

EARLY FIRE DRIVES FAMILY TO STREET

Man Aids Wife and Daughter to Safety—Then Fights Blaze in Nightclothes

ready had filled the upper floor of the house and he called his wife and got his five-year-old daughter and led them to the street.

WAITING ROOM IS DAMAGED

The family of Harry C. Mallon, 6113 West Oxford street, was driven to the street in their night clothes by a fire in their home early today.

ACCIDENT HALTS 'L' TRAINS

Thousands Are Delayed When Fuse Blows Out

Displacement

A manufacturer recently argued with a great mid-western merchant for more store space and a better display of his line.

"It is, you know, after all," he said, "a survival of the fittest."

"We cannot carry all lines. We cannot even carry many lines in each department. We must choose—we are forced to choose, and when a line is advertised nationally to a point that makes any one trademark dominate—it displaces others, not only in the home but in our store that supplies the home."

Will your line of goods continue to hold space against your competitors' struggle for a place in the sun?

Advertising is not only offensive, it is defensive—and its battles are always won in the ultimate market—the home.

Butterick—Publisher The Delineator (\$2.00 a Year) The Designer (\$1.50 a Year)

Everybody's Magazine (\$2.50 a Year)

J.B. Sheppard & Sons

Philippine Envelope Chemise \$3.75 and upward

The quality is very real. They're all hand-embroidered.

Combinations—open drawers, closed drawers or petticoat. The superb fit of this garment has made it very popular. Prices begin at \$2.25.

From the stand-point of QUALITY, our PRICES are the most REASONABLE in Philadelphia.

1008 Chestnut Street

500 Overcoats At One Third to About Half Price

That's the news that Wanamaker & Brown is able to announce for this week's buyers of overcoats.

\$23.50 FOR \$35 AND \$40 OVERCOATS \$28.50 FOR \$45 AND \$50 OVERCOATS \$33.50 FOR \$50 AND \$55 OVERCOATS \$38.50 FOR \$55 TO \$60 OVERCOATS

Hundreds of men and young men are taking advantage of this unprecedented sale of overcoats, which will have no duplicate in the year 1920.

If you wish to be certain of finding your size, we suggest that you come early, the demand for them will soon see the last one sold.

Wanamaker & Brown Market at Sixth for 59 Years

INFORMATION OF MERCHANDISE FOR WEDNESDAY, MARCH THIRD BUSINESS HOURS FROM NINE TO FIVE-THIRTY

To-morrow the Strawbridge & Clothier Sale of Men's Sample Shoes and Oxfords

For the Sale to-morrow, we have bought two thousand pairs of Men's Sample Shoes and Oxfords, in the NEW SPRING STYLES. The interest will be greater than ever, because, since manufacturing costs and consequent retail prices are so much higher than formerly, the saving, which averages about one-third, is of greater importance than usual.

Draught Screens Under Price Three-fold—now \$7.50 Four-fold—now \$10.00



The Formal Spring Opening Presentation of Paris Millinery Continues with Interest

WOMEN are finding the Hats so becoming, and besides they are so different from anything shown in Millinery for some time—and after all that is the chief charm.

It's a change to try on a Hat that disports its own little veil, or provides a lace scarf to drape across the shoulders. It's a change, too, to combine summer with winter, in the manner of the great summery Neopolitans with draped velvet crowns—charming beyond words and so essentially Dress Hats.

And it is refreshing to see so many flowers in use, in wreaths and facings, in tiny clusters—and some lovely small Hats are entirely of flowers.

Then there are the small straw Hats with great lace brims wired at the sides, achieving a decidedly Egyptian effect. These and a host of others from the best milliners of Paris.

Hundreds of Lovely Creations, Adaptations and Fine Copies, from New York Milliners and Our Own Clever Artists.

House Dresses Worth Much More Than \$2.95

In favorite straight-line style, trimmed with smocking below the yoke in front. Of blue chambray with white pique collar and cuffs, finished with belt and pockets. An unusually good value—\$2.95.

Fine Rhinestone Bar Pins, now \$10.00

These exquisitely lacy patterns, reproductions of fine diamond-set designs in Rhinestone-set Bar Pins; also a few set with colored stones. A special purchase of these beautiful Bar Pins, much under price—\$10.00.

The Anita Wave Special at \$6.95



The sketch shows only one of the graceful coiffures that may be achieved by using the Anita Wave. Soft, wavy hair, so arranged that it will cover the front and sides of the head, rolled back low on the ears if preferred. Special at \$6.95.

