

The Wanamaker Store Will Be Closed All Day Tomorrow

To Home-Makers Most of All—But in Fact to Everybody— This Advertisement Is Dedicated by Wanamaker's

Why

The Wanamaker Furniture Sale Stands Pre-eminent

OF ALL sales that interest everybody, from the bride to the hotelkeeper, from the family newly refurnishing to meet the modern ideas of young folks just home from college, to the stray boarder with a comfortable rocker to buy—

There's nothing like a sale of furniture.

Every one stopping to read this page has his own ideas about the kind of bed he would like to sleep on, the kind of dining-table, sideboard and china closet he would like to meet at meal-times thrice a day, the kind of lounging-chair he (or, fully as much she) would like to drop into at the close of a busy day, and in fact, the kind of furniture all over the house he would like to introduce his friends to or himself live with in close intimacy.

It is not necessarily the kind of furniture he owns at present.

Hence people read advertisements of furniture sales.

Hence they attend furniture sales.

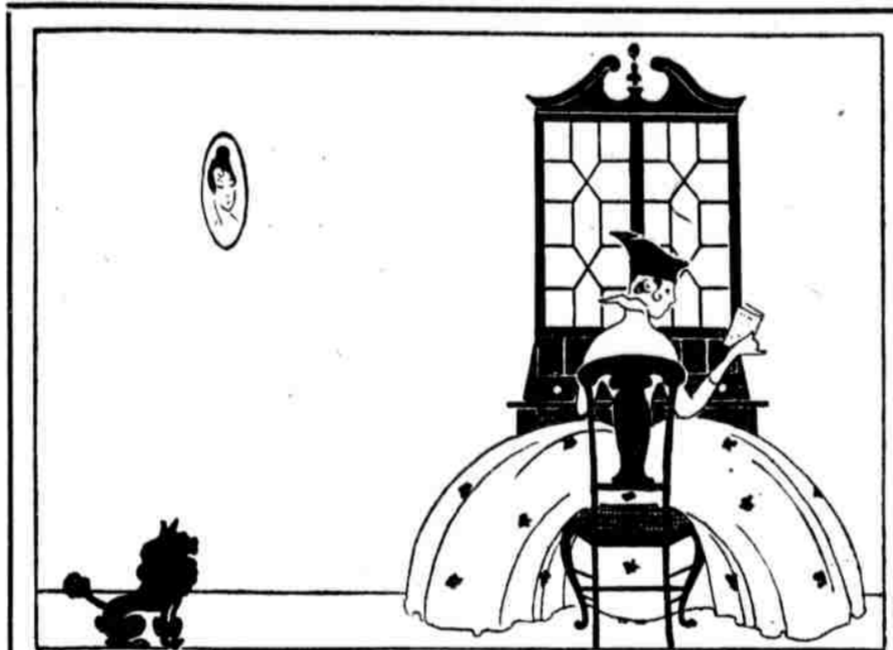
No sales of furniture in the whole country are attended by more people or are conducted upon a more stupendous scale than the famous August Sales of Furniture at Wanamaker's, which have become the yearly events of the world of retail commerce, and a by-word among all home-makers who desire

To Furnish Well and at the Same Time to Save Money!

Not only do people out of town think nothing of taking the morning train to Philadelphia, in order to share the good things offered in a Wanamaker Furniture Sale, and coming back by the night train well satisfied with their purchases, but the rumors of these opportunities reach the remote wildernesses of Maine, even Canada. They cross the Rockies and bring folk hither from the wonderful beaches of the Pacific. They are heard of in South America and in Hawaii, and from even those far places the message comes:

"Send us your catalogue of the August Furniture Sale—" or else the tourists from those (to us) remote points include Philadelphia in their Summer travels, for the purpose of purchasing in that famous Sale such furniture as they can't get elsewhere.

With people living right around here, in or near Philadelphia, it's the same as with those living in queerly named places in Arizona or Peru—they can get furniture in the Wanamaker August Sale that they cannot get elsewhere at such prices, or even get at all.



