

STORE CLOSED  
ALL DAY TOMORROW

WANAMAKER'S

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WANAMAKER'S

WEATHER  
Unsettled

# Finishing the Furnishing of the Small Apartment— at Wanamaker's

**It Is Not Possible for the Wisest of Men to be always right.**

Now and then, most fortunately for himself and his friends, some weakness of his mind or conduct will crop out to put him on his guard and to give notice to his friends that he has not yet arrived at what the "Perfectionists" of England claimed to have reached years ago.

A man sometimes has to live to "middle life" before he discovers his own susceptibility to temptation. To many of us the world only begins to unveil itself after we have reached the forties.

[Signed]

*John Wanamaker*

July 15, 1921.

"A HOUSE is built of brick and stone,  
Of sills and posts and piers,  
But a home is built of loving deeds  
That stand a thousand years."

THAT'S a thing to think of, when you stand in discouragement in your small apartment or bit of a house on moving day, or even before moving, when it is entirely empty and looks, oh, so teeny-weeny you could "most cry"!

Or, perhaps, worst of all, when you are completely "settled" (if one ever is), but, in looking around the new home, are dissatisfied with the results of your faithful labors and feel like routing out everything and rearranging the whole place.

Better do that than continue dissatisfied. Charlotte Perkins Gilman's story of "The Yellow Wall-Paper," and the woman whom it finally drove crazy, pictures an extreme case, but is founded on perfectly good feminine psychology.

Best of all, however, is it to give careful study to every seeming-small detail of your furnishings, before rugs, wallpapers, hangings and pictures are placed "for good" or for otherwise.

Of course we covered the subject of furniture last week. However,

### Study Walls and Floors Most Carefully—

for every inch of wall or floor space in your home, whether decorated or left blank, works either for or against you—did you know that?

We have here in the store an expert staff of interior decorators who will, of course, study the requirements of your apartment or small house and furnish it to your order, artistically and attractively, bestowing as much thought and taste upon it

as upon the great mansions they are called on continually to serve.

If you do not wish this, you can still enjoy and profit by their taste and skill in interior arrangement by simply walking through the series of fine salons on the Fifth Floor (Chestnut) and gleaning ideas from them.

Great palaces in foreign lands may contain more glitter and splendor than these spacious and sumptuously furnished rooms, but as an ideal assemblage of all that produces beauty, luxury and good taste in the appointments of a refined and comfortable American home, one might go far to find their like.

### Let Your Walls Work for You

to make your small apartment a small gem; and if you use light, plain-colored paper—a soft shade of buff, tan, gray or pale rose—it will not seem so small as a figured paper will make it.

If you have a plain-colored rug or carpet, the wallpaper should be a figured one, for the proper contrast; but the pattern or stripe may be in an inconspicuous brocade effect, and should always be small.

One piece of advice that applies to your home, whatever its size, is to build its decoration from the floor up.

In other words, think of your rugs first of all.

There's not only an artistic principle here, but a bit of blunt business sense. The wallpaper you will leave behind you if you move, but your rugs will accompany you wherever you go.

A mistake would be awful.

But it's not easily made if you buy your rugs here.

### One Advantage of the Small Apartment

is the lesser outlay on floor coverings.

The Wanamaker Store will be closed all day tomorrow.

Many a fine Oriental rug gets into a home of modest income in this way, and there it remains, a permanent investment and a joy to the eye.

No matter how often you change your quarters, it is never too small for the new floor in the sense that the larger rug is sometimes too large.

### When One Prefers a Domestic Rug

the choice is fully as great, and the qualities, range of sizes and prices are fully as satisfactory.

Whatever kind of rug one uses, it should be remembered that a small room will look bigger with



The Wanamaker Rug Store (Seventh Floor, Chestnut) is pretty generally recognized as Oriental rug headquarters.

Certainly a happy choice is easy to make where the stocks are so large and so varied, not merely among the great palace pieces, but among the smaller room sizes, all the way downward from the 6x9-foot rug, usually ranked as the smallest of the "room sizes," to the fascinating little oblong Anatolian or square Chinese mat.

At this very time our assortment is as near perfection as any can be.

The variety and quality of the many types of excellent Persian, Caucasian and Chinese weaves, and their reasonable prices, astonish many who come here to buy them.

Fortunate in its furnishings, however simple, is the house or apartment, however small, where one sees, let us say, on the dining-room floor a handsome Serapi rug, striking in its successful mingling of strong, barbaric colors and designs, or a splendid Saruk, a weave noted for its luster and heavy weight; in the living room a rich Kermanshah, soft and silky in texture, presenting intricate designs and melting hues of turquoise, rose, tan or ivory; and in the bedroom a fine Chinese rug, possibly a "peach-blow" or one of those unrivaled truly Celestial blues.

its floor entirely or nearly covered by one large rug than with several small ones scattered about.

This is true also of the bedroom, but many people believe it more sanitary to furnish it with a larger area of bare floor space, broken by two, three or four small rugs.

