

Store Closed All Day Tomorrow

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WEATHER
 Partly Cloudy

It Will Pay You To Put On Your "Thinking Cap" and Consider The Furniture Situation—and the Wanamaker August Furniture Sale

IF you have lived long in Philadelphia you must know that August is one of two months in the year with which furniture opportunities have become linked up in a unique and remarkable way.

If you are new to Philadelphia and its ways and opportunities you have something interesting in store for you.

In either case it is to your own individual interest to place squarely before your mind the fact that what is believed to be the greatest event in retail storekeeping the world over, the Wanamaker August Furniture Sale, is now going on. And it is to your interest also to know just what that event means to you and to your home.

You know as well as we do that the buying of your furniture is a very practical thing. In plain words you want the most for your money—the most in quality, in beauty and in satisfaction.

Therefore, only one thing matters, so far as you are concerned with this sale—does it provide the furniture you want at the prices you want to pay?

We say deliberately and emphatically, YES, it does bring the furniture you want, supposing, of course, that you want good furniture, and it brings it in a variety with which no other variety compares, and at the lowest prices that people who want to be sure of the goodness of their furniture will want to pay.

All the Greatness of This Sale Is in the Goods

PROBABLY everything in existence must have a principle of development.

This sale has developed in exact proportion to the service it has been to the people.

It has developed into the largest sale in the world by always giving them the largest measure of real service.

The most important fact about it today is that it is still developing upon the same old principle. It is giving the service because it has the things that go to the making of service, **THE GOODS BEING THE MAIN THING.**

For every man and woman with an intelligent care as to the things of the home, it surely holds an interest beyond any known event in storekeeping. To walk through the stocks is an education in the homefurnishing arts.

No retail store in the world, so far as is known, has ever shown so much furniture at reduced prices as will be seen on the Fifth, Sixth and Seventh Floors of this building. And these are but the samples. We did our best to get the things the people wanted and they are giving us good reason to feel that we succeeded.

Now the question is, how can you tell that you are getting the largest measure of beauty and service and good value until you have seen what can be had in the sale that brings so much more of beauty and service and good value, of everything that people want, than any other sale can possibly offer?

As a matter of fact you cannot.

What of the Needs of Your Home?

IT may be that you need a great deal of new furniture, or you may need only a very little, but the fact remains that as a matter of ordinary business prudence you have either to come in and see this stock or else not come to see it and take a risk.

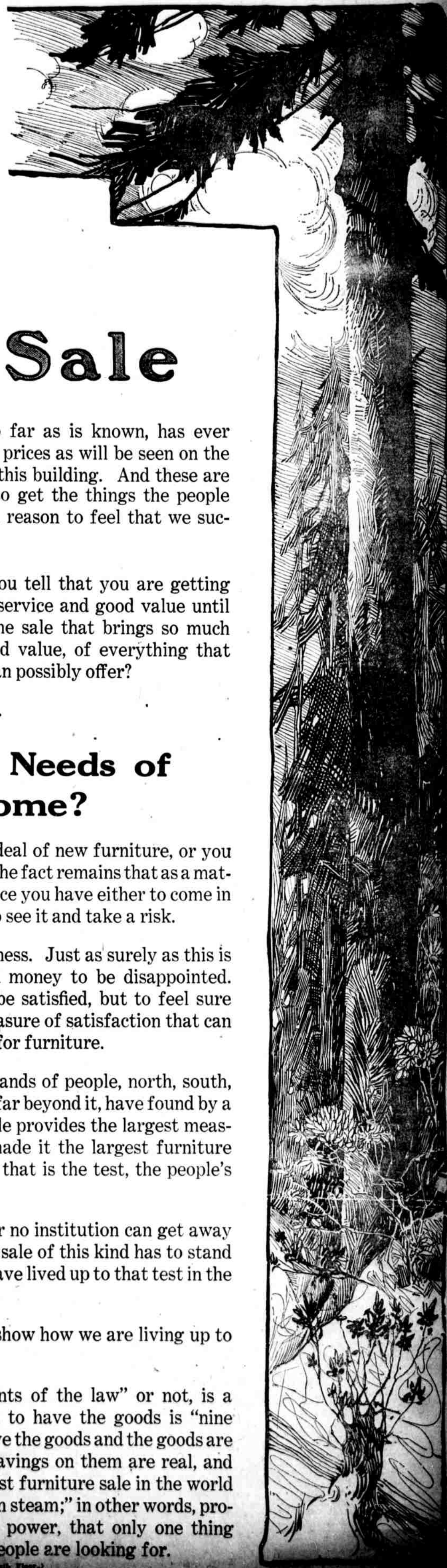
You know that business is business. Just as surely as this is written you don't want to pay good money to be disappointed. You certainly do want, not only to be satisfied, but to feel sure that you are getting the largest measure of satisfaction that can be had for the good money you pay for furniture.

It is just because so many thousands of people, north, south, east and west, in Pennsylvania and far beyond it, have found by a practical test that this furniture sale provides the largest measure of satisfaction that they have made it the largest furniture sale known in the world. After all, that is the test, the people's opinion based on experience.

That is the test which no man or no institution can get away from. It is the very test by which a sale of this kind has to stand or fall. Our record shows how we have lived up to that test in the past.

We are here with the goods to show how we are living up to it today.

Whether "possession is nine points of the law" or not, is a question, but there is no doubt that to have the goods is "nine points" of a furniture sale. We have the goods and the goods are the kind that people want, and the savings on them are real, and that is the whole story of the greatest furniture sale in the world as it now goes ahead, "under its own steam;" in other words, propelled by its own power, the driving power, that only one thing can give to a sale—the goods that people are looking for.



(Fifth, Sixth and Seventh Floors.)