

Grand Organ, 9, 11 and 4.50 <small>Chimes on Stroke of Noon</small>	<b>WANAMAKER'S</b> <small>Store Opens 9 A. M.</small>	<b>WANAMAKER'S</b> <small>Store Closes 5 P. M.</small>	<b>WANAMAKER'S</b> <small>WEATHER Fair</small>
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# “Westward the Star of Empire Takes Its Way”

**There Are But Three Persons Who Have the Right**  
to lay us aside—the doctor, the clergyman and the undertaker. In every man there is that which does not grow old if he did but know it.

To suffer oneself to be talked into feeling old, and therefore to lay aside one's occupation and to settle down into ease and inactivity, is in many observable instances to hasten the years and to hurry forward the end of life.

Rust is a greater destroyer than the moths. Do not step out of the ranks of interest in the events of the day and hour.

Go straight on in your own way, and the nobodies, the mere talkers, will get out of your way.

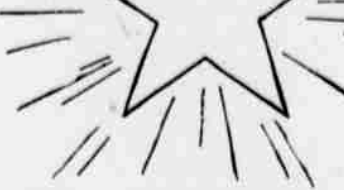
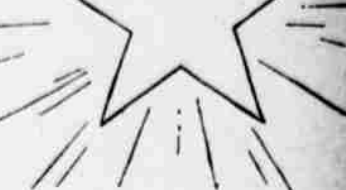
Keep the “boy feeling” you have always had and live as Gladstone did, with a hope of a hundred years.

This Store shows all over that it is still young. Isn't it so?

*[Signed] J. H. Wanamaker*

Feb. 10, 1919.

## This Is America's Day and This the Great American Furniture Sale

To CALL anything American today is to apply to it the greatest adjective there is. Never did the word American mean so much. It is the best name that we can apply to the February Furniture Sale that we are holding. This is an American Furniture Sale worthy of the name. To be worthy of the name it needs to be a great Sale, a wonderful sale—and it is both of these things.

It is the greatest Furniture Sale that has ever been held in respect of the extent and variety of stocks—in other words, it is the largest Sale.

It is the greatest Sale in qualities and beauties, in real opportunities and real economies.

All of these things are now clear for everybody to see. And most of all, it is the greatest, the largest Sale that has ever been known in actual distribution of goods.

It is an American Sale in the fullest sense; a Sale worthy of the “big things” of this country, and that is saying a great deal, as shown here.

### Why the United States Sways the World

The United States is today the richest and the most powerful nation in the world—the financial center of the world.

This is no jingoistic boast, but an incontrovertible fact, which our own people do not seem fully to realize.

But they cannot afford to forget their economic and political preponderance because surely they do not want to lose it.

This is what it means as presented in a well-known financial journal and quoted by a Philadelphia newspaper Saturday morning:

“We represent but 6 per cent of the world's population and own but 7 per cent of the world's land. But we produce 70 per cent of the world's copper, 66 per cent of the oil, 75 per cent of the corn, 60 per cent of the cotton, 33 per cent of the silver, 52 per cent of the coal, 40 per cent of the iron and steel, 20 per cent of the gold, 85 per cent of the automobiles, 25 per cent of the wheat, and we operate 40 per cent of the world's railroads.

“Thus for three thousand years the Lamp of Leadership has been seized by nation after nation, until now, wearied and outstripped, Europe hands it willingly, but unasked, to the strong, free land of the West—to this, the most wonderfully endowed nation of all history!”

As for shipping, the same article says that our shipbuilding schedule, when carried through 1920, will give us twice as many ships as our nearest competitor.

**These Are Very Big Facts**

If you would like to see a stock of furniture that is worthy of them and to note the opportunities in a Sale that is worthy of them we invite you to come to this February Furniture Sale, an American Sale in the best sense, the greatest American Sale there has ever been.

(Fifth, Sixth and Seventh Floors)

### The Little Salon of Mourning Apparel

is showing graceful afternoon gowns, suits and blouses in all-black and black-and-white, besides fine neckwear.

The people in attendance here will be glad to accompany customers to other parts of the Store or to be of service to them in other ways.

(Third Floor, Central)

### Lovely New Dress Hats for Southern Wear

Dainty as can be, these new hats are just out of their boxes and just from the workrooms—so you will know the styles are very new.

An exquisite blue hat is of sky blue straw with an underbrim of woodsy brown straw and a perfect cascade of silken blue fringe from the top of the crown.

And there are lovely satin-and-straw hats in new shapes.

(Second Floor, Chestnut)

### Women's Fur-Collar Coats Reduced to New Low Prices

And considering how much they had been reduced previously it means that some beautiful coats are now close to or touching the half-price mark.

