

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Fair

The Wanamaker Store Will Be Closed All Day Tomorrow

GOOD homes are made from good hearts and good furniture. Good hearts are plentiful, and the greatest stock of good furniture in the world is here for

The Wanamaker August Furniture Sale

A Man Equipped With Power or Influence

is seldom without enemies. He who subordinates everything to getting a good reputation in the eyes of the public is nervously afraid to take any decided stand on important questions.

He is most likely to say, when questions are submitted to him and his opinion is asked, "I will have to think about it before expressing my opinion."

Some one has said that Character is inside of us and Reputation on our outside. Is it not possible?

New England's elms stretch their beautiful arms upward, and over them creep the fingers of the vine, both seeking to rise in the world. But the water-lilies and wild-flowers are content to sit at their feet.

[Signed]



July 22, 1921.

The average person scarcely realizes what a profound part of the work of the world the making and re-making of homes is, but we do. We have good reason to realize it, because it is so much a part of our business.

In view of what home means to the nation, but more particularly in view of one's own needs and interests, it is worth while remembering that the greatest supply source in the world for the good home-making

We wonder if there is any need to say much about the magnitude of a sale that has become nationally famous and that is so universally copied.

We hardly think so.

It is well known that a sale which has become national in its appeal must be backed by incomparable resources.

It is equally clear that a sale in which people living thousands of miles from Philadelphia buy their

Somebody has called the Wanamaker Furniture Sale a "business wonder of the world." Knowing all the years of real hard work and careful study of people's needs that it has taken to build it up, we are glad that the merits of it are recognized, but we have no desire to call it by high-sounding names.

Our one study and interest is to keep it what it has always been—the best place in America for any one to come to who wants the best and most desirable furniture at the lowest prices.

The one thing this August Sale is going to do is to live up to that title.

The one thing that can enable it to live up to it is here—the Furniture—more than 12,000 pieces of it already on the floors and thousands and thousands of more pieces in reserve.

The furniture is here. It is of the kind that has made these sales what they are. Only one kind of furniture could do that—the finest kind.

This is a standard sale of the standard goods, a sale in which there is no room for any furniture but furniture of quality, a sale in which there are no "sale goods," no job lots, no goods put out by opportunist manufacturers with a view to August business.

It is a sale of character all the way through.

The assembled stocks will be a magnificent sight.

There will be three whole business days to view them.

Wednesday, Thursday, Friday of Next Week, July 27, 28 and 29

—on which days selections may be made at August Sale prices, all transactions to date from August 1:



IT WAS a famous French writer who gave it as his "decided opinion" that "the greatest change in history was the advent of trousers," as marking the passing of Greek and Roman civilization.

However that may be, there is no doubt that a very beneficent change in sociology came with the advent of homes, as marking the passing of the caveman.

From that day unto this the world has never "looked back"—certain periodical checks, stumbles and transient aberrations notwithstanding.

After Eden, the next best thing, the only thing, was a home, and what we generally call "modern civilization" began with the making of homes; and the work of making good and beautiful dwelling places must go on to the end of the chapter, otherwise nothing else can.

kind of furniture is right here in Philadelphia—in the Wanamaker Furniture Store.

It is especially important to keep that fact in mind now, in view of the near approach of the

Wanamaker Renowned August Furniture Sale

—which will be inaugurated by the usual three days of advance selections beginning next Wednesday morning, when all of the great assemblage of finest cabinet pieces will be on display at new low prices that will be astonishing.

furniture must be a sale of extraordinary advantage to those nearer home.

Wednesday next will bring the proof.

Wednesday next will prove that for people near and far there is only one Wanamaker Furniture Sale and no other sale to compare with it anywhere.

Wednesday Next Will Be a Day of Disclosures

—disclosures of varieties, beauties, quantities, opportunities such as one sale and only one sale can bring, and that the Wanamaker Sale.

John Wanamaker Philadelphia