

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Cloudy

The Wanamaker Store Will Be Closed All Day Tomorrow

It Is Upon the Wanamaker Furniture Sale That the Greatest Number of Homes Depend

A Friend of the Writer Once Said of Daniel Webster

that he knew everything except how to use money.

From his very boyhood he always mixed up money affairs.

His mother gave him and his brother, Ezekiel, money for Fourth of July. When the boys came back to their village home the mother asked Daniel what he did with his money. He said, "Oh, I bought some cake, candy and a drink and a pack of fire crackers."

Then the mother asked Ezekiel, "What did you buy with your money?"

"Oh, Daniel borrowed mine."

Young people need to be taught the value and proper care of money, and especially how to spend, as well as how to save.

[Signed]



July 29, 1921.

A FURNITURE SALE, like some other things, must stand or fall on what it can do for the individual customer.

So far as you are concerned, the supreme test of a sale is, What can it do for your home?

And just as surely as that is true, it is equally true that the sale which is of greatest service and advantage to the greatest number of homes is bound to become the largest sale, the sale upon which by far the greatest number of homes depend for the furniture they need.

The Wanamaker Furniture Sale has become the greatest, specifically, the largest, retail sale of any kind of merchandise in the world, because it has always been the sale that has met the supreme test, it has always been the sale that has meant most to the homes of the greatest number of people.

It is a very good sign of things in general, and it is a very encouraging thing to us personally to know from

our experience of these last three days of Advance Selection that the Wanamaker Sale never meant more to the people than it means today and that the people know it.

The Sale of Greatest Advantage to the People

MOST people recognize this to be the Sale in which they can buy furniture to their own greatest advantage.

And now, as always, the whole

good furniture) in the Wanamaker Sale than you can possibly be of finding it in some sale that is nothing more than a poor imitation of the Wanamaker Sale on a small scale.

Putting it another way — where are you most likely to find the kind of furniture that is best worth buying — in the Sale that offers the largest choice of the best furniture to be found in any store in the world or in a Sale that doesn't offer half as much in the way of varieties?

closely as he can with the most notable event in the business in which he is engaged, especially an event like the Wanamaker Sale, which has become national in its fame and service.

During these last three days of advance selection we have been proving that now as hitherto the Wanamaker Sale is the sale with by far the greatest choice of the choicest goods.

On next Monday morning we are



strength and superiority of it are in the furniture itself, the quantities of it, the varieties of it, the beauty and charm of it, but, above all, the dependableness of it.

In each of these points the stocks back of this sale are unique and stand alone.

That is a fact which it is impossible for anybody who walks open-eyed through the displays on the Fifth, Sixth and Seventh Floors not to recognize.

We put it to your common sense that you are far more likely to find the furniture you want (if you want

(Fifth, Sixth and Seventh Floors)

The Pick of the Market

WHEN we say that this is the Sale that brings the pick of the market, a little reflection will tell you that the statement is reasonable, because it stands to reason that every good manufacturer in the country is anxious to have a part in the sale that affords the greatest outlet in the land for furniture of known dependableness. This is the most natural thing imaginable.

It is the most natural thing in the world for every ambitious manufacturer to want to be identified as

going to settle down to the business of sending home the purchases and bringing in the reserves from the warehouse to take their place.

On every business day of August we will stand ready to prove to anybody who may still need proof that there is only one Wanamaker Furniture Sale, and no other Sale quite comparable to it.

We will stand ready with the proof that admits of no denial — the goods and the prices, the best goods and the lowest prices and everything else that can make these things doubly worth while.

John Wanamaker Philadelphia