About 100 fine velours with cone, near-seal and racoon collars, square or shawl-shaped, are now \$16.50 to \$37.50, hardly enough to pay the cost of the material.

About 50 of the handsomest duvetyn, satin, peau de soie and velvet coats with trimmings of mole, beaver, fox, taupe, squirrel and Hudson seal (sheared muskrat) are now \$100 each.

(First Floor, Central)

### Never Were Plaid Skirts So Striking

and never was there such a vogue for them—somehow plaids seem to harmonize better than anything else with Spring and the jolly out-of-doors. These skirts have the straight, clinging lines of the present silhouette, and yet they are easy to walk in because they are all pleated.

The colors are the charming blue, brown and tan combinations, besides black and white.

Materials are prunella cloth and worsted.

The price is \$22.50.

(First Floor, Central)

### Women's Silk Sweaters at Average Half Price

118 sports coats that have been used as samples. Practically all different, so you can understand what a variety of styles and colors there are.

We have marked them all at the one price, \$18.50, which is an average half of regular.

(West Aisle)

### New Spring L. R. Corsets in Pink and Fancy Materials

There is no reason at all why a corset should not be daintily made and attractive—as well as smart of line and comfortable to wear. And these new L. R. corsets are all that!

At \$2.50 and \$3.50 are low-bust and topless models in plain and flesh-colored taitate.

At \$3, \$3.50, \$4.50, \$6.50 and \$7 are models in flesh-color and white broches; these, too, are topless and very low bust.

At \$6.50, \$10 and \$12 are fine corsets of pink broche, all in the popular front-ice style.

And what with all the styles we have and the wide assortment it will be possible for most every type of figure to be suited.

(Third Floor, Chestnut)

### Black String Ties With Beads—Says the Neckwear Shop

Fascinating little arrangements of narrow black or white silk ribbons with bright-hued beads—this is the newest neckwear notion.

Sometimes the ribbon is worn necklace fashion and slipped over the head; sometimes there are two ends which end in pendants of beads. Beads are used at the ends of the ribbon, or inset, or strung, chain-like, between the ribbons.

There are imitation coral, amber, jade, sapphire and other beads for choice, and there are many unusual and novel designs.

Wear them over your new Spring blouse, or with your new round-necked frocks.

50c to \$3 each.

(Main Floor, Central)

### Comparisons Are Not Odious in This Silk Sale

Rather, we are glad to have you examine any silk here as closely and critically as you have a mind to, then compare it with the silks in our regular stock, and finally with the same quality of silks sold elsewhere.

We have been doing exactly this for our own satisfaction, and as a result we have found:—

- That the silks in our regular stock are, in the majority of cases, of better quality, newer fashions and more desirable colors than those advertised as great bargains elsewhere.
- That the silks in this Silk Sale, being even less than our everyday silks, are very great economies indeed, and certainly better values than can be found elsewhere in this city.

Since the first of February many thousands of dollars' worth of fine, new Spring silks have been added to our already large collection. Mostly these silks were ordered (but not made) a year ago. This and the large quantity bought partly explains the prices.

(West Aisle and First Floor, Chestnut)

### Comfort, Good Style and Moderate Price—A Woman Gets Them All in Fabric Gloves

PARTICULARLY in chamois-finished hile and duplex gloves, which are made with the greatest care cut in new styles, wear satisfactorily, and are easily washed. And look at these prices:

75c a pair for chamois-finished hile thread gloves in white. \$1 a pair for black, white, chamois, drab, grays, and brown.

\$1.35 a pair for 2-clasp duplex gloves in white with a white or combination stitching, mastic, buck, gray and brown.

\$1.60 a pair for 1-clasp duplex, pique-sewn gloves, with combination stitching, in gray, tan and brown.

\$1.75 a pair for 2-clasp duplex gloves with silk lining and spear-point stitching, in white.

\$2 a pair for 1-clasp duplex outsewn-sewn gloves in white, with self-stitching, and gray with self or combination stitching.

\$1.50 a pair for strap-wrist duplex in white, buck or gray. \$2 and \$2.50 a pair for gray or cordovan.

(Main Floor, Central)

### Women's New Boots and Oxfords of Bronze Kidskin

Two very dainty shoes for women just came in. One is a bronze kidskin, high Louis heel lace boot with turn sole. This style is \$9 a pair.

The other is a bronze kidskin, high Louis heel oxford. This style is \$7.50 a pair.

Just the shoes women are looking for now.

(First Floor, Market)

### Tucked White Waists Again

So fine and simple and dainty are they that we can hardly get enough of them. This new shipment includes a style with long shawl collar at \$6.85; a rather low round-necked style with tucked frill and front at \$7.75, and a square-necked style at \$7.75.

