

STORE CLOSED ALL DAY  
TOMORROW

WANAMAKER'S

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TOMORROW

WANAMAKER'S

WEATHER  
Showers

## Just Four Days Left—Monday, Tuesday, Wednesday, Thursday—to Help

### "Great Cry and Little Wool" or "Mair Whistle Than Wool"

In old times, when Philadelphia was enriched by many Scotch families, proverbs like that above often fell into daily conversations.

Professor Blackie, of Edinburgh University, had many friends in America, and was much loved by many of George H. Stuart's friends, with whom he always "put up."

It was he who said to us young fellows, "I don't know a better advice to a young man than never to be idle; an idler is like a housekeeper who keeps the doors open for any burglar that wants to get in."

[Signed] *John Wanamaker*

August 25, 1922.

The Wanamaker Store  
Will Be Closed  
Tomorrow  
Summer Saturday  
Holiday

### "She Wasn't Home, But I Know She Is Charming"

said the visitor privileged to spend a few moments in a lady's living room.

"How do I know? By her chairs, sofas, tables, lamps, rugs, hangings, books, writing desk, flowers, pictures. Everything in the room spoke with silent but eloquent tongue of a woman of good taste and refinement; sense of order, harmony and beauty; love of dignity and sincerity; and thoughtfulness for the comfort of every person entering the room."

It happened that he was right.

His unseen hostess was a woman of unusual charm and graciousness, both in person and character. Her personality was reflected in her home.

And a woman's home always does reflect her personality and taste.

It may be a mere comfortless show-case, intended to display how much money she has to spend.

Or a meaningless clutter, without design, order or attraction.

Or a restful, beautiful place, whose every room invites you to linger and makes you happy and comfortable as long as you stay!

It is surprising how little mere money has to do with the making of such a home.

East, West, North and South, all over the country, homes of genuine comfort and charm are being outfitted at surprisingly small cost in this August Furniture Sale.

The important thing in making any home is to begin with the right kind of furniture.

It would be hard to find any other kind in this Sale.

Everything on these three famous furniture floors is in the August Sale at 10 to 50 per cent less than usual.

Home-makers who wish beauty and comfort at little price are profiting most by the Sale.

## Yourself to This August Sale Furniture That Must Go Back to Regular Prices Next Friday!

### "Oh the Wild Charge They Made!"

But we sustained it. No other store would have dared to order so much furniture, and no other store would have been able to meet so strong a demand.

"They" are the home-makers and home-furnishers and home-lovers, who have feasted on the opportunities of this August Sale, starting from its first hour.

More furniture than has ever before changed hands in a single retail sale-event has been sold in this August Sale.

Yet, we still bid you a hearty welcome to the Sale, as confident that it can serve you in its closing days as when it first opened, one month ago.

"How can you do it?" people ask, astonished at the continuing display, its strength in qualities, in assortment.

How can the Niagara River keep on unceasingly tossing water, water, water, over the brink of the majestic American Falls, in mighty volume representing several millions of horse power, exceeding in force any other water-power or steam-power in the world?

### "It Would Be More Wonderful If It DIDN'T Go Over That Way"—

the practical minded tourist's answer to the exclamation of his more effusive companion—applies very well to the case.

The rushing Niagara River, fed by perpetual springs, at this point in its course meets a shelving rock, 4750 feet wide, and (at the American Falls) 164 feet above the river-bed below.

What can it do, but pour over in unstayable force, to impress all beholders, and with a roar and a spray that is felt and heard from far away?

The energy of the Wanamaker great August Furniture movement, in comparison with contemporary retail furniture offerings, is as the energy of Niagara Falls compared with that of minor cataracts.

Fed from exhaustless sources, its streams of reinforcing stocks are never stayed, however fast the stream of selling moves, however hastened by the momentum of a sheer drop in August prices, amounting to ten, twenty and all the way downward to fifty per cent below regular furniture figures.

