

DREAMLAND ADVENTURES

PLEASANT VALLEY BY DADDY

(In stories told before the Wild Geese gave Peggy and Billy a charm which took them to the long ago. They made peace between Indian tribes, but Watampoo, the medicine man, became their enemy. They met two wild bears who promised to take them to Pleasant Valley.)

The Cubs in the Cave

PEGGY and Billy found themselves alone on the pine tree hill with Bally Sam and the two wild bears. The bears, thankful for having their lives saved, had promised to take them to Pleasant Valley, a wonderful animal paradise where the birds and beasts of long ago lived happily without danger from savage Indians.

"Where is Pleasant Valley?" asked PEGGY. "Over the hills and far away, and we'd better get started before the Indians come hunting us and our cubs," replied Father Bear. Peggy and Billy agreed that they should start at once, for they remembered the threat of Watampoo, the medicine man. He had been chased up a tree by Father Bear and he had said that he would get even.

Mother Bear looked doubtfully at Peggy, Billy and Bally Sam. "Do you folks like children?" she asked. "Hee-haw! You bet we do!" brayed Bally Sam. Both bears shrunk away in

alarm at the awful noise he made, for the bray of a mule was unknown in the woods long ago and to the bears it was as terrible as the roar of a lion might have been. Mother Bear eyed Bally Sam fearfully and changed her question: "I mean do you like children just to like them, not to eat them?" she asked, for Uncle Sam was showing his teeth in a hungry sort of way.

"Hee-haw! I like children, but I never tried eating one," grinned Bally Sam. "Do you like children just to like them, not to eat them?" asked Father Bear, remembering the mighty kick Bally Sam had given him, boosting him up the tree when he was going after Peggy and Billy.

"Hee-haw! I spank only bad children," brayed Bally Sam, teasingly, for he knew the bears were asking all these questions before bringing out their own precious cubs. "If your children are good—"

"Of course they are good," snorted Mother Bear, and she called: "Oo! Oo!" at the door of a cave.

There came an answering "Oo!"

HOUGHTON'S answer to envious propaganda is the Houghton record of over a half-century.

E. F. HOUGHTON & CO. 240 W. Somerset Street Philadelphia

Oof!" and out trotted two of the cutest bear cubs Peggy or Billy had ever seen. They were rubbing the sleep out of their eyes as they came, but they woke up in a hurry when they saw Peggy, Billy and Bally Sam.

"Be not afraid!" growled Father Bear. "These White Spirits and this Roaring Demon have spared us to come back to you."

"Make a pretty bow," added Mother Bear. The cubs sat up like puppies, bobbed their heads, and gave queer little sneezes.

"Oh, how cute!" cried Peggy, and

that pleased Mother Bear very much. "This is Major," Mother Bear said, proudly pointing to the boy bear. "And this is Minor." The girl bear bobbed and sneezed again.

"Major and Minor Bear. I've heard those names before," cried Billy. "Of course you have. They are named after our forefathers up in the sky," growled Father Bear.

"I know—the Big Bear and the Little Bear up near the North Star," cried Peggy, whose father had told her how all the stars have names and how they form into groups that look something like animals and men.

"To be sure," granted Father Bear.

"We come from a very old and very high family," "Honk!" gabbled the Wild Geese above them. "We come from a high family, too—no high that we can see into the Indian village. And we see old Watampoo there, urging the Indians to hunt the bears."

That was bad news, and without wasting another minute, the bears set off for Pleasant Valley. Major rode Father Bear, Minor rode Mother Bear, while Peggy and Billy rode on Bally Sam's back.

(Tomorrow will be told how they find their way into Pleasant Valley.)

WANAMAKER'S Wanamaker's Down Stairs Store

Easter Dresses Wool Jersey and Taffeta



Special at \$13.50—New wool jersey dresses at this price are very attractive and particularly suitable for young girls. One of them, in sand or navy, is sketched.

Another group, at \$16.50, includes wool jersey frocks in navy, taupe and Copenhagen—all seasonable shades, and the dresses are mostly embroidered with self-tone silk.

Reliable, All-Wool Suits for Men at \$35

With Easter peeping around the corner, it's high time for a new Spring suit, sir! These are semi-conservative and conservative suits, of mixed chevrons, in the right weight and correct color tones—and they are splendidly tailored Wanamaker suits.

Women's and Young Girls' Pleated Skirts

The Skirt Store is showing quite a complete assortment of the newest color combinations and various sizes of plaids, checks and stripes. As well as the side and box pleats, there are various accordion, knife and combination pleats that are most attractive.

\$22.50 to \$25 and Upward A Special Lot of Spring Silk Skirts Many of Which Are About Half Price

Dainty Springtime Blouses of Batiste

40 Styles at \$3.75 to \$6.75 Materials are sheer and fine—the kind that women like for Spring—and there are high collars, low collars, round necks and square necks! And they are attractively trimmed with wee ruffles, heading, hemstitching, tucking or Valenciennes laces.

500 Umbrellas at \$2.50

Black cotton, tape-edge umbrellas for men and women are made over strong frames. The handles are in straight, crook and opera shapes and some of the women's have loops.

RUGS

Firmly woven fiber rugs in good colorings have come to us in a new shipment at low prices. 6 x 9 feet, \$5.50 9 x 12 feet, \$9.75

300 Pair of Little Boys' Shoes at \$3.50 a Pair

Good shoes for hard school wear are these of tough tan leather in plain lace style. (Gallery, Market)

Easter Coats Sports Coats and Wraps



At \$19.50—Collars and cuffs of brushed wool form a smart finishing touch on brown or tan jersey sports coats. The style is sketched, but if you turned the coat around, you would find three attractive pleats in back.