(Third Floor, Central)

### New Cotton Crepes Have Been Coming In

But not before many inquiries for them have been received. They wash so well, don't need ironing and are so pretty that there is no end of uses to which they may be put.

Plain-colored please crepes, in flesh, pink, white or light blue for underwear, are 30 inches wide and 38c a yard.

Striped crinkled crepe for children's clothes, particularly rompers, and for women's house dresses, 26 inches wide, 38c a yard.

(First Floor, Chestnut)

### WOMEN desiring silk petticoats to wear with the new dresses that cling around the ankles will find them here in the petticoat corner, priced all the way from \$5 to \$19.50. One style particularly in favor is of silk jersey altogether, with two accordion-pleated founces, the top one being cut in points. The price of this is \$10.

(Third Floor, Central)

## Tomorrow a Sale of Philadelphia's Finest Overcoats for Men

### 250 Silk Lined at \$35

Ready tomorrow morning will be 250 overcoats such as have not appeared in sales.


These are from the fine staple cloths of the Wanamaker Clothing Store, rich oxford and black cheviot coats, Chesterfield style, silk lined, with velvet collars.

### Gentlemen's Coats!

Coats with dignity, fashion, durability and good repute.

And savings go from \$5 to \$20, and the best choosing will quite naturally be early.

(Third Floor, Market)



### 1500 Player-Piano Rolls at 10c to 50c Each

88-note rolls that include operatic and classical music, and word rolls of the popular new songs and the favorite old songs.

(Egyptian Hall, Gallery)

### Please Remember, This Is a Sale of New Rugs in Spring Designs

These fine Wilton rugs are all fresh and desirable goods. The only difference between them and other fine new Wilton rugs is that these are priced a fourth less than the others.

There is excellent variety of patterns just now.

27x54 in., \$8.25	4.6x7.6 ft., \$24.50
36x63 in., \$14.50	6x9 ft., \$48.50
8.3x10.6 ft., \$57.50 and \$67.50	
9x12 ft., \$59.50 and \$69.50	

(Seventh Floor, Chestnut)

### Motor Robes Reduced

The following lap robes, including sizes for one, two or three people, are a fourth to a third less than regular.

Woolen robes with fringes and in plaid designs, \$5.50 to \$9.50.

Mohair plush, some rubber interlined, \$5 to \$13.50.

Modeled plush, some silk plush, \$25 to \$50.

Fur robes, \$20.50 to \$116.25.

(The Gallery, Chestnut)

### 500 Pair Filet Net Curtains Special \$2.25 and \$2.50 a Pair

This is less than the wholesale cost today, and it goes without saying that although these curtains are just new, they were bought some time ago.

They are suitable for any and every room in the house and are used during the entire year.

In white or ecru color.

(Fifth Floor, Market)

### A Remarkable Purchase of Table Cloths

We secured them from a noted Scotch manufacturer at a reduction from an old scale of prices and they are marked to sell at a saving of 33 1-3 per cent.

All are very fine full-bleached satin, double damask, and are in a large choice of handsome designs.

Size 2 1/4 x 2 1/4 yards, \$11.50.

Size 2 1/4 x 3 yards, \$13.75 each.

Size 2 1/4 x 2 1/2 yards, \$13.75 each.

Size 2 1/2 x 3 yards, \$16.50 each.

Size 2 1/2 x 4 yards, \$22.50 each.

Size 2 1/2 x 4 1/2 yards, \$25 each.

Size 2 1/2 x 5 yards, \$27.50 each.

(First Floor, Chestnut)

### Hair Mattresses Made to Order at Special Prices

During this February Sale you can have us make hair mattresses to order in any size desired at reductions from regular prices.

These are the special February prices:

Hair Mattresses, regular double-bed size, 4.6x6.4 feet, are now \$24 to \$90 each; single-bed size, 3x6.4 feet, are now \$15 to \$60 each.

Many styles of coverings range from a handsome durable silk-and-linen moire to imported linens and excellent grades of saten ticking.

We are offering cotton mattresses in 12 different grades at the following reductions:

Felted cotton mattresses, double-bed size, 4.6x6.4 feet, \$18 to \$36; in single-bed size, 3x6.4 feet, \$14.40 to \$31.50.

Willowed cotton mattresses are \$12.75 to \$14.50 in double-bed size, 4.6x6.4 feet; single-bed size, 3x6.4 feet, \$9.75 to \$12.

(Sixth Floor, Chestnut)

Box springs in coverings to match the mattresses are priced for February at \$21 to \$55 for double-bed size, 4.6x6.4 feet, and \$19 to \$50 for single-bed size, 3x6.4 feet.

Feather pillows and bolsters are at reduced prices in the February Sale also.