

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Cloudy**"Is Thy Light Less for Lighting Mine?"**

says an old English writer.

While writing this yesterday morning we were passing a wayside spring on the Wissahickon drive which in silent speech says to passersby, "I have given myself away to you day and night through all the years to all who came and I have never been a loser thereby."

The Book of Books tells us, "Let your light so shine before men," and something within us, share the light you have with others.



It is a pity for a man or boy to be only a dark lantern.

This Store turns on all its lights.

(Signed) *John Wanamaker*

August 6, 1920.

All the Comforts of Home

And the part played by Wanamaker Furniture Sales in making homes comfortable

THE soul of a Home is invisible, and does not depend on things outward and material for its existence. But it does depend on things outward and material for its *expression*.

The Home has a body as well as a soul, and that body is called the House.

Badly hampered in fulfilling its highest functions and exercising its unseen influences, as well as those that are seen, would any Home be that lacked in comfort.

By its content of good Furniture, its livability is



measured—not merely by outsiders, but by the all-important *insiders*.

The progress of Civilization is largely concerned in the development of Furniture. Indeed, the preservation of the Home as a system of society depends upon it in vast part.

If You Think That Statement Too Strong—

then go home tonight, or if located there at this very moment of reading the Wanamaker news, turn around, and picture what your Home would mean to you without the softly-cushioned Chair, bringing relaxation to tired muscles;

Without the pleasing grace of line, and grain, and finish, and upholstering, in fine cabinet-work that delights the beauty-loving eye;

Without the Dining-table, associated with so much cheer you've found around it and upon it;

Without the protecting Bed, that says to you, without paying a bit of attention to your grown-up-ness:

"There, there, my child; climb in, now, and forget all those silly, nagging cares, just as you used to do on Mother's lap."

Ever since the moment came when rude tree-stumps and boulders were no longer used in the caves of the First Families, and prehistoric fingers fumbled their way, clumsily but surely, to the knotting of the first hammock, the best brains, art and craftsmanship of each successive generation have been employed in developing and improving the Furniture of the Home, and in getting the Furniture made and distributed into the Homes.

Ever since the first August Sale of Wanamaker Furniture, held 30 years ago, the best art and craftsmanship in designing and making Furniture, and the best methods of getting such Furniture distributed into homes, have been utilized, developed and improved upon in each successive Sale, until they have now reached

The Greatest of All Furniture Sales Now Going on at Wanamaker's

If any one considers this also a too-strong statement—that the August 1920 Sale of Furniture is the greatest of all Furniture Sales—we invite him or her to come to see the Sale.

We invite all other people to the Sale also; particularly those in search of the comforts of Home.

We invite the fastidious, who have been dismayed at the scarcity of furniture of the qualities that they like to set in their beautiful Homes.

We invite also those other fastidious ones who, although having more restricted means and smaller houses than some, love beauty just as well, and home quite as well, and have also been dismayed, in the ordinary shops or sales they have visited, to find what a brief distance their limited appropriation for furniture would carry them.

Money, whether in large sums or more modest ones, will go farther in this August Sale at Wanamaker's than in any other sale or store held at this time and in this city—unless, perhaps the feature of quality be eliminated.

But Wanamaker Furniture Sales are held for the benefit of those who will not leave quality out of their calculations.

Even the plainest piece of furniture included in this Sale is well-made, of well-seasoned, high-grade wood, planned on lines of dignity, and if upholstered, carries the best springs, the best filling and the best covering obtainable at the price.

In its qualities as well as its savings, it is the greatest Sale of Furniture.

Among the more elegant suits and pieces are many veritable gems of the cabinet-makers' art. The Fifth Floor (Chestnut), in which there are special groupings, resembles some rare museum of beauty-pieces—or, we would sooner say, a sumptuous yet hospitable home where lavish comfort beckons.

Sales of Fine Rugs and Bedding, Too

Savings on furniture range from 10 to 50 per cent. Savings on rugs (of which there is also a great August offering), 10 to 30 per cent. Our entire stocks of mattresses, springs and pillows reduced for August, 10 to 20 per cent.

And in the quantities provided, in the vast scale of preparation—in a word, in its ability to set comfort in many thousands of homes—this event is unsurpassed by any sale held anywhere else in this country.

Again, in the amount of attention (including imitation) that is paid to it in the business world, in the amount of confidence that its opportunities inspire in the home-makers, it is the greatest of Sales.

John Wanamaker Philadelphia