

THE WANAMAKER STORE WILL BE CLOSED ALL DAY TOMORROW

A Page About Something That Concerns You and Everybody Else

The Wanamaker August Furniture Sale

Which Begins Its Last Five Days Next Monday Morning

THE object of this page is to put squarely before the people that there are only five more days left of the greatest retail sale in the world, the August Furniture Sale at Wanamaker's.

There is not a man, woman or child in Philadelphia, or within the commercial sphere of Philadelphia, for whom that fact does not hold an interest, because there is not a man, woman or child in Philadelphia or elsewhere who is not interested and vitally interested in the things of the home, and this is a sale deliberately intended to make better, more beautiful and more permanent homes; when we say home we mean not only the individual dwelling, "be it ever so humble," and the individual mansion, be it ever so palatial, but also the modern apartment which, after all, represents a striving after ideals of home comfort and convenience.

A Sale Backed by Merchandise to the End

THIS is a sale for all homes coming within these definitions. It is indisputably the greatest Sale upon which they have to draw for furniture of the most worthy and dependable kind. Especially in the main thing, that is to say, in the merchandise, this sale, now as always—rather now more than ever—stands supreme.

Now, as at the beginning, the strength and superiority of it are mainly in the goods. It is not out of place to dwell upon this factor at the present time, for the simple reason that this is the very time when it means most to people who still have their furniture to buy. In the face of the demands that have been made upon it, if this were an ordinary kind of sale it would be all "shot to pieces" by now.

But it is at this very stage of its career—during the last days—that the world's greatest sale proves most strikingly its title to the name.



It proves it in the one way that cannot be gainsaid—in the amplitude of the stocks of desirable furniture that are here for your selection. Now, as at the outset, this is the Sale with the goods, notwithstanding that all past selling records have been surpassed.

Consider What These Last Five Days Mean

IT MAY be well for you to consider just what the opportunities of these last five days mean.

In doing so, you must bear in mind that the value of every bit of furniture in this stock is considerably greater now than it was back in June and July. Many things have gone up in price at the workshops even since this Sale began.

After each half-yearly Sale all the furniture has gone back automatically to the higher price-levels. This time, however, when the Sale is over, all pieces which must be replaced will have to be marked at an advance on the prices that prevailed in July, because the market has gone up in the meantime.

In the face of this condition one might ask why we are anxious to get rid of furniture now at price reductions

although the same furniture in September or October can be sold at a large advance.

To begin with, WE ARE NOT ANXIOUS TO GET RID OF IT.

We will offer it at August reductions up to the last business day of the month, because that is a custom and condition of the August Sale.

But the one reason above all why we are selling now at price reductions furniture, which in September will be marked at 10 to 70 per cent higher, is because we are not in the profiteering business.

Now Is the Time to Get Ahead of the Market

IT IS not our fault that furniture has advanced. It would be hard to say whose fault it is. So far as can be observed, it is a condition for which nobody in particular is responsible.

But it is one of those conditions against which everybody who is going to need furniture in the not remote future should provide, and the time to provide against it is now, and the Sale in which to do the providing is the Sale that provides the goods, the right goods in a variety with which no other variety even begins to compare.

The Sale Includes All Our Office Furniture at Reduced Prices

Office furniture, like all other furniture, has advanced in price.

Much of the office furniture in this Sale is reduced 10 per cent, but more often than not this means a saving of 20 per cent or more, owing to the increase in price at the factories. As things are just now, the office furniture in this Sale is an investment that should appeal to any one of business judgment.

Buying office furniture here and now simply means forestalling an advance of 10 to almost 33 1-3 per cent.

All these goods will be marked that much higher in September and it may be a long time before the same large assortment will be offered at such savings in price.

The goods in this sale include—

Roll-top desks, \$31 to \$261.
Flat-top desks, \$16.25 to \$170.
Office tables, \$) to \$137.
Revolving chairs, \$13 to \$70.

Side chairs, \$3 to \$30.
Stenographers' chairs, \$11.25 to \$15.75.
All our filing cabinets and sectional bookcases are also reduced.

(Third Floor, Market)

JOHN WANAMAKER PHILADELPHIA