

The Wanamaker Store Will Be Closed All Day Tomorrow

Midway in the August Furniture Sale Without Any Letting Down of Opportunities



LEGEND says that a certain text-book on English grammar and rhetoric, widely circulated in its day, makes the following statement in its chapter on "Prepositions":

"A preposition is not a good thing to end a sentence with."

Ordinarily we would agree with the learned author who was able so strikingly to illustrate his own point. But when we attempt to illustrate as strikingly, by means of word-pictures, the Wanamaker Furniture Service as embodied in this August Sale, we find ourselves obliged to commandeer all sorts of prepositions "to end a sentence with."

You see, it is so pre-eminently—

The Sale to come to—

The Sale to walk about through—

The Sale you can't afford to stay away from—

The Sale to pin your trust on—

The Sale to measure other furniture sales by—

And the Sale to buy in!

For us, its creators, it was a Sale to work for, with the achievements in mind of previous great Furniture Sales held here, which it must eclipse—and work we did.

The Result Is Our Greatest Assemblage

in quantity, of furniture which, in quality, is better in many respects and inferior in not one single respect to the great August Sales that have made the words "Wanamaker" and "Furniture" notable in association.

This Sale started August first and is now two weeks old—a ripe age for a sale—but is still doing a great, a rushing, we may say a serious business.

The stocks are not tired, thinned out, or reduced by eliminating processes to a "ragged regiment" of undesirables, as is so often seen in the sort of a sale that has a fag-end—and usually has it mighty soon.

There were no undesirables in the stocks to start with, and of the 16,000 different "desirables" shown on the floors at the start of the Sale, the majority was and still is represented liberally by duplicates in the contents of the great warehouses which are still sturdily backing up the still splendid display, still numbering 16,000 pieces placed out on the floors.

Not a clearance, not a riddance—just abundance.

As fast as one piece goes out, another—frequently its "twin"—comes in.

The people are not tired of viewing and admiring and purchasing the furniture, which no beholder is pressed or driven to buy, but which is being bought all day, and, we verily believe, would be bought all night, if the summons of the bugle didn't close the Store promptly at 5 o'clock.

For the home-makers are in earnest in this matter of buying their furniture. With them, as has just been said, it's a serious matter.

Buying it here is a matter of

Reduced Prices in a Rising Market

and this does not mean unworthy furniture, but the worthiest kinds of cabinet-making known or seen in the United States. Such an opportunity is too substantially good to let pass.

The time is here and the goods are here and the man or woman who needs furniture is either here or is coming.

If coming, there is no better time to come than now.

We do not expect our large stocks of excellent furniture to be exhausted, for that's not the way we keep store.

But we do expect the month of August to end on the 31st, and the selling at August prices to end on the 29th; Saturday the 30th completing the series of Summer Saturday holidays given to our employees.

We sell, and of course enjoy selling, much handsome furniture to the kind of people who buy furniture whether

they actually need it or not. They have a love for beautiful things around them, or they have a taste which like a Summer train-table is subject to "change without notice," and they are frequently fortunate enough to be more or less indifferent to price. Even so,

Their Eyes Are Often Seen to Quicken

a little as they note the August prices on the blue tags, and compare them with the regular selling figures, also stated—and stated truthfully—on the tag. Nearly all folks are human, you know.

But, of course, we sell still more furniture to, and therefore buy and select much furniture especially for, the sort of people who furnish a house but twice or thrice—or possibly but once—in a lifetime; and the people who don't even buy the furniture they need—even a single piece—without doing some thinking and figuring first.

And can't you guess how we enjoy selling to those people?

We rejoice in the thought that whatever they buy here, it is good furniture.



Furniture that neither they nor their children will be ashamed of; furniture that, given proper usage, neither they nor their children will have to retire on account of disability for service.

We take satisfaction in knowing that whatever price they pay is the lowest price they'll be asked anywhere for goods as honestly made, good in quality and design.

For Folks Who Must Count Cost—Cut Corners—and Contrive Carefully—In Buying Their Furniture—

This Advertisement Has a Message And This Sale Is an Opportunity

Oh, yes, we are talking to the man who is fond of the expression, "coming down to brass tacks—"

To the young couple with a precious nest-egg to invest in furniture for their new home—

To the family who wouldn't furnish a guest-room just now, or buy Father an arm-chair or Daughter or Boy a chifonier, if they could get out of it, and are still debating whether they can get out of it.

That's their business to decide, but for all who have reached the point in their household affairs where some furniture MUST be acquired, we are going to answer in advance a question that may be in the back of some minds—

"Does this big Wanamaker Sale of fine furniture include OUR kind of furniture? Will there be anything there at OUR price?"

We answer positively, YES, IT DOES: but don't sit here reading about it: come and see the furniture for yourself!

We back up our statement, and also our furniture backs up our statement, that there is no Sale in Philadelphia or vicinity, no Store in the United States of America and vicinity, in which small money can bring returns so "big for its size" as this Furniture Sale and Furniture Store can give.



"Why! You Can Buy Them as Low as—"

Bedroom Suits

for \$140 to \$350, in mahogany, American walnut, oak, enamel and birch with mahogany finish. Styles include Colonial, Adam, Sheraton, Queen Anne and William and Mary.

Dining-Room Suits

for \$185 to \$450, in mahogany, American walnut and oak. Styles include Queen Anne, William and Mary, Chipendale, Adam and Sheraton.

Overstuffed Living-Room Furniture

in a great variety of styles, can be matched up in three-piece suits, starting at \$200. Pieces may also be bought separately.

JOHN WANAMAKER PHILADELPHIA