

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Fair

Wonders of the Great Furniture Sale Seen Through Wanamaker Windows

As You Plant So You Must Reap

is another version of the old adage, "As you brew so you must bake."

The fields between Camden and Absecon on the Jersey Coast are this month teeming with life.

Somebody plowed and planted, and now comes a harvesting of berries, grapes and vegetables of value.

For good baking one must have good yeast.

So it is with all human actions. We can only reap what we have sown.

Proper materials, well put together, rightly priced and truthfully presented, are strangely interwoven in the life of this business.

[Signed]

John Wanamaker

July 30, 1920.

One Chestnut Street Window

is particularly notable. It is furnished like a fine bedroom in some faultlessly appointed mansion. Against a background enriched with every accessory that exquisite taste can supply, is featured a wonderful hand-decorated bedroom suit in Louis XVI style, treated after the Italian school in predominant effects of verde and leaf gold, and combined with panels of cane in antique finish.

There are twin beds, overspread with splendid silk covers of a soft rose shade, wrought with dainty Chinese embroidery; a dresser, a bureau with hanging mirror, a writing-desk and a bedside stand.

Chinese rugs scattered over the floor, a handsome lamp that cunningly carries out in stand and shade the color harmonies of the room—even the lifelike touch of a tiny pillow covered with fine French lace—are among the many carefully studied details which demonstrate how a bedroom, the supposedly "difficult" room in furnishing the house, can be made into a delightful picture, and at the same time be as comfortable as any old shoe, to use a homely expression.

Yet another delightful picture, without leaving Chestnut Street; yet another window, which shows a bit of breakfast-room furnishing, charming enough to create homesickness just where it ought to be created—in the hearts of the stiffest of holders-out for single life and the hall bedroom.

That was not, however, what it was put there for, but to give everybody the pleasure of seeing a very quaint and artistic three-piece suit, appropriate for a breakfast room or even a small dining room.

There's a china cabinet, a perfect old dear: antique English in its style, especially the lavish decorations, which are done on a back-

FORTY wonderful windowfuls of it!

Everybody who passes North, South, East or West on Wanamaker Square—and who does not in the course of a day's shopping or business in Philadelphia?—may feast his eyes on the marvelous gallery of pictures, showing the interiors of elegantly appointed homes, and incidentally showing the scope and magnificence of the Wanamaker assemblage of August Sale Furniture—represented by the exhibition windows fronting on Chestnut, Market, Thirteenth and Juniper Streets.

The word "feast" is well chosen. The human eye hungers for beauty. If it didn't, there would not be the constantly increasing demand of the public, called forth by the constantly climbing standards of taste and culture:

"Make Our Homes More Beautiful! Give Us Furniture That Will Do More Than Merely Furnish!"

Does the furniture we have for this August Sale, selected and assembled and priced specially to bring it within reach of homes that normally might not attain it, satisfy that demand?

Walk around some of these Wanamaker windows and take your answer, not in words, but in wood—the wood of the wonderful, substantial Wanamaker furniture itself.

Words may be misunderstood, even forgotten; but there's no mistaking the significance of these rarely beautiful examples of the cabinetmaker's highest skill, and little likelihood of forgetting them!

Not if you have a home, anyway! or even the hope of one.

ground of a rich ancient-ivory hue in the gay, yet pleasing colors that suggest those of English china—and sure enough, there's a cozy set of characteristic English dishes displayed temptingly on the shelves!

The two accompanying chairs, decorated in similar style, have pretty, comfortable backs, upholstered seats covered in striped damask, and high, gracefully arched arms.

We Cannot Pass by Chestnut Street Windows

as rapidly in actually viewing them from the sidewalk as they must here be passed over in description, for the attraction of each one is compelling.

There's another breakfast-room setting: exceptionally beautiful pieces in the Italian manner, of walnut, decorated in our own studio with rich polychrome work on the intricately carved panels in the backs of the stately armchairs and of the most elaborate and wonderful buffet, and on the marvelously carved legs and stretchers of the long refectory table, set out with the most appetizing-looking china, and with even the morning mail and newspaper!

Another window shows a very remarkable upholstered living-room suit, the acme of luxurious comfort, filled entirely with hair and down—but that's true of a large majority of the finer upholstered furniture in this Sale.

The remarkable feature of this suit (davenport and two easy chairs) is the handsome and novel coverings of embroidered linen, done in strong, effective designs and colors on a cool-looking background of natural-colored linen, relieved at backs and sides by linen in a fine French blue.

This effect is being introduced for the first time in the Sale, but we are already making up other suits of the same kind of linen-upholstered furniture, embroidered in a variety of designs.

Thirteenth Street Windows Beckon the Eyes

with a charm almost equal to that of the windows of Chestnut Street.

Do you love handsome hall furniture, or that for the living room?

Do the lavish carvings and beautiful touches of rich gilding and soft colors of the school of the Italian Renaissance appeal to you?

Then we would be sorry that it is impossible to go into elaborate description of each of our forty windows of furniture display, if we were not so glad that it's possible for you to come here and see the furniture, of which the simplest piece is so much finer than the finest words about furniture.

Be sure not to pass by the windows of Juniper Street, or you will miss much that is rare, elegant and full of suggestion.

As to the Market Street windows—if anything could be more wonderful than those on Chestnut Street, it would be they.

Such a revelation in the decorative possibilities of wicker furniture, for instance, as is conveyed by one Market Street window—a rare setting for sun parlor or Summer living room which has a cool, tranquilizing effect at the initial glance—and what must it then be to own it! this austere splendid, quietly rich suit of reed furniture finished in frosted black,



with upholstery of white and black—fat, glorious cushions! plentifully scattered on the huge, repose-inviting davenport and capacious broad-armed chairs.

All of This Furniture Can Be Purchased and All of It Is New

—never shown before. And there are lots more like it—in the respect of its newness—in the greater display to be opened on the floors—Fifth, Sixth, Seventh.

Some idea of the vast preparation for and operation of this Sale may be gained by the fact that in some quarters it is said confidently—maybe defiantly—that there is no such thing as new furniture to be had.

There is no such thing to be had easily, but we went at the work in time, and without much thought of ease; so that today, in addition to our own fresh and excellent regular stocks, which are reduced 10 to 50 per cent for the Sale, we have lot upon lot, carload upon carload, thousands upon thousands of pieces, of high-grade cabinet work newly made, never placed on sale before, which we have priced 10 to 50 per cent below the figures which such furniture fetches in today's market.

Some of the best of it is in the Wanamaker windows. These suggest the Sale qualities, but only the vast and various display on the floors inside can fairly represent the Sale quantities.

Don't miss seeing it!

John Wanamaker Philadelphia