As an example, in came a new consignment a couple of days ago, of \$50,000 of fine furniture which should have arrived a bit earlier. All to the good for *you*, whose furniture needs are not yet satisfied, for into the Sale it goes, just the same, but at even lower prices than were at first intended—a flat reduction to 50 per cent of their regular prices.

### We Cannot Prophesy Smooth Things Concerning Future Furniture Prices

because we have no conviction that they would be true things.

How are lumber prices, down *your* way?

Same everywhere else, except where they're more so.

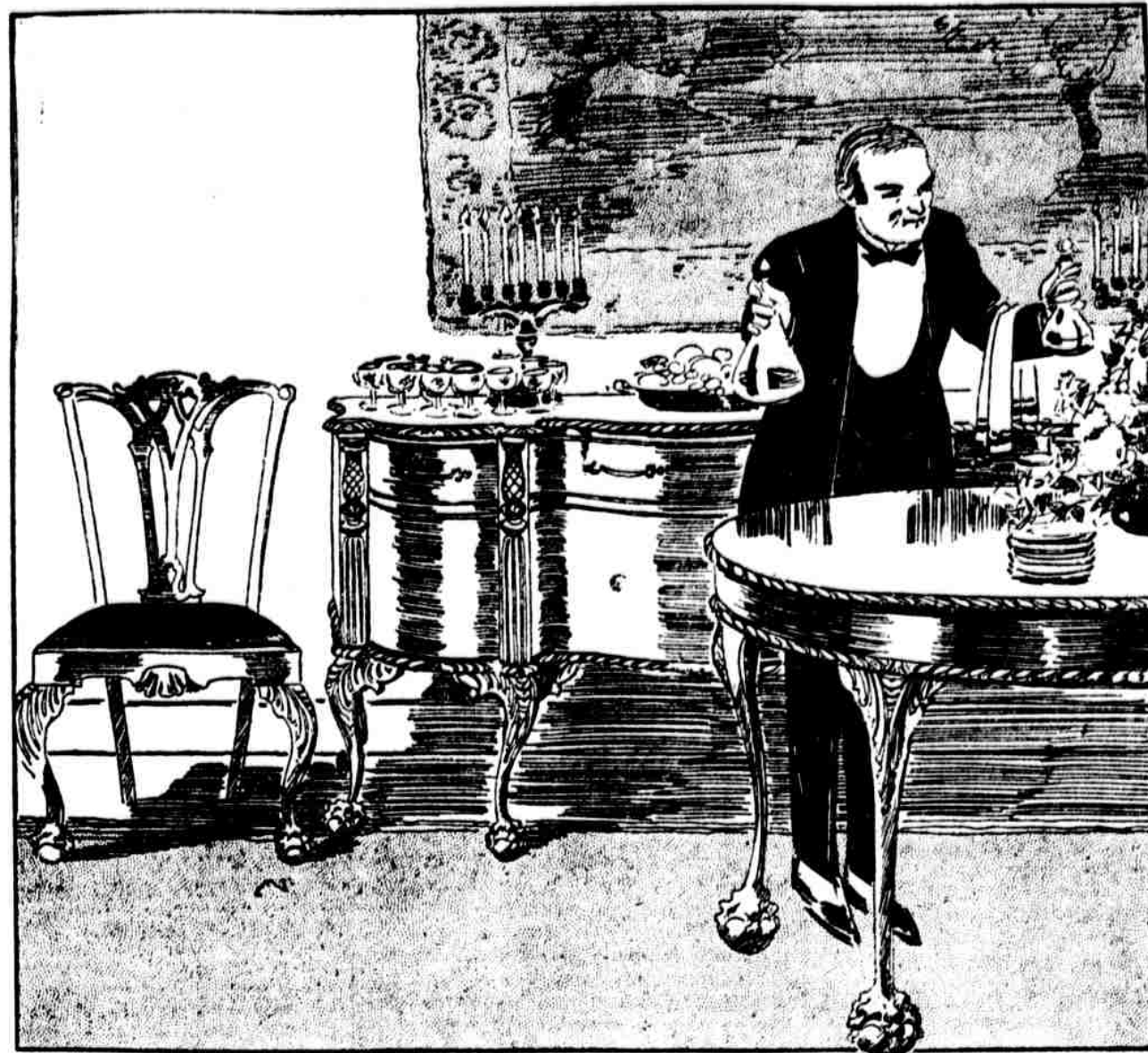
It is our business to survey the furniture market as far ahead as can be seen.

