

STORE CLOSED  
ALL DAY TOMORROW

WANAMAKER'S

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WANAMAKER'S

WEATHER  
Increasing cloudiness

# The Wanamaker Store Will Be Closed Tomorrow— Washington's Birthday

## This Is What Madam Washington Told Her Eldest Son, George

when he was thirteen years of age:—

"When you speak of your Maker or His attributes, let it be seriously, in reverence."

Another from that mother to her son:

"Labour to keep alive in your heart that little spark of celestial fire called conscience."

Again from the great mother:

"Let your conversation be without malice or envy."

Young George transcribed his mother's words into a set of "Resolutions," which he put together for his own use, to govern his behavior in company, at table and in business.

No wonder that the first President of the United States said, "All I owe to my mother."

Life is a terribly earnest matter.

Would that every boy or girl of thirteen and every man and woman we know would specifically adopt these "Resolutions" and read them over, if possible, every day.

[Signed]



February 21, 1921.

**B**UT, holiday or no holiday, there will still be thousands of people thinking about the opportunities that remain in these last few days of the

## Great February Sale of Furniture With Everything at 33 1/3 Per Cent Deduction

(Except Certain Lots at 50 Per Cent Deduction)

The end of the sale is very near. It closes with next Monday evening. And when it closes all reduced prices must go back to regular prices. Remember that there will be no February Furniture Sale in March.

But for these few days the opportunities remain, and they are great.

There are still (in spite of unexampled selling) more than 10,000 pieces of furniture still on the floors.

It is the largest and finest collection of furniture in Philadelphia.

It is a collection of surpassing excellence. It is all good furniture—the very best. It is the kind of furniture to love and to live with.

## Just What Does This Great Sale Mean to the Bride?

**N**EVER was there a home like this new home, that's just being set up or about to be set up.

Other folks, of course, have been married and set up homes after a sort. One's own chum Amy did it just recently; and one's elder sister Ethel, and maybe other sisters, too; and Father and Mother—ages ago! when *everything* was different.

"But this is *us!*" reflects the Bride, right royally; and who dare contradict her?

A clergyman noted for his quick sympathies was complimented upon the manner, singularly impressive, yet kindly, in which he had officiated at a certain wedding. His answer was:

"I have never forgotten the advice impressed upon me by my old professor in the theological seminary in regard to reading the marriage service.

"Don't allow yourself to forget," he said, "that no matter how many times *you* may have performed the service before, it is the one occasion in the lives of the two young people before you that it will be performed for them!"

Right enough he was.

Never were there so many new thoughts, new perceptions, new values in life, as enter the mind of a girl as she approaches or passes the important milestone in her career that leads to the establishment of a home of her own.

### Practical Questions Present Themselves

to her, and she settles down with a delightful soberness to decide them. The home is to be furnished. In what way? With what kind of wood? In what period style, or what decorative scheme?

Shall it be as like as possible to the furniture in the home of others of "our set," or as different as the stamp of the individuality of the tastes of bride and groom can make it?

And one thing's *sure*: the mistake that Father and Mother may have made in furnishing their house—the freaks they bought, or had given to them, their false economy in thinking they must hold on to the pieces as instruments of the mortification of the flesh or spirit—are never, never,

NEVER going to be repeated in this new, wonderful home of Mrs. Bride's!

It is their own home, nobody else's, and (if they can afford it) it shall be furnished to please themselves.

Right enough she is.

They can afford it in the Wanamaker Furniture Sale, with its universal price-deductions of 33 1-3 per cent, going sometimes to 50 per cent, whether they could afford it otherwise or not.

How they are flocking in this February! those delightful, earnest Newly-Weds, for each of whom, often as this old Store has outfitted a new home, it is today offering the supreme opportunity of a lifetime!

This is the great chance in savings for them to seize.

They may live to furnish other homes—twice as grand, let's hope—but no other home will be the first one, illumined not merely with ordinary daylight through prosaic windows, but with "the light that never was, on sea or land."

The furnishings within it may be simple or sumptuous, inexpensive or costly, but they should be a worthy setting for this jewel of radiant happiness.

### Let's Be Glad

there's no furniture in the whole vast collection offered here for their choice that they will ever need to apologize for as having been bought "only because it was cheap," or because they didn't know good from bad, and to send up-attic in after years because they were ashamed of it.

Instead of the occasion of the furnishing of the first home being less important than Mrs. Bride believes, it is often much more important than the light-hearted young people realize.

Filled with their "first fine, careless rapture," they dance along as on rainbows rather than solid ground. "I throd on rowling clouds," are the expressive words of Kipling's Mulvaney, after Dinah Shadd had accepted him. Maybe they are handling more money in one single, glorious fling of furnish-

ing than they ever handled before; maybe more than they'll have a chance to handle again for many of the sober, saving years to come.

So they do well to come or their elders and wisers and advisers do well to send 'em along to the Wanamaker Sale of Furniture.

### Whatever They Want Can't Help Being Here!

On the eve of the opening of this greatest of all the great Wanamaker furniture events, some one asked the question: "What I'd like to know is, what can this Furniture Sale do for the newly married couple of average means?"

The answer was prompt: "More than any other sale or any other store in creation."

Lower-priced furniture in such wide assortment and in safe qualities can't be found elsewhere.

The Wanamaker Store is at all times headquarters for fine furniture; a Wanamaker Furniture Sale is always headquarters for price-opportunity; but this Sale of February, 1921, with its stocks as fine as ever, leaves previous Sales far behind in its price-opportunities.

Every piece in the Furniture Store, from the smallest footstool to the most superb davenport, every complete suit, is offered at 33 1-3 per cent deduction, or in certain cases at 50 per cent, below regular prices, the deduction to be made at the time of purchase.

### Was Ever Such Luck for the Newly-Weds?

or for their friends who desire to make them most valued of all wedding gifts—good furniture?

No matter how inexperienced the youthful home-furnishers may be, how much inclined to look on furniture-buying as the greatest of larks in the larkiest of all possible worlds, they cannot buy inferior furniture here. We have none to sell.

No matter how burdened with responsibility they may feel, how fearful of committing a mistake,

they cannot buy furniture here that's unfashionable or undesirable. We don't keep it.

No matter how hard they are to please, how high their standards, the Wanamaker Sale assortment is wide enough and fine enough to meet their demands.

No restricted range of choice need force their hands. The amazing selection to be found in kinds of woods, period styles and designs is among the wonders of this wonderful Sale. In the whole imposing display on the Fifth and Sixth Floors, no duplicate suits or pieces are shown, although some can be duplicated from stock.

For every piece, every suit that can be shown in any other place, the Wanamaker collection can show two pieces, two suits and at one price—the lowest for the qualities.

No matter how carefully they must consider price, how closely cut financial corners, any given amount of money, large or small, will go farther in this Sale than in any other.

### We're Not Venturing to Advise

the already much-advised Newly-Weds; we are merely telling them; and making them free of our house of furniture, to examine and to select, or merely to admire, if that satisfies their wants.

A certain charming little boy of roving and social tendencies had been cautioned by his mother that when visiting the neighbors he **MUST** not ask for anything to eat.

Accordingly, the next time when in the midst of a neighborly call he found himself beset by the hollow between-meal pangs familiar to childhood, he announced in loud, clear accents:

"There is plenty of bread and butter in this house, but what is that to me?"

There is plenty of the finest furniture made, at the lowest prices obtainable, in this Wanamaker Sale.

It is for you, Mrs. Bride, as you walk about and survey it, to determine what it means to you.

# JOHN WANAMAKER PHILADELPHIA