

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Fair

The Wanamaker Store Will Be Closed All Day Tomorrow

Furniture and Art

A Few Ideas Intended to Be of Help to Home Furnishers and Written With Special Reference to the Wanamaker Great August Furniture Sale

"I Only Want to Shake Hands With You," He Said

"You did me a good turn once and I have for a long time wanted to see you and thank you for it."

It came like a cool breeze on a hot day to see the smile and catch the honest cheer of the man's voice and manner as he tells of the little thing long forgotten by every one but himself and his wife, who seemed to know all about it.

To find that you have been able to put a little bit of information, advice or propelling power into a brother man is food to a man's head and heart, vitalizing him to strive to do more and better.

[Signed] *J. Wanamaker*
August 5, 1921.

IN THE designing of good furniture, as in the designing of so many other things that can be called good, the thought of the old-time craftsmen is still the prevailing influence.

The essentials of harmony and beauty were long ago discovered, and no matter how many free and fanciful themes may be worked around them, the principles remain unchanged.

It requires very little imagination or perceptive power to distinguish in the austere lines of Adam fur-

niture something suggestive of the art of old Greece.

Practically all of Thomas Chippendale's work was a declaration of faith in the principles handed down by the designers of other times and other countries. Not only was Thomas a shrewd and discriminating borrower and adapter, as most designers have been to some degree, but he attained to something like a mastery in turning his appropriations to advantage. It would seem as if he had taken for his motto—"Nothing new under the sun"—at least in cabinet-making.

The Influence of the Masters

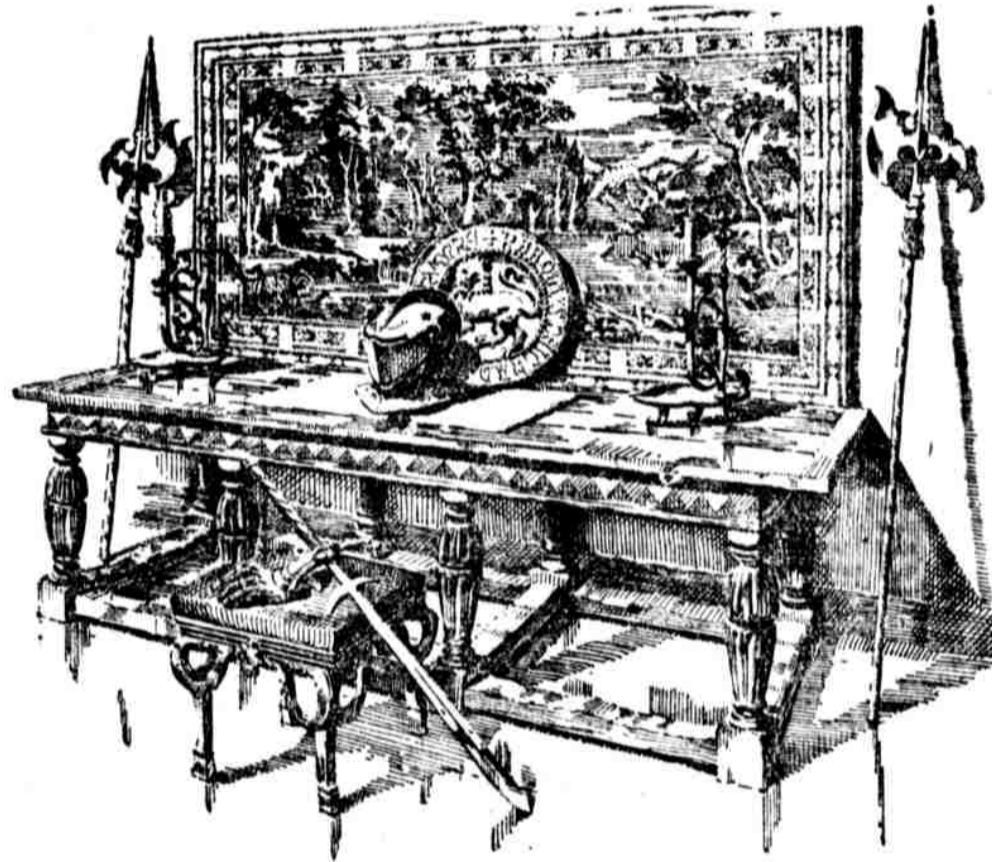
Dependence of this kind upon the finest achievements of the past is visible in all the arts from architecture to poetry; and the world awaits the master who will create something on a par with the great old models, but independent of them at the same time.

The finest example of architecture today is the easily recognized offspring of an ancient school.

This is not a plea for conservatism, least of all for conventionality, but an avowal of faith in fine standards.

Honor to the innovator who will produce something really beautiful. Meantime, it is best to hold fast by the great old models. These we can never afford to discard.

All that is beautiful and harmonious in furniture today, as in the case of architecture, goes back in direct line to the ages of art. And the most beautiful furniture made today is that in which the ideals and standards of the ages of art, whether of Greece, or Rome, or France, or Flanders, are interpreted in the spirit that originally inspired them.



It is our business to assemble the most beautiful and dependable furniture we can find for our Great Sale, about which we are now going to say something.

This Is the Sale That People Have Wanted

EVERY Wanamaker furniture sale is looked forward to with much expectancy by a great number of people in different parts of the coun-

try, but no sale was ever specially watched for and waited for by so many people in so many different places as the August Sale now going ahead so wonderfully.

There is nothing so heartening in a business of this kind as to know that people are able to prove to their own satisfaction that a store event is as good as it was said to be.

it is that a furniture sale is as strong or as weak, as good or as bad, as interesting or as uninteresting as the goods which it comprises.

For a sale can no more rise above the goods in it than a stream can rise above its source.

We could print nothing better of this August Sale, or nothing truer than this, that it rises to the height—that is to say, the character—of the goods which are its mainstay.

No other sale can possibly reach that height, because no other sale is backed with the same class of furniture in the same splendid range of variety and at the same low prices.

A Sale That Will Stand the Test

Test it fairly and intelligently in any section and if you don't find that it is as good as we say it is, please let us know.

Do you want a bedroom suit of the good, medium grade, moderately priced kind in mahogany, walnut or oak?

For every one such you will find anywhere else, we will show you at least three.

We will show you a collection of these suits which in desirableness of type and excellence of make and finish have no counterpart anywhere.

In dining-room suits of the moderately priced kind

the selection is relatively fine.

The showing of bedroom suits and dining-room suits of the finest grade is still more incomparable.

In pattern, construction and general character there has probably never been such a superb assortment of these high-grade suits shown in Philadelphia at the same advantages in price.

It would take at least three goodly sized stocks combined to match this in extent, but no three could match it in character.

As for living-room furniture, library furniture, occasional furniture and fine individual things, the showing of these on the fifth floor is worth coming far to look at.

And all of these, no matter how exquisite, or uncommon, are included in the August Sale at reductions that mean something to people looking for distinguished, home-enriching furniture of this kind.

Now for Monday Morning

Up to the present time this has been the greatest August Sale on record as regards volume of business, because the people can see that it lives up to what we say about it.

For the same good reason they will give it a splendid new start-off next Monday morning.

John Wanamaker Philadelphia