

*Announcing the Start, Next Monday Morning, of the
Three Inspection Days of the*

Wanamaker

August Furniture Sale

*and Setting Forth Some Reasons Why It Is
Bound to Be the Greatest of All Sales*

WANAMAKER Furniture Sales are the most important merchandising events in America.

From the first their growth has been uninterrupted. Each six months, as we reviewed the figures of the preceding sale, we wondered if they would be equaled. And every time the new sale went "over the top" with a rush. We were continually inspired to still more herculean efforts for the next.

Now we come to the August Furniture Sale of 1918. Thursday, August 1, is the nominal opening day of this sale, but it really begins on Monday, the first of the three inspection days, because furniture can be chosen then and the purchase dated from August 1.

This August Furniture Sale is an assured success from the start.

THERE NEVER WAS A TIME IN PHILADELPHIA WHEN THERE WAS SO MUCH DEMAND FOR FURNITURE.

There never was a time when good furniture was so scarce.

There never was a time when we had such huge stocks of good furniture at low prices.

***We Have the Goods!
We Have the Goods!***

TWO conditions have arisen in the furniture trade which make a sale of this magnitude and of such value-giving extraordinary.

One is the lessening output from the high grade factories which have taken up Government work.

The other is the tendency to higher prices that always results from a restricted output.

We saw this situation coming months ago and set to work to gather all the most desirable lots of furniture we could find. By the volume of our business, both here and in New York, we were in a position to pick the best and pick them at real price advantages. This was partly because we could handle such great quantities and partly because manufacturers anxious to get on with Government contracts were in no mood for haggling.

Please bear in mind that this furniture we have assembled is not just ordinarily good furniture—not just the largest stock of furniture at retail in the world—but **THE FINEST FOR THE MONEY.**

The beauty of all this furniture is that it is sound; there are no poor, unworthy pieces, no matter how low the price. Pull out the drawers; examine how well they are made. Look under the tables; satisfy yourself about joints, about the thickness and durability of veneers. Pay particular attention to the unvarying good taste and charm of the designs.

All the wasteful charges of middle profits that used to belong to the furniture business have been dispensed with, and if you will take the judgment of merchants long in experience—buy all you can now, for it looks very much as if it will be many and many a day before there can be prices so low again.

***One Million Dollars of
New Special Purchases***

are in this Store alone and another million in our New York Store. These are in addition to our regular stocks which have been reduced for the occasion. Practically all these new purchases are now in our possession, either here in the Store, or in the warehouses, or on the cars.

Every piece of this furniture is marked at a real and sound reduction. It may be no more than 10 per cent or it may be as much as 50 per cent, but the big fact is that it represents a



real saving on the regular selling price of that furniture. **THE AVERAGE SAVING IS ABOUT 33-1-3 PER CENT.**

It is proper, this year, to lay some extra emphasis on the quality of Wanamaker furniture. Heretofore we have been talking to old Philadelphians who knew our furniture to be standard of America for quality. This year tens of thousands of newcomers to Philadelphia are interested in this Sale. Vitaly interested, for many of them are counting on it to furnish their new homes here. We shall merely ask them to ask themselves if a sale could grow to be the biggest thing of its kind in the world and fail in any particular as to satisfaction and service.

An important feature of this Sale is the facility of selection. Thousands upon thousands of pieces of furniture are spread out over a floor space equivalent to two city blocks. You can see everything to advantage.

This Saturday evening, with the whole family at home, will be a good time to decide on what furniture is needed and arrange for an early visit to the Sale.

JOHN WANAMAKER