

The Wanamaker Store Will Be Closed All Day Tomorrow

For Everybody With a Home Interest

This Page About the Wanamaker Great August Furniture Sale

A Bewildered Traveler After Nightfall in the Everglades of Florida

might easily become entangled in a morass and find it difficult to reach solid ground.

There are many persons so conceited and self-confident that they do not think it necessary to ask advice of the experienced before plunging into streams of all sorts of novelty business schemes, patent inventions and organized company undertakings that sooner or later demonstrate that they are overboard in the sea of speculations, swimming after a "will-o'-the-wisp."

By and by they will be stripped bare and be victims of a vicious hopefulness.

[Signed]



August 12, 1921.

THE business of life is to a large extent the making of better places to live in. When this ceases there is something wrong. When people show a particularly active interest in the making of better living places, that is, better homes, it is a sure sign that things in general are on a safe and sound basis.

Just now there is a tremendous amount of home-bettering and home-furnishing going on, and it is a very good sign of things.

We cannot remember ever to have noticed so much interest being taken in the furnishing and refurnishing of homes.

In this August Furniture Sale we are selling more furniture, both in quantity and in money value, than we have ever sold in any August sale on record.

This is not told by way of boasting, but to show you that, so far as a great retail business movement like this is an indication, conditions generally must be very sound.

But primarily it all goes to show that the opportunities in the sale must be very good; and indeed they are.

The Joys of Castle Building

HOME-PLANNING and home-idealizing are always a pleasure, even if one's ideals never become anything more tangible than so many "castles in the air," or "castles in Spain" or elsewhere.

We know people who have managed to overcome a tendency to nervous sleeplessness by just planning and building and furnishing castles of that kind, not that all the schemes call for castles, but just homes after one's own heart.

You would be surprised at the number of these dreams that are "coming true" as a result of this August Furniture Sale.

The People's Own Sale

IT SEEMS to us that no sale ever appealed so to the people.

And of course it is they who count.

In planning it, we never failed to keep the customers' needs in mind; we have tried to make a sale solely from the customers' point of view, and there is every indication that we have succeeded.

The customers' point of view calls for many things.

First of all, it calls for merchandise of the kind that carries the substance of quality and value for the money which is to be paid for it.

The customers' point of view calls for likableness in looks and design and decorative detail.

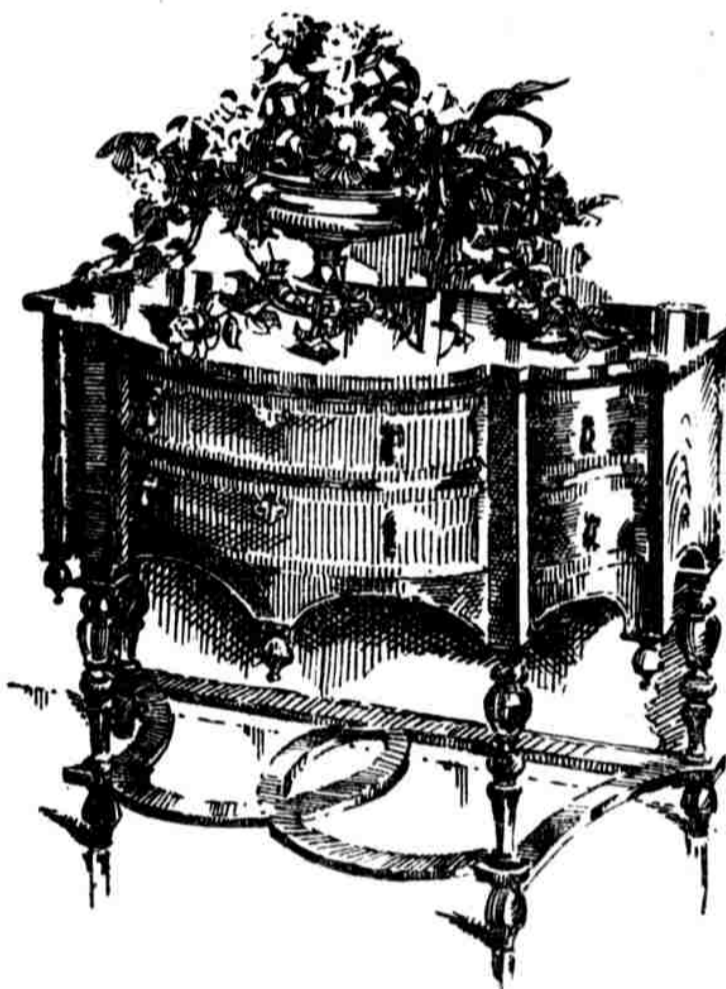
It calls for service and beauty, for money, value and furnishing value.

And it calls for the kind of economy that really saves one's money.

The fact that we have never sold in any August Sale so much furniture to so many different people in so many different places, some of them thousands of miles apart, is a pretty good proof that the stocks in this sale are the kind that meet the requirements of the customers' point of view.

The fact that this is the greatest sale from the customers' standpoint is the only reason why it is the greatest sale in every other respect.

For a sale can never become larger or greater than the people want it to be; and the people will always make that sale greatest which serves them best.



They know why they have made this sale what it is.

Anybody can learn who walks through the different furniture floors.

The Wonderful Showing on the Fifth Floor

LOOK AT the display of living-room, library and individual furniture on the Fifth Floor, Chestnut Street.

As a collection this is recognized by furniture men to be the finest, most tasteful and most interesting in the country; and, of course, it is the largest.

Every piece in the magnificent assortment, no matter how rare, exquisite or luxurious it may be, is marked at a real, substantial reduction in the August Sale.

You will notice how many delightful individual pieces and sets there are here, most of them reproductions or variants of some beautiful old models. This surely is the place to come to, not only for the great, overstuffed suits that delight one by their soft, downy, luxurious embrace, but also for the uncommon, the elegant, the individual things that give character and atmosphere to their surroundings.

The bedroom and dining-room suits, on the Sixth Floor, are noted for three things—the incomparable varieties included, the attractiveness of the different types, and the certainty that no matter which you may buy, you are not only getting "value received," which means sound value, but effecting a good saving at the same time.

Whether you consider the dining-room, the bedroom, the living-room or library furniture; whether you consider mahogany furniture, walnut furniture, hand-painted furniture or upholstered furniture, there is no stock of furniture anywhere else in which it is so easy to find the furniture one likes, because there is no stock that holds so much of the likable kind at the lowest prices, all essentials considered.

John Wanamaker Philadelphia