All business conditions being considered, we are warranted in believing that general prices at this moment are as low as they can go.

It is a matter not of belief, but of fact, that Wanamaker August Sale prices on furniture are 10 to 50 per cent lower than general market prices;

And that even Wanamaker August Sale prices have but four more selling days to last;

And that qualities are as excellent as when the Furniture Sale started, which is saying the highest that could possibly be said in praise of any furniture.



## Here Are Some of the Examples of Splendid Dining-Room and Bedroom Suits at Half

They are opportunities that must be seized quickly. Some of the suits are backed by duplicates in satisfying quantity; of others there are but three, two, sometimes one, of a kind. While these words are being written, sales are being made.

We advise an early visit next Monday.

These superb bedroom and dining-room suits comprise a group that is among the finest furniture ordered for the Sale.

Arriving too late to join the Sale at its beginning, the whole consignment, worth \$50,000 has been placed in the Sale at 50 per cent less than regular; in other words, at \$25,000.

This means that in the group there are bedroom suits worth \$710 to \$1540 that you can buy for \$355 to \$770; and that there are dining-room suits worth \$630 to \$1890 that you can buy for \$315 to \$945.

It is all excellent furniture, soundly and beautifully made.

Savings in furnishing an entire house—as many entire homes will be furnished from this Sale-group—will amount to \$3000, even \$4000.

Even in the furnishing of a single bedroom, you may save \$300 to nearly \$800.

Could you use that extra money?

Remember it's either Monday, Tuesday, Wednesday, Thursday of next week, or not at all!

### Dining-Room Suits

\$315—Ten-piece suit of walnut, finished in two shades of brown, and showing the Italian influence.

\$322.50—Ten-piece suit of mahogany in Louis XIV design.

\$397.50—Nine-piece suit of stippled enamel, hand-decorated with flowers.

\$402.50—Ten-piece stippled enamel suit, hand decorated. Heppelwhite design.

\$657.50—Ten-piece suit of mahogany in Colonial design.

\$750—Ten-piece suit of figured mahogany, Louis XVI design.

\$762.50—Ten-piece suit of figured mahogany in Heppelwhite design.

\$945—Ten-piece suit of figured mahogany with burl panels. Chippendale design, showing the French influence.

### Bedroom Suits

\$317.50—Six-piece suit in stippled enamel, hand-decorated.

\$355—Seven-piece suit of figured mahogany with burl panels; Sheraton design.

\$375—Six-piece suit of walnut, in Chippendale design, French influence.

\$412.50—Six-piece suit of figured mahogany in Heppelwhite design.

\$415—Eight-piece suit of figured mahogany in Chippendale design, French influence.

\$460—Seven-piece glazed enameled suit in orchid color, with floral hand decorations.

\$500—Seven-piece suit of figured mahogany in Heppelwhite design.

\$545—Seven-piece suit of figured mahogany in Sheraton design.

\$565—Eight-piece suit of figured mahogany in Sheraton design.

\$580—Eight-piece suit of figured mahogany, striped with old bronze and decorated in a floral design.

\$650—Eight-piece suit of figured mahogany in Sheraton design.

\$670—Nine-piece suit of figured mahogany in Sheraton design.

\$770—Eight-piece suit of figured and crotch mahogany with burl panels. The design is Chippendale, showing the French influence.