

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Fair

Next Monday and Tuesday Are the Last Two Days in the Wanamaker August Sale of Furniture!

"Onward" Seems to Have Been the Watchword

of the foot racers at the Olympic games abroad, where some of our American boys acquitted themselves with honor.

Note that a true runner does not turn around to look behind him to see how much of the track he has done, or to see how far ahead of the others he is, but he keeps up an ever-quickening pace to reach the goal.

There are just two things for a runner to think of:

The Goal
The Prize

and to keep a-going unceasingly until the prize is in his keeping.

Get over the disposition to stand still. You can win something if you try hard.

[Signed] *John Wanamaker*

August 27, 1920.

DAYS rich in opportunity!

The deep resources of this Sale, the huge scale of service on which it is drawn, are such that after nearly a month of strenuous selling, we can still promise the late comers—and the earlier comers who've come back and back again—plentiful and desirable choice among attractive suits and pieces of high-grade furniture on the two closing days of the Sale.

And, Wanamaker-fashion, we will keep that promise, a thing ever to be relied on in our promises and our sales.

Look over the house now, if ever, with a critical and observant eye, for the golden August opportunity to fill any remaining furniture needs, just simmers down to this:

Come in Here Next Monday, August 30th

and you'll still find excellent picking and choosing among the suits and pieces, and on every piece or every suit the August reduction, ranging from 10 to 50 per cent.

Come in here next Tuesday, August 31st, and you will find the same generous reductions and an abundant and attractive choice. Only you won't find, of course, the furniture that was bought by those who came in bright and early Monday morning.

Come in here next Wednesday, September 1st, and you can buy plenty of fine, first-grade furniture, paying the higher September prices for it.

Go anywhere else than Wanamaker's on any of these or other days, and you won't be able to do as well for your money.

THIS year's August assemblage of furniture represents the very height of our endeavors.

It represents an expenditure of energy and enthusiasm almost beyond description.

It contains workmanship and niceties of cabinet work never dreamed of in America a few years ago.

It presents ideas and inspirations for home-making that give new delight to every home-loving man and woman who sees it.

The Money Savings Are Real

They represent dollars, actual legal tender, something to go to market with, buy coal with or help out with on next winter's clothes; not "the airy substance of a dream" on the part of a dealer, that he can fool all of the people with price-tags all of the time.

But remember this: a price-tag in itself is "a scrap of paper."

Where did you see it?

What was it tied on to?

Those are the important considerations, much more than:

"What interesting little sum did you see worked out on it?"

This country teems with writers and figurers, more or less accurate, less or more conscientious.

But it has produced only one house of business capable of holding a Wanamaker Furniture Sale.

One price-tag can be made to look as good as another or better, even if that other be a price-tag in a Wanamaker Furniture Sale.

But what beats 'em is making the FURNITURE to look the same as Wanamaker furniture.

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BUY your furniture where you like—but not merely where you like the price-tags. There's an old, blunt saying: "There are two reasons why we trust a man: one is because we don't know him and the other is because we do."

Getting your furniture where you know and trust the business policies and like and trust the furniture is the short, safe road to finding price-tags that bear a trustworthy statement of savings, instead of what Shakespeare calls

"Such a deal of skumble-skamble stuff,
As puts me from my faith."

In this Wanamaker Sale of Furniture, the reductions range from 10 to 50 per cent. Ten per cent saving means \$10 saved on \$100; 50 per cent saving means \$50 on \$100—real, minted dollars, and not mere flourishes on scraps of cardboard.

Every day, very careful comparisons, made and made again, prove and prove again to us that, qualities considered, our prices are lowest. And, quality means the very life of the goods.

More furniture you'll not find anywhere in Philadelphia today.

Better Furniture You'll Not Find Anywhere in Philadelphia Today

The beauty and quality of the furniture are unsurpassed, and are worthy, we believe, and in no spirit of boasting, of the fastidious tastes and high standards which are inseparably associated with this long-established house of business.



DESPITE all that you may have done for it already, despite all that the Sale may have done for it already, does your home still lack just the right touch here, the right piece there, to complete its equipment for beauty and service?

Or can it be possible that you have not yet visited the Sale at all?

Monday or Tuesday next may be the very days of golden good fortune for you.

Just the thing you wanted, overlooked by you, perhaps, when the furniture assemblage was at its fullest flower, may now be the first thing that meets your eye.

Or you may find it at just the price you wanted. When suits or groups have been broken into a bit, many interesting repricings are likely to take place.

The Sale will close at 5 P. M., Tuesday, August 31st, when the furniture will be reticketed at its regular Fall prices.

John Wanamaker Philadelphia