Switches—special at \$3.50. Manicuring—50c

New Designs Achieve New Beauties in Printed Silks

Such variety! Such colors! Such designs! And each day adds to our store of exquisitely beautiful Printed Silks. Many new designs are exclusive. Whether your choice is a Printed Silk of quiet dignity in color and pattern, or whether you prefer Silks of glorious hues, intricate in design, you will find them here:

Printed Florentine Silks, 32-inch—\$2.50 a yard Printed Foulards, 36- and 40-inch—\$3.50 to \$4.50 a yard Exclusive Chippendale Prints, 40-inch—\$6.00 to \$7.00 a yd. Printed Pussy Willow Taffetas—\$5.50 and \$6.00 a yard Printed Crepes Georgette—\$4.00 and \$4.50 a yard Printed Sweet Briar Silks—\$3.00 to \$3.50 a yard

Novelty Columbia Records

The music of many lands, many of them the music of ancient folk songs, the melodies that all the world may enjoy. Chiefly Records of instrumental music played by native musicians on the instruments of their own lands. Double-faced—85c.

Sheeting Muslin, Cambric, Nainsook

Now is a good time to lay in your stock of Housekeeping Muslins. Standard qualities in fine cottons, by the yard:

Sturdy White Cambric—45c. Soft-finish Cambric—75c. Fine Nainsook—85c. Pillow Case Muslin, 42-inch—55c. Sheeting Muslin, 63-inch, 98c; 51-inch, \$1.18.

A Good Time to Buy Bed Spreads

And what of your stock of Bed Spreads for spring and summer? Now is a good time to select from new assortments. Many excellent kinds of White Bed Spreads, double-bed size:

Crochet weave and Marseilles designs—\$3.50 and \$4.50 each. Satin-finish Marseilles, new designs—\$6.50 and \$10.00. Fine, light-weight Dimity Spreads—\$4.00 and \$4.50.

Bed Spread and Sham Bed Sets of Satin-finish White Marseilles—Spread 88x98 inches. Sham to match—\$10.50.

Sets of Crinkled Dimity—Spread 90x99 inches, embroidered scalloped edge, Sham to match—\$7.50.

Fine Half-linen Napkins Much Under Price

Bleached Half-linen Napkins in very attractive designs. They will give good service, and—they are priced considerably below their present value:

18-inch—now \$4.00 a dozen. 21-inch—now \$5.00 a dozen.

Shoes and Oxfords at \$8.95

Samples from the Whitman & Keith Co. and the J. P. Smith Shoe Co. All various leathers in the new styles and shades for the coming spring. Sizes 6 1/2, 7 and 7 1/2. A width; and sizes 6 1/2, 7, 7 1/2 and 8, B width—\$8.95 a pair.

Sample Low Shoes at \$12.20

This is the entire sample line of the James A. Banister Company, for whose Shoes this Store is Philadelphia headquarters. Low Shoes for spring, 1920, of finest materials and workmanship. Sizes 7 and 7 1/2, B; and size 8, A. (Price includes U. S. tax.)

Extra-length Sheets Sturdy Bleached Muslin Sheets, in the extra length, 99 inches, many housekeepers prefer: 63x99 inches \$2.25 each; 72x99, \$3.15 each; 81x99—\$3.25 each.

Men's Silk Shirts From Our Own Stock Reduced - \$7.65

Shirts which have been selling regularly at one-fourth to one-half more than the price, reduced for quick clearing away because these particular lines have become incomplete in sizes.

Although size ranges are incomplete in individual groups, the assortment in its entirety presents ALL SIZES to begin with. How long this range will remain complete we cannot say. The remarkably low price to which they have been reduced should induce brisk selling. Therefore, it might be wise to come early.

New Spring Suits are Ready

An excellent new line, ranging from \$30.00 to \$115.00, and including all the new effects of the season—close-fitting, semi-fitting, straight and easy and loosely belted, others variously tucked and plaited and finished with full belts or half belts.

From \$30.00 to \$47.50 Suits of men's-wear serge, in black, navy blue and taupe; and of tweeds, in rose, brown and gray.

From \$50.00 to \$77.50 Suits of silvertone, men's-wear serge, wool poplin and tricotine, in black, navy blue and brown; and smart home-spuns in gray, tan and blue. These include some close-fitting and semi-fitting models, on plain-tailored, conservative lines.

From \$80.00 to \$115 Suits of men's-wear serge, in black, navy blue and taupe. Poiret twill and tricotine, in black, navy blue and tan. In addition to the belted and the close-fitting tailored models, you will find in this group Suits with smart little coats in pony effects, and some very distinctive models with braid bindings or flat silk braid applied in novel tailored ways.