A Woman's Wisdom concerning Furniture Sales

OH, the furniture sales that I have taken in! And the sales of all sorts, conditions and standards that have taken me in!

I've a philosophy of my own now about attending such sales.

It's mostly to stay at home. By this means I save large sums of money and keep my house nicely furnished.

I've learned, you see, that not all that glistens is mahogany, and that it's easy enough to claim that a price is a reduction when nobody knows what it was before it was reduced.

There are so many furniture sales nowadays, Summer and Winter, down-street and up-street, that I've come to the conclusion that there is nothing rare or unusual about a sale in itself.

Didn't I myself help our Red Cross get up a rummage sale? and wasn't it a revelation to me how glad folks were to have all sorts of old junk, misfits, wedding inflictions, etcetera, taken off their hands?

It's good furniture that's rare! Old trash and new trash—that's what I've learned to beware of in ordinary furniture sales.

There was a woman in our neighborhood who used to run in to our butcher's and ask, "What have you got that's good and cheap for boarders?"

I've often thought of her since I learned that there were certain furniture manufacturers who specialized on meeting the demand for "something good and cheap for sales."

I claim the same right to be wary as a man. It's widely recognized that the girl who is most obviously out to get a husband makes the worst wife.

Similarly, the flashy, specious, or clumsy and low-grade furniture made up especially for sales is the kind that makes the sale least worth one's time—and one's money.

When the average sale is advertised as an opportunity I never doubt it. Usually it's the seller's. But I want it to be my opportunity as well as his.

I have but one rule, "sisteren," for determining whether or not a sale is worth my time:

**I Simply Ask—"Where Is It?"
If It Is at Wanamaker's I go.**

Usually I buy.
Never do I repent—
Except sometimes when I didn't buy.

Are Wanamaker's paying me to write this? Of course they are. But they couldn't do it if I didn't believe every word of it, or if I weren't

A Real Woman

How

It Happens That We All Have Such "Luck"

THERE'S one familiar expression that we hope you dislike as much as we do. It is the saying:

"It's more by good luck than good management."

That proverb is loose-jointed as to its accuracy. Dare you try it out on your own housekeeping or business? We daren't.

Said an aged man to his sons:

"My children, I have had a great deal of trouble in my life, and most of it never happened."

In our storekeeping, notably in our great Furniture Sales, we've had a lot of good luck, and most of it happened by good management.

In their buying in this coming August Furniture Sale, thousands of folks will find thousands of dollars' worth of good luck, in values obtained and in savings achieved, and it will be all due to good management:

Our management in getting ready such a fine and serviceable sale, theirs in attending it—and early.

Please Don't Forget That Word "Early!"

The customers who will pour in on the first days of the Sale (we include the four Courtesy days preceding August first, when it formally opens) are not going to leave the choicest suits and pieces at the lowest prices for the folks who lag in on the last days.

The world doesn't wag that way.

Incidentally we will remark that getting good furniture is already almost the hardest thing in the world.

With prices on the ascent as they are, it's likely to become before long one of the most expensive things in the world.

Not by good luck, but by good management, we have collected for this Sale what must unquestionably be the largest stocks of finely made, new, handsome furniture to be seen in any retail store in the world, since they beat our own previous stocks in previous sales, and our sales beat all others.

Prices naturally aren't the prices of twenty years ago, but they are the lowest to be found anywhere in or out of a Sale, on goods of such high grade.

Reductions will be 10 to 50 per cent below regular prices.

Wanamaker service has undergone no change in this important matter of filling the homes of the people with good furniture, with the kind of furniture they want, and with the kind they can afford to pay for.

The August Sale of Furniture

WILL OPEN AUGUST FIRST, BUT WILL BE PRECEDED BY FOUR COURTESY DAYS:

Monday, July 28

Tuesday, July 29

Wednesday, July 30

Thursday, July 31

During these days the public will be at liberty to visit and inspect the display of furniture, and if desired, make selections, the transaction to date from August first.

JOHN WANAMAKER