Large or small, we can furnish the size rug you want, and most likely delight your taste as well, from a quite exceptional assemblage of standard domestic weaves—Axminster, chenille, Klearflax.

Aside from the larger sizes, we have hundreds of rugs between the sizes of 22½x36 inches and 36x63 inches.

Very interesting and attractive is the collection of braided rag rugs, both hand-made and machine-made, in both bright and subdued colors, which are often in demand for bedrooms furnished in Colonial style.

Klearflax deserves a special recommendation as a floor covering for small rooms, for it bears a most amazing lot of walking on; it comes in the plain colors—a most attractive range of browns, grays, greens, blues, tans, roses, etc.—that create an effect of spaciousness, and it comes in different widths—27 inches, 3 feet, 4½ feet, 6 feet, 9 feet, 12 feet—from which we will cut off any length you like and finish the open edges by binding.

### Wall Mirrors

Never say mirrors cannot deceive, for if you hang a mirror over the mantelpiece, fireplace or console in the living room, over the buffet in the dining room, or even over the head-board of the bed in the bedroom, in the proper position to reflect the light from the windows, the room will appear much larger than it is.

Fully one hundred different styles and sizes of beautiful wall mirrors are gathered together in the Picture Store (Fifth Floor, Market) at a most varied range of prices. Many

are in fascinating triplicate panel effects, others in the quaint divided or so-called "cut" effect, and they come in all shapes—oval, round, square, oblong, irregular—and with all sorts of frames—silver finish, gold finish, antique finish, polychrome finish—and in numerous gradations of sizes.

Decidedly, a fine mirror should grace the wall somewhere in a small apartment; and in a sense, its flashing, ever-changing beauty and color exceed those of the handsomest picture.

### With Pictures "Few and Good" Is the Rule

even in large rooms, nowadays, and how much more so in small ones!

Of course, the Wanamaker Picture Store (Fifth Floor, Market) has been famous for so many years that it is the natural instinct with most folks to come here for any particular choosing they have to do.

Nowhere else, probably, are there so many pictures of different sizes and styles of framing, representing so many different subjects to choose from at such reasonable prices.

To say offhand here what pictures or sizes of pictures you should hang on your walls would be like committing oneself to the size of a piece of chalk.

But we will mention that an especially desirable selection can now be made in the "safe and sane" dimensions of 14x17 inches, among the popular Wallace Nutting color photographs, framed; also, in the same size, of a number of framed reproductions in color from the old masters.

### Lights!

The small room should light from the side rather than the center.

A side bracket is preferable to a table lamp, since it eliminates even a table. It distributes the light more evenly than a center light, and even the ceiling looks larger than when broken by a chandelier.

Side brackets can be furnished here (including immediate delivery) in one- and two-lamp styles; and in endless choice of designs and of finish—bronze, bright or antique gold

or silver, polychrome, ivory or any other color enamel. Prices at a moderate pitch.

If still more light is required, put in a floor reading-lamp, which can be moved about from chair to davenport as needed, and during the daytime can stand close to the wall.

Here you'll find not only a pleasant variety of choice of styles and finish in these picturesque but practical reading lamps, but a charming and almost unlimited choice of shades, in silk and parchment, for them.

### Even the Clock

should bear its proper relation in style and dimensions to the size of the room in which it is to stand.

A good-looking wall clock doesn't waste an inch of needed space in your home, and is an ornament in addition to its supreme usefulness.

In the Clock Rooms (Main Floor, Chestnut, West Aisle) you'll be amazed at the number of styles of wall clocks assembled—Willard (or banjo) clocks, and the fashionable yet practical mirror clocks, each

coming in different sizes. Quite small banjo clocks can be had for quite small bedrooms and dens.

As even low ceilings cannot quench the admiration most folks feel for the stately hall or "Grandfather" clock, it may be well to add that we can show several styles in the "bungalow type" of hall clock, which is 18 inches shorter than the ordinary size "Grandfather" clock.

All Wanamaker timepieces are guaranteed for dependability.

### Dishes Cut to Fit

a small apartment, possibly without a pantry or even room for a china closet, are not impossible of attainment; that is, the quantity can be cut to fit your needs.

One of the most remarkable features of Wanamaker service is in the China and Glass Store (Fourth Floor, Chestnut), where we have assembled the dinnerwares of four great pottery-making nations—France, England, Japan and America—and can offer you at least ONE HUNDRED DIFFERENT OPEN-STOCK PATTERNS to choose from.

Service as far-reaching as this, so far as we know, is unique.

Any small household which cannot house a full dinner set of

107 or 108 pieces of china can select from the varied and high grade open-stock wares to be found here such dishes as will likely "see them through" for quite a while. The collection should embrace about 58 pieces, including six each of the individual dishes.

One can always get as many more of these dishes as one wants, the stock being open, so that breakage or the extension of one's family causes no embarrassment.

The reason we frankly recommend this plan, although we carry and will cheerfully sell you a regular "small dinner set" (52 pieces) of American semi-porcelain in simple gold-band or conventional border decoration, is that the latter is not open stock.

John Wanamaker Philadelphia