

The Wanamaker Store Will Be Closed All Day Tomorrow

## Back to the Home

### One Reason Why This Is the Greatest August Furniture Sale of Them All

A FEW years ago there was a growing tendency to dodge responsibility—in the raising of children or the tending of furnace fires.

People who lived in houses were turning to apartments and people who had lived in apartments said that the perfect life would be two rooms and bath in the Hotel Ali Baba.

Anything to get more time to do nothing.

Then something happened to the world and we found that none of us could dodge responsibilities. We had responsibilities thrust upon us and after the first few grunts of protest we rather liked them. We found they made us grow, and we got a little more out of life.

And people began to find that they needed homes to grow in. Some place where they could have their own things about them. Something they could take an interest and a pride in.

Folks have been fond of saying that the old home-life of Philadelphia was disappearing. We didn't like to believe it, and now, by gravy, we don't have to! It isn't true. There was never such a clamor for homes.

#### The "Companionable" Furniture Is Going Out Fastest

IF WE didn't know it from other sources we could tell it by this August Furniture Sale. It is the good companionable furniture that is going out in such volume. The bedroom, and dining room, and living room furniture that is to make homes livable and lovable.

And when men and women stand off and cock their heads at a piece of furniture and say, "We'll stand that in the bay window," or, "That's just the chair for the hall," you know it is going to the kind of a home you like to visit.

It was for such people that we collected this furniture so carefully. They want furniture

they can live with and take pleasure in, as in a fine picture.

There are all kinds of furniture and only a small percentage of it is really fine furniture. But there is only one kind of furniture in this Wanamaker Sale, and that is the finer kind.

That doesn't mean that it is all high-priced furniture, for it isn't. There is a complete and satisfying assortment of all kinds of furniture at the prices the average family expects to pay. Quality considered, we do not know where you can get as much for your money.

The savings in this Sale range from 10 to 50 per cent—and they are real. As a matter of fact, they mean more than that, for they are based on the old prices. New prices will be 10 to 70 per cent more.

Most important of all, people who buy furniture in this Wanamaker Sale have the satisfaction of knowing that they could not get better furniture for the price elsewhere, and probably none so good.

Only worthy woods are used in it and only skilled cabinet makers are employed on it.

In period furniture the designs are true to the period reproduced, and the spirit of that period is carried out faithfully.

And the best of the new designs are assembled for those who like things modern.

#### Looking Forward to a Cozy Winter in a Cheery Home

THIS August Furniture Sale comes at a time when the people of Philadelphia and round-about are particularly receptive. So many of them are looking forward eagerly to the first Winter in their new homes and planning how to make those homes most attractive.

This month is the climax of the vacation season, and with the coming of Fall the thoughts of thousands turn to the cozy indoor time.



Certain changes that have taken place throughout the country mean that wholesome and simpler pleasures are going to take the place of much of the hectic gayety of other years.

People will entertain more at home.

Conversation may be reclaimed from among the lost arts.

Families will find more interests in common.

Houses and apartments will take on the character of their occupants and have a charm they never knew as mere dormitories.

*Back to the Home!*

#### Please Believe Nobody

who tells you that the present difficult conditions in the furniture market oblige him or oblige you to "take anything and be thankful."

Not while this Store stands and remains in the furniture business.

Be thankful, yes—but thankful that there is as good timber in the forests as ever grew, there are better brains in the world than ever before, and that this big and varied stock of Wanamaker furniture for every room and every corner in the house shows itself to be the product of the better brains and the good timber.

Let us have in our homes only furniture of charm and excellence. During August, Sale prices make it as inexpensive as any of the "cheap kind."

# JOHN WANAMAKER