Easter Suits Tweed, Jersey and Serge

Special at \$25—Charming little suits of navy serge are in rippling styles and many of them are trimmed with black silk braid.

Well-Tailored Tweeds

are sure of themselves anywhere. business, sports and practical wear. The jackets are all lined with figured or plain silk. \$23.50, \$29.50 to \$45.

Three Seasonable Specials in Women's Shoes

At \$3.90 a pair, there are high lace shoes of black kidskin. 800 Pair of Oxford Ties Special at \$5.40

700 Pair of Pumps Special at \$6.50

Black Calfskin Black Patent Leather Both styles are on long, slender lines and have turned soles and high, covered heels. (Chestnut)

Charming New Guimpes and Sleeves to Go With Eton Jackets

The vogue for smart little Etons has brought a great many of these sleeveless guimpes. Attractive styles are to be seen in silk or organdie. The silks, usually the novel kinds, are often beautifully embroidered and prices begin at \$14.50.

Lovely Organdie and Net Fichus take lace for their trimmings and are to be had in colors, as well as white, at \$2.25 to \$4.75. (Central)



21 New American Stores Will Be Opened Just as Soon as Our Carpenters Can Get Them Ready

These are in addition to twelve new stores opened within the last month. The chain is getting longer week by week, the more links, the greater the strength. Every link added just binds that many more of our customers in a family union, born of confidence, and fostered by good will.

Advertisement for Gold Seal Eggs. Includes image of a chicken and a box of eggs. Price: 58c per carton. Strictly Fresh Eggs 53c per dozen.

Advertisement for Evap. Milk and Sugar Corn. Evap. Milk 12c per can. Sugar Corn 12 1/2c per can.

Advertisement for Peaches and Cherries. Peaches 35c per can. Cherries 25c per can.

Advertisement for Penn Mar Syrup. Pure cane sugar syrup. Price: 28c per can.

Advertisement for various food items including Cheese, Flour, Prunes, Lenten Needs, and Asco products.

Advertisement for Easter Candies, Easter Rabbit Cakes, and Heinz Baked Beans.

Advertisement for Asco Blend Coffee and Asco Blend Teas.

Advertisement for Wash Day Helps including Asco Ammonia, Asco Bluing, and Asco Soap.

Advertisement for Victor Bread. Quality & Quantity Loaf. Price: 8c per loaf.

George Allen, Inc. 1214—Chestnut Street—1214

Fashionable Easter Millinery In Correct and Becoming Styles

Dressy or smartly tailored hats in fascinating new models are here in select profusion. Entirely new models, featuring the new materials, and the workmanship is, of course, the best.

Moderate prices prevail throughout our entire millinery salon in either trimmed or untrimmed hats

French D. M. C. Cotton

These famous mercerized Embroidery and Crochet threads are made in Mulhouse, Alsace, FRANCE (founded 1746); the general shortage of these goods is explained by the fact that both of the D. M. C. factories have been in the war zone for nearly five years.

The prices are the same or less than present prices on inferior qualities.

- D. M. C. Art No. 99B—The short skein embroidery cotton, all sizes in snow white and red, black and blue for marking, 4c skein; 44c dozen. D. M. C. Art No. 117—Mouline embroidery cotton; snow white and a wonderful assortment of colors; 5c skein; 55c dozen. D. M. C. Art No. 111—Red label embroidery cotton, all sizes, No. 6 to 35; 5c skein; 55c dozen. D. M. C. Darning Cotton—Black, white, tan, brown; 10 gramme ball; 15c. D. M. C. Art No. 115—Perle cotton for embroidery or crochet; snow white in No. 3, 5, 8 and 12; beautiful line of colors in size 5; 10c skein, \$1.10 dozen. The same cotton Art No. 116, in a 10 gramme ball, at 15c. D. M. C. Art No. 119B—Pure white crochet Floche, 20 gramme ball; 30c. D. M. C. Art No. 151—Fine mercerized crochet cotton "Cordonnet Special"; 20 gramme ball; beautiful "snow white," all sizes No. 3 to No. 150—30c a ball. This cotton has 2 1/2 times as many yards as the ordinary domestic cotton; so that it really is a third less expensive in price.

Big Bargains in Talking Machines

Sample machines, some a little shop-worn. Others slightly used, taken in exchange for the famous Pathe. All as good as new, at astonishing savings.

- F. A. North Co. \$105 VICTROLA \$85 Slightly used. Mahogany. NEIGHBORHOOD STORES \$45 VICTROLA \$30 Golden oak. Slightly used. CENTRAL 1306 Chestnut St. WEST PHILA. \$130 COLUMBIA \$100 Mahogany. Slightly used. 302 South 52d St. NORTH PHILA. \$130 COLUMBIA \$100 Oak cabinet. Slightly used. 2136 North Front St. KENSINGTON \$200 CRYSTOLA \$135 Sample machine, used for window display. Mahogany. 1813-15 E. Allegheny MANAYUNK 4378 Main St. \$250 TABLATONE \$160 Sample machine. Art model; mahogany. Very beautiful. NORRISTOWN 228 West Main St. CHESTER 312 Edgmont Ave. READING 15 North 5th St. CAMDEN 831 Broadway TRENTON 209 East State St.

F. A. North Co. 1306 Chestnut Street. Please send me a complete description of your bargains in Talking Machines, also details of easy-payment plan, without interest or extras. Name: Address: Tel.: