

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Only the Greatest Stock of Furniture in the Country Could Make Such a Furniture Sale

A Lowering Tide Upon a Part of the Beautiful Tampa Bay
uncovers a ridge of sand, the beginning of a new island, where, in sight today, are hundreds of pelicans, turkey buzzards, cormorants, seagulls, great white cranes with their slim, long legs, wild ducks and snipe, probably a thousand of them, all wild, sunning themselves and some of them opening oysters on the oyster bed with their long, strong bills.

They are not disturbed by little boats, and the black spot they make is still visible a mile off, so many are there of them.

The pilot at the wheel tells interesting stories of land owners increasing the values of their properties by sand islands making up and by inexpensive dredging.

Did not our school teachers long ago set writing copies for us that read, "Where there is a will there is a way"?

[Signed] *John Wanamaker*

January 31, 1922.

Beautiful Diamond Jewelry for a Woman's Pleasure

Jewelry that she can wear with the consciousness that the diamonds and other precious stones are beyond criticism and that the mountings are of the finest and most exquisite workmanship.

- Diamond rings, \$57 to \$2800.
- Diamond bangles, \$105 to \$825.
- Diamond bracelets, \$225 to \$2700.

(Main Floor)

Sale of Waists

Here are 1900 blouses and overblouses at little prices, each one of which is a truly uncommon value. The brief description gives little idea of the quality of these waists and their excellence at these low prices.

500 Hand-made Waists at \$3.85

Sheer white French voile in several well-cut and well-made styles, ornamented with hand drawnwork, hand embroidery, and some also with hand-made fillet lace. With and without vestee fronts.

400 Silk Blouses at \$3.85

Samples and small surplus lots of crepe de chine, tricolette and Georgette blouses and overblouses, all of good designs.

Tricolette overblouses in black and colors, the Peter Pan collar, cuffs and lower edge bordered with loop braid trimming. Another style trimmed with deep silk fringe.

300 Silk Blouses at \$3.85 and \$6.85

These are blouses and overblouses of much higher value from our own stocks, mostly of crepe de chine in dark colors, and ones and twos of a kind. Some were about double present price.

100 Tailored Waists at \$2.85

A novelty silk-and-cotton in striped effect and good colorings. Smartly tailored, with long roll collar.

600 Cotton Waists at \$1.65

Batiste, lawn, voile, in all-white, white with colored trimming, or pink, blue, orchid, beige. Some with hand-drawn collars and cuffs. Dozens of delightful styles. Remarkable for this price.

(East Aisle)

Young Women Are Taking to Comfortable "Knickers"

They wear them for skating, golfing, country tramping and some say it will only be a question of time before they wear them further.

Two-piece suits of wool jersey, comprising knickers, skirt and coat, \$37.50.

Sizes 14 to 20 in both.

(Second Floor)

A Choice of 100 Styles in New Woven Tissues

The prettiest plaids and checks and a few stripes, many are in the familiar gingham patterns, but there are all colors in the assortment.

Being lighter in texture than a gingham, many women use these tissues for afternoon as well as morning frocks. They wash very well, are 36 inches wide and 75c a yard.

(First Floor)

Women's Heavy Ribbed Silk Stockings for \$3.75

Second-grade goods or they would be more than double this price. They are the one and two color combinations so much in favor

right now and as the lot is limited you had better not delay if you want any.

(First Floor)



THE FEBRUARY SALE of Fine New Dependable SILKS

At Prices Extraordinarily Low

This is a brand-new collection of silks in the highest qualities and in instant fashion, good, sound and dependable, at prices that are from one-third to one-half less than the present retail market.

It is not a job lot nor a sensational sale of poor silks. It does not include anything of left-over, off quality or reject description.

There are no poor silks, no cheap silks, no tender silks, no out-of-fashion silks.

But an admirable collection of the very best and finest things of the moment, most of them recognized staples.

In deference to the fashion demand for white, the collection includes an unusually good variety of white crepes, white sports satins and white washable silks.

Good wide silks, too, ranging from 33 to 54 inches. Prices are as follows:

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| Tricolettes, 36 inches wide, \$1.10. | Sports satins, both plain and fancy, 36 inches wide, \$2 and \$2.25. |
| Georgette crepes, 40 inches wide, \$1.50. | Taffeta silks, 36 inches wide, \$2.25. |
| Printed foulards, 36 inches wide, \$1.75. | Plain radium silks, 40 inches wide, \$2.25. |
| Washable satins, 36 inches wide, \$1.85. | Charmeuse silks in colors, 40 inches wide, \$2. |
| Crepes meteor, 40 inches wide, \$2.50. | Black charmeuse, 54 inches wide, \$2.75. |
| Flat crepes de chine, 40 inches wide, \$2.50. | Novelty silks, 40 inches wide, \$1.50. |
| Pongees, 33 inches wide, 75c and \$1.50. | |

The low prices are made possible only by advance orders placed last fall. Replacements at the above prices are unlikely for some time to come, if at all.

(West Aisle and Silk Salon, First Floor)

Oil Paintings and Water Colors Come Down

Pictures are as necessary for the well-furnished home as is the furniture itself.

In harmony with the great Winter event in furniture, every oil painting and water color in the Picture Store tomorrow loses from 15 to 25 per cent of its price.

This will put the possession of a really beautiful painting within reach of more people than ever.

(Fifth Floor)

Victor Records for February Out Tomorrow

Five wonderful fox-trots at the new low price, 75c each.

No better place exists to see them, hear them and buy them than the Wanamaker Phonograph Store.

(Second Floor)

Mirror Prices Break

All the mirrors in the Picture Store are reduced from 10 to 20 per cent.

Reductions will last for the month of February, but please remember that the most striking values will be the first to go.

(Fifth Floor)

New L. R. Corsets

Just arriving include topless models, long and short models, front-laced models, heavy and light models, and all of them priced between \$1 and \$7.50. Women interested in their new Spring clothes please take notice—it being well understood that the corset is the first step to a really satisfactory outfit.

(Third Floor)

"What Next in Europe?"

by Frank A. Vanderlip; price \$2. The writer's conclusions are based on discussions with business men, financial experts and chancellors in nearly every country; and are very well worth considering. Arrangements have been made in six countries for the translation of the book.

(Main Floor)

EVERY sale has to go ahead on the strength of the stocks that are back of it or fall down through their weakness.

The strength of this sale is greatest where it matters most to the people—in the goods.

They are the pick of America, and to a certain extent, of the world.

In buying for this sale we countermanded \$100,000 worth of one kind of furniture alone.

It wasn't bad furniture by any means, but it wasn't good enough for a Wanamaker Sale, and we won't have anything but the best.

There is no need to labor the point that the sale which has become large beyond anything of the kind in the world is able to command the market so as to secure the finest qualities at the lowest prices.

The furniture is here to prove it. There may be much or little in the old saying that "money talks," but there is no doubt in our mind that "merchandise talks."

(Fifth, Sixth and Seventh Floors)

Rich and Varied Treasure of Oriental Rugs in a Notable February Sale and Exhibition

The Sale brings important new shipments of various types of Oriental weaves secured to special advantage and marked to sell at substantially less than prevailing market prices.

Among these are fine Chinese rugs in carpet sizes, Mongolian pieces all, and of very good class in a choice of blue, taupe, fawn and golden shades, and in refined floral patterns.

Mahals, also, have come in, and charming small Saruks and the ever-popular Mosuls.

All of these are excellent trustworthy pieces in colorings and patterns very desirable for modern furnishing schemes.

The pieces listed give an idea of the sizes and prices, but, of course, one must see the rugs to appreciate their excellence.

Chinese Rugs—Carpet Sizes

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|-------------------------|------------------------|
| 12x9.1 ft. \$327 | 12x9.2 ft. \$335 |
| 10x8.1 ft. \$240 | 12x9.2 ft. \$332 |
| 12x9.4 ft. \$337 | 13x9.2 ft. \$365 |
| 12.3x9.2 ft. \$345 | 12x9 ft. \$329 |
| 8.10x6.2 ft. \$165 | 10x8.2 ft. \$245 |
| 12.3x9.4 ft. \$347 | 9x6.4 ft. \$175 |
| 13x10.10 ft. \$435 | 10x8 ft. \$247 |
| 11.2x8.3 ft. \$275 | 11x8.2 ft. \$265 |
| 10x7.3 ft. \$225 | 14x10.2 ft. \$427 |
| 12x9 ft. \$275 | 12x9.1 ft. \$259 |
| 14x10 ft. \$355 | 14x11.8 ft. \$365 |

Chinese Rugs—Small Sizes

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|-------------------|-------------------|
| 4x2 ft. \$23 | 6x3 ft. \$60 |
| 5x3 ft. \$45 | 6x4 ft. \$75 |

Persian Mosul Rugs—Average Size

3.6x6.7 ft. \$45 to \$57

Persian Mahal Rugs

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|--------------------------|--------------------------|
| 13.6x9.6 ft. \$287 | 10.10x7 ft. \$187 |
| 10.7x7 ft. \$157 | 12.7x8.7 ft. \$249 |
| 12x8.1 ft. \$289 | 13.7x9.6 ft. \$347 |
| 11.6x8.10 ft. \$195 | 10.2x7.4 ft. \$169 |
| 10.2x6.11 ft. \$165 | 13x9.3 ft. \$297 |
| 12x9 ft. \$298 | 12.6x8.11 ft. \$225 |
| 10.5x7 ft. \$169 | 11.2x8.5 ft. \$197 |
| | 11.2x7.7 ft. \$198 |

Wide Velour Door Curtains at \$16.50 a Pair

They go out as fast as we tell about them. New shipments include blue, mulberry, gray, rose, green, brown and all good colors. They are either two-colored or all one tone, in either case with French seam finish.

All are 42 inches wide and 2 1/2 yards long, and they are the best value of the kind in years.

(Fifth Floor)

Handkerchief Specials for Women and Men

Even though they have such little prices, they are all linen, and a good sturdy linen at that. Most people buy a dozen or more at a time because of the advantage in price.

Women's handkerchiefs, plain hemstitched and of nice sizes, 12 1/2c each or \$1.38 a dozen.

Men's handkerchiefs, generous size and quarter-inch hem, 25c each or \$2.75 a dozen.

(Main Floor)

VALENTINES are ready and 5c to 1c are the prices. Look for them on the Main Floor, Central, close to the elevators.

Not only does merchandise talk, but it always has the last word.

The furniture in this sale is the kind that we are glad to have speak for us.

It tells the story of fine woods, sound construction, true and beautiful designs and appealing characteristics in a way that there is no gainsaying.

It tells the story of economy based on quality, service and likableness in the goods.

It is a story that goes to the very heart of things.

In regard to overstuffed furniture, for instance, it means that every piece has a curled hair filling, no moss or tow being used.

In regard to all the furniture on the floors, it means that you can choose any suit or piece in the whole unrivaled collection with the certainty that it is the best at the price in all America.

Our whole stock is offered in this sale at savings that range from 10 to 50 per cent, the average being about 25 per cent.



The Most Exquisite Group of Rare Antique Oriental Rugs Seen in Many Years

(These Goods Are NOT at Sale Prices)

Descriptions of rugs of this kind do not mean much, especially to connoisseurs. It is only they who know how to appreciate the indefinable charm of real old Oriental colorings that have been mellowed and softened by the years. They will be delighted by this lot, which we secured abroad and which have only come in within the past week.

It is a long time since lovers of rare old rugs have had such a treat as these wonderful and captivating weaves will surely afford them. The ages given are as authentic as can be arrived at by conservative expert judgment.

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| Khorasan, 10.2x5 ft., 19th Century, \$900. | Karabagh, 19x6.9 ft., 100 years old, \$1800. |
| Cabestan, 19x5.1 ft., 18th Century, \$1500. | Karabagh, 19.1x5.7 ft., 100 years old, \$750. |
| Kubah, 6.2x4.5 ft., 18th Century, \$650. | Kouleh, 5.4x4 ft., 18th Century, \$650. |
| Ghiordeh, 7.8x4.8 ft., 18th Century, \$900. | Ghiordeh, 6.2x4 ft., 18th Century, \$850. |
| Kabestan, 12x5.1 ft., 150 years old, \$880. | Kouleh, 5.5x3.9 ft., 18th Century, \$500. |
| Karabagh, 21x8.2 ft., 19th Century, \$3500. | Ghiordeh, 5.6x4.3 ft., 18th Century, \$600. |
| Daghestan, 8.2x6 ft., 100 years old, \$950. | Ghiordeh, 6.4x3 ft., 18th Century, \$850. |
| Karabagh, 19x3.7 ft., 100 years old, \$750. | Ghiordeh, 6.4x3 ft., 18th Century, \$850. |
| Karabagh, 15.6x3.8 ft., 100 years old, \$550. | Kabestan, 5.2x10 ft., 150 years old, \$150. |
| Karabagh, 19.9x7.5 ft., 100 years old, \$2500. | |

All Our Mattresses, Pillows, Bolsters and Bedsprings in the February Sale at Reduced Prices

Only the best grades of bedding are sold in this Store at sale times, or at any other time.

This February Sale includes our entire stock, and that means hair mattresses, cotton mattresses, floss mattresses, feather pillows, bolsters and bedsprings.

Prices are now 10 to 35 per cent less than today's regular market figures, and that means lower than they have been in several years.

It is one of the two great mattress and bedding opportunities of the year.

(Sixth Floor)