Outing Suits—\$32.50 to \$40.00

Axminster Rugs, 9x12, \$39.50

One of the exceptional values to be found in the section of Lower-priced Floor Coverings. They are in good Oriental patterns, in wanted colorings—\$39.50. Other noteworthy values in this section—

Seamless Velvet Rugs, 9x12 feet; seconds—\$44.50 Japanese Matting Rugs, 6x8.6 feet—\$2.95; 9x11.8—\$5.95 Seamless Tapestry Brussels Rugs, 9x12 feet—\$19.50

Jute Velvet Stair Carpet, 27 inches wide—\$1.55 a yard Old Colonial Rag Rugs, 27x54 inches—now \$1.35 each Printed Linoleum, 2 yards wide—85c a square yard

Chinese RUGS

A Special Exhibition and Reduction Sale For All Lovers of Art In Home Furnishings

In this unique display are many very fine and beautiful Carpet-size Chinese Rugs, in rare colorings, recently received, though bought some time ago at considerably less than present market value, and marked at correspondingly less than to-day's regular retail prices.

Perhaps of EVEN GREATER INTEREST are the many Chinese Rugs that have been in our stock for some months, which are now marked—

At Reduced Prices

A wide variety for rooms of practically all shapes and sizes—including many about 9x12 feet, as well as a number both larger and smaller. Prices from \$175.00 to \$650.00. The savings range from \$50.00 to \$225.00.

Fine Half-linen Napkins Much Under Price

Bleached Half-linen Napkins in very attractive designs. They will give good service, and—they are priced considerably below their present value:

18-inch—now \$4.00 a dozen. 21-inch—now \$5.00 a dozen.

White Wool-mixed Blankets Unusual, \$12.50

Unusually attractive in appearance, quality and price—this special lot of White Wool-mixed Blankets with dainty pink or blue borders, size 70x80 inches. We cannot duplicate them to sell at \$12.50 a pair.

Women's Linen Handkerchiefs Now Three for 85c

Linen Handkerchiefs with 1-16 and 1/8-inch hemstitched hems and daintily embroidered corners. They are such an exceptionally good value that many women will want to lay in a supply at—3 for 85c.

Women's Fashionable Pumps and Oxfords \$7.95

These Shoes come from high-class manufacturers. They are taken from our regular good stocks—which in themselves were based on contracts placed almost a year ago. At \$7.95—they are 30 to close to 50 per cent. under present retail valuation.

The Oxfords—In a variety of very attractive styles—tan calf, black gun-metal calf, black glazed kidskin and patent leather.

The Pumps—Dainty turn-sole models; brown and mahogany calf, black domino calf; patent leather, gun-metal, black glazed kidskin. Smart, new, exclusive styles. Wonderful value—try to be early to-morrow.

Dress Aprons and Many Other Kinds

Some in slip-over style, others buttoned in front—all pretty and practical—\$1.25 to \$3.25.

Among other practical kinds are Bungalow Aprons, \$1.50; Gingham Band Aprons, 50c to 85c; Bib Aprons, 60c to \$1.50; Maids' Aprons, 75c to \$3.50; Nurses' Aprons, 85c to \$1.50.

White Cover-all Aprons, long sleeves—\$2.00 and \$2.25. Dainty Tea Aprons—28c to \$1.75.

Girls' and Small Women's Muslin Underwear Exceptional Values—\$1.25 to \$3.50

Envelope Chemise, Night Gowns, Drawers, chiefly of fine nainsook. A special lot in broken sizes, including sizes 8 to 18 years. All are beautifully made and trimmed with dainty laces and embroideries, many ribbon-run. Night Gowns with short kimono or set-in sleeves. Prices now \$1.25 to \$3.50.

Sixty Years Ago Prices for Francis Bacon Pianos Were \$600, \$650 and \$750

Many old ledgers still in possession of the Francis Bacon Company show that scores of Francis Bacon Pianos sold for these prices. The instruments that brought these prices were the old "square pianos" of grandmother's day and, although the best instruments obtainable, they were far inferior in every way to the beautiful, rich-toned, mechanically perfect Francis Bacon Pianos and Player-Pianos of to-day.

To-day Your Francis Bacon Costs—Upright Pianos—\$450.00 and \$475.00

Player-Pianos—\$750.00 and \$800.00 Soloelle Player-Pianos—\$850.00

Reproducing Pianos (electric)—\$1250.00

These are the prices now asked for instruments—beyond comparison in intrinsic value, tone quality and mechanical improvements—with the old-fashioned square pianos of half a century ago. And please remember—the same FRANCIS BACON that signified the best in piano building "back in the sixties" still indicates the BEST OBTAINABLE TO-DAY.

Another Feature Not Available to the Old-time Piano Buyer

—is the arrangement whereby the modern music lover can obtain the instrument of his choice at this Store on terms of easy payment. Also, nowadays, your old instrument will be taken as part payment.

We Give You A stool, an instruction book and one year's tuning service, with a PIANO; and a chair and twelve rolls of music of your own choice, and tuning for one year with a PLAYER-PIANO.

STRAWBRIDGE & CLOTHIER

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