits are wonderful—literally wonderful!

Twenty styles in women's sizes. Fifteen styles in misses'. Duvet-delaines, yalamas, broadcloths, tinsel-tones.

The fur collars—either of squirrel or nutria or sealine (seal-dyed coney).

And 267 Suits Without Fur at \$38.75

—Save Third to Half

Thirty styles in women's sizes. Fifteen styles in misses'. Silvertones. Tinsel-tones. Broadcloths. U. S. Serges. And the real suiting tricelines.

Blues and Browns Mostly, in Both Groups and Lovely Silk Linings

In each group: Women's sizes: 34 to 44 bust-measure. And some larger sizes for women who come early. Misses' sizes—14, 16, 18 and 20 years.

—Gimbels, Salons of Dress, Third floor

Limited Lot—Be Sure to be in Time! Aeolian Vocalions Reduced

The new 1921 Vocalion Catalogue will not show these two styles—hence the makers decided to quickly dispose of remaining stocks at these reduced prices:

Special Price, \$110

Pay as Little as \$5 Down

Special Price, \$135

Pay as Little as \$5 Down

Musically and mechanically there is to be no change.

Sold on Easy Payments

This is an extraordinary opportunity to own a high-class Talking Machine on very easy terms—

First Payment May Be as Little as \$5

The widespread popularity of the Aeolian Vocalion Machines is the best of good reasons for your being prompt to secure one for your home.

Get One Now if You Plan a Christmas Gift for Your Own Home or Some Other Home

The number of the models to be disposed of is limited compared to the number of those who will want to own one of these exceptional bargains.

Now \$110 (been \$135); and now \$135 (been \$165)—on easy terms.

—Gimbels, Hardman Hall, Seventh floor, also Subway Store.

Gimbel Brothers, Philadelphia
Without obligation on my part, please give full information regarding Aeolian Vocalions and easy terms of payment.

E. L. 11-4-20

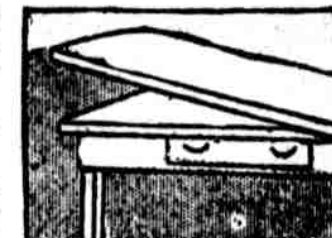
5000 Standard Belvedere Seamless Bleached Sheets Reduced to \$1.63 and \$1.73

Fine firm quality—strictly first. Sizes 72x90 and 81x90. —Gimbels, Second floor.

1000 Porcelain Table Tops, at \$2.95—"Seconds"

Cheaper than table oil-cloth! With slight imperfections. Size 25x40 inches.

—Gimbels, House Furnishings, Fifth floor



37 Suites of Dining - Room Furniture in Sixteen Designs—Half-Price and Near It

In the Furniture Store's Adjustment Sale specials—Dining Room Suites that we shall dispose of—**At Practically Pre-War Prices**

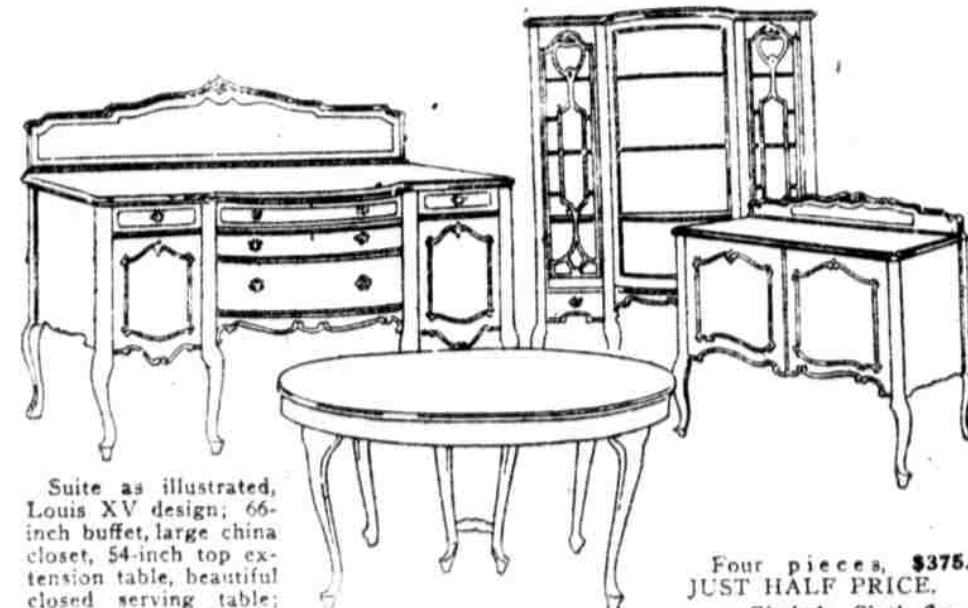
Of some suites a few—of most, just the one suite. All are rare bargains. And in addition, payments can be arranged for in sums easy to meet at income periods. Two examples of the great values.

4-Piece Queen Anne Dining Room Suite. Half Price at \$250



Wonderful Suite, as illustrated, 66-inch buffet, 54-inch top extension table, large china closet and serving table, dull mahogany. Four pieces, \$250.

4-Piece Louis XV Dining Room Suite. Half Price at \$375



Suite as illustrated, Louis XV design; 66-inch buffet, large china closet, 54-inch top extension table, beautiful closed serving table; American walnut. Four pieces, \$375. JUST HALF PRICE. —Gimbels, Sixth floor

Subway Sales—1000 Dresses at \$20



Three of the Dresses at \$20

—Just Half-Price

Women's sizes—misses' sizes. Also extra sizes.

Velveteens—embroidered in gold or silver. Or ribbon-laced.

Tricelines—beaded, silk embroidered, wool embroidered. In "carpet" style—or Bulgarian effect—or in delicate tracteries.

Satins. Jerseys, Georgettes. Tricolettes. Crepes de Chine. Charmeuse.

—and— 1000 Coats at \$23



Three of the Coats at \$23

—Just Half-Price

Coats, Wraps, Coat-wraps and Wrap-coats!

Mostly silk-lined. Plenty with huge fur collars. And such variety as velours, broad cloths, silvertones, tinsel-tones, bolivias, Suede cloths, Chamois. And silk-plushes.

Browns, blues, greens, ox-fords, black.

Every size, including extra sizes!

—Gimbels, Subway Store