

The Wanamaker Store Will Be Closed All Day Tomorrow

The Old Rule Holds Good—The Way to Have the Greatest August Furniture Sale Is to Have the Furniture That People Want

YOU should choose your furniture as you choose your friends. This is not new, but no matter. The point of it is that true friendship never shows signs of wear, and furniture should be made as near to that ideal as possible.

Ideal is a very common word these days, but the translation of it into fact or action is not quite so common, indeed it is not always easy.

Furniture that would be ideal from the viewpoint of half a dozen people has probably never been made and that is a good thing. Incidentally, that is one reason why the sale that has the greatest number of different types is the best sale for everybody. It is a good thing that people's ideals in furniture vary, for were they all alike there would be no need for designers to seek constantly after newer beauties and more enduring quality.

There is an old saying that "every eye forms its beauty" and naturally there must be different types of beauty to appeal to different eyes.

Beauty in furniture follows certain well-recognized lines, all of them tracing back to the first principles of design and the elemental harmonies observable in art and architecture.

Apart from these fundamentals, all furniture of standard design is a reflex, either of the man who produced it or of the age in which he lived.

You can see the Renaissance mirrored in a sideboard—and the mind of Thomas Sheraton in the straight, simple, austere-looking lines of the design which bears his name. The pity is that so much furniture supposed to be "period" furniture is true to "period" in everything except the spirit of it—and that is the vital thing.

In assembling furniture for this August Sale we have to be particular about a great many things.

Naturally we have to keep a sleepless watch regarding essential quality, general desirableness and soundness of value at the price, but along with that we try to secure only those designs which are most worthy of the names they bear or of the periods to which they belong.

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TO anybody looking for a dining room or bedroom suit that is a worthy example of the period to which it belongs this August Sale presents a choice that is literally incomparable. The literal part of it is that the choice of fine suits in this sale is at least three times greater than will be found anywhere in this part of the country. This is an arithmetically demonstrable thing as distinguished from an advertising generalization.

It is also a fact worth remembering, because it is important for people with anywhere from \$150 to \$1500 to invest in a suit of furniture to know that in this sale they have a field of selection which makes them many times more certain of getting just the desired suit than they could possibly be where the choice is so much more limited.

Of course this fact is being all the time more and more realized and that is one reason why this Sale has now become something stupendous—the greatest event known in retail merchandising the world over. A fact of which we are glad and which, as we look at it, means for us a real responsibility, the responsibility to uphold at all hazards the sound old principles and high standards for which these sales have been celebrated from the very beginning.

Furniture, Furniture Everywhere, but Not a Piece Too Many

WE have told of the tremendous stocks that are behind this Sale. We have printed the figures, ascertained by actual count showing the numbers of different pieces and suits shown on the floors.

Our object in doing this was to give exact information about the Sale and to vindicate the general statements which we made regarding the scope of it.

The thing that most concerns us regarding these quantities, however, is not their incomparable size. What we should like to be certain of is that there will be plenty for everybody three weeks from now.

We have never had so much furniture in any sale, but we haven't one piece more than we are glad to have—especially in the face of existing market conditions.

Wanamaker furniture at the price marked on it in this Sale is a fine investment.

Wanamaker furniture at a reduction of even 10 per cent represents a saving today of anywhere from 20 to 50 per cent, because most of the goods in this Sale have advanced 20 to 50 per cent, some even as much as 70 per cent, within the last few months.

Except in the case of a limited number of things our reductions are from prices that were already appreciably below the market.

So far as human observation can discern, anybody who is likely to have need for furniture for some time to come will be wise to buy it now.

In a business way that is as true a thing as we know, but it is equally true that this is the Sale to buy it in.



A Sale of Furniture—Not a Sale of Price Tags

THESE Furniture Sales are too great, they mean too much to us, to permit of anything false, deceptive or insincere in connection with them. There is nothing about them that we have to hide; nothing that we are not prepared to answer for. Being human, we are liable to err, but being, as we hope, sufficiently sensible, we are willing to learn from our mistakes.

So far as we know there is not in this Sale one unworthy piece of furniture, taking price, variation of people's tastes and of people's needs into consideration.

There is not one piece of furniture in this Sale that was originally overpriced to the extent of a nickel.

Like all Wanamaker Furniture Sales it is a sale of attractive furniture, not a sale of attractive price tags. About all that can be said of some sales is that the price tags in them compare favorably with those in other sales, but there the comparison stops short.

If furniture is to last like true friendships—through the years—it must have something more substantial about it than the cardboard attraction of a seemingly large price-reduction. A saving of 10 per cent on the thing that satisfies and serves is better than a "saving" of 50 per cent on the thing that does neither.

All the savings in the Wanamaker Sales are based on one thing—good quality in the furniture. They could not be on any other basis and be as real as they are.

JOHN WANAMAKER PHILADELPHIA