

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Fair

THE WANAMAKER STORE WILL BE CLOSED ALL DAY TOMORROW

You Have Just Three Days More to Take Advantage of the Wanamaker August Furniture Sale

Looking From a Car Window at the Wires on the Telegraph Poles

at work day and night carrying messages from city to city and from family to family, not one of us knows what they are saying. To learn anything we are obliged to get into communication with some one who knows.

How much goes on every day in a great city and a great store and there is always some one to communicate what we care to know.

[Signed]



August 26, 1921.

YES, good Sir, and yes, good Madam, just three more business days remain for doing business with the great Wanamaker August Sale!

There's no need for us to hurry you, but there's need for you to make haste if you still have home-furnishing plans to carry out.

After August 31 the furniture will return to market prices.

Until September 1 you can have any piece or suit of furniture on our floors at savings of 10 to 50 per cent.

Everybody knows what figure such savings cut in a family budget.

Everybody knows what Wanamaker furniture is — knows it by repute, if not through personal inspection and acquaintance. Its good repute, and the confidence that is felt in any offer backed with the Wanamaker guarantees, brought visitors here from not only distant States, but distant countries, on the very first day of the Sale.

Costa Rica, in Central America, and Ceylon, in the Indian Ocean, were among the first points of shipment for our Sale of furniture this August.

Of course, the Sale has been attended by thousands of persons, and furniture shipped to hundreds of points outside as well as inside this State and city.

As assiduously as

The Indian Ocean Is Fished for Pearls

so have the deep and abundant waters of this great August Sale been fished for the treasures it is known to yield.

And still there are just as good pearls in the sea as ever came out of it, and many furniture values are still to be had in this Sale, which rank, in either their qualities or their economies, and frequently in both, with the finest suits and pieces that have gone out of it!

Is it necessary to say more than this to men and to women vitally interested in their homes, which may need "toning up" with good furniture?

Very little more.

Now is the great time and here is the great place, because the opportunity is now and here.

The one event which, more than anything else, has been responsible for giving the people a new interest in the better appearance of their homes, and has always provided them with the furniture which the awakened interest demanded, is the Wanamaker Semi-Annual Furniture Sale.

The home that has either furniture enough or good enough furniture is the exception, and not the rule.

The home, like any other institution, cannot get along indefinitely without touching up and toning up.

In fact, all homekeepers are confronted by the alternatives of either periodical toning up or inevitable running down.

Can You Think of Anything

in this wide world, let alone your own home, that does not need periodical toning up?

Three business days remain for the toning up of homes of Philadel-

phia and of many places near to and far away from Philadelphia, at a less expense to the homekeeper than he or she is likely to enjoy for a period of six months or longer.

Of course, we all know that hearts make homes.

But how furniture does help!

The help represented in this great Wanamaker August, 1921, Sale of Furniture is particularly opportune.



"The old order changes, giving place to new."

Much building of homes is going on. Many houses, already completed, await furniture.

During and since the war many homes have run down in furniture and furnishings.

Homes and their occupants are fairly hungry for new furniture — if only to make a new setting and rest the nerves.

The Wanamaker Store Originated the August Sale

of furniture, not only to help the manufacturer market his goods and keep his factory going in dull seasons, but to render service to the people by selling them good furniture far below its real value.

It is doing bigger service than

ever in this, the thirty-sixth August Sale.

So splendid has been the provision that on this, the 26th day of August, with but three more days for the Sale to run, we can still give the late comers assurance that they will find good choice and assortment of furniture for any room in the house that may need it; and many prices unbelievably low.

What luck for the homes whose needs have not yet received attention!

These ranks on ranks of bedposts — these shining expanses of mahogany dining tables — these wood and glass cupboards waiting for somebody's fine china or somebody's best-loved books — these comforting, overstuffed easy-chairs and great, inviting sofas — these dainty writing desks and tea tables and lovely painted sets for sleeping chambers — what do they all spell but HOME—home with the people you care most for in the world?

As mere wood and craftsmanship, beautiful and fine as they are, they would mean little.

But it is because they are going to make HOMES—going to fit into homes already made—it is a splendid thing that they are such good, true, sound and perfect pieces as they are.

After Eden, the Next Best Thing

for man and woman was a home.

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 go on!

Wanamaker furniture means livable, lovable homes.

Mr. and Mrs. Home-Maker, what could possibly mean more to your home than this Wanamaker August Sale of Furniture that will end with next Wednesday?

John Wanamaker Philadelphia