

RELIABLE FURNITURE CO., 32, 34, 36 S. Illinois St.

NOW you can trade your old Furniture for NEW!

RELIABLE Announces a New Plan for Beautifying Your Home

Almost every one is acquainted with the universally adopted plan of trading in used automobiles for new ones. The RELIABLE is applying the same plan to the sale of home furnishings—a plan for better homes—originated in Indianapolis, of course, by RELIABLE.



This New Plan Does Not Affect Our Liberal Credit Terms

This new and unusual plan of accepting old furniture for part payment toward new does not in any way affect our liberal credit terms. It is merely an added example of Reliable service to its customers.

Transform Your Dwelling Into a Place of Beauty and Comfort

How often have you thought how much you would like to have a new living room suite, dining room suite or bedroom suite or other new furniture, but you hesitated to buy it because you hated to sacrifice your present furniture by selling it? Our new plan eliminates this worry entirely.

How We Will Dispose of the Used Furniture Taken in Trade Through This New Plan

At an early date the Reliable will announce the opening of a used furniture department, located in the basement of our store building, away from our new and regular stock. The contents of this department will consist only of home furnishings which have been taken in trade—and will be offered for sale exclusively in this department at real bargain prices—for cash or on liberal credit terms.

We Are One of 21 Big Furniture Stores

located in the largest cities in the country. Our enormous combined purchasing power enables us to buy highest quality furniture at the lowest prices. The savings we make in this way are passed on to our customers.

In addition to our large and varied stocks, our low prices and our liberal credit terms, you now have the added service of trading in your old home furnishings for new.

We Do Not Buy Used Home Furnishings

Let it be understood that the Reliable does not buy used home furnishings of any sort—they only accept them in trade on the purchase of new goods.

How to Exchange Your Old Furniture for Brand New—Read This Simple Plan

After you have selected the home furnishings you desire, tell the salesman you have some articles you wish to trade in on your purchase.

We will send an appraiser to your home to give you an estimate of the highest trade-in value your goods have. If you decide to accept the estimate, it will be honored by us as an allowance to be deducted from the purchase price of your new goods, bought on the Reliable Liberal Credit Plan. Your old home furnishings will not be removed until the new goods you buy are delivered to your home.

No extra or interest charge for this service.

YOUR CHOICE

42-Piece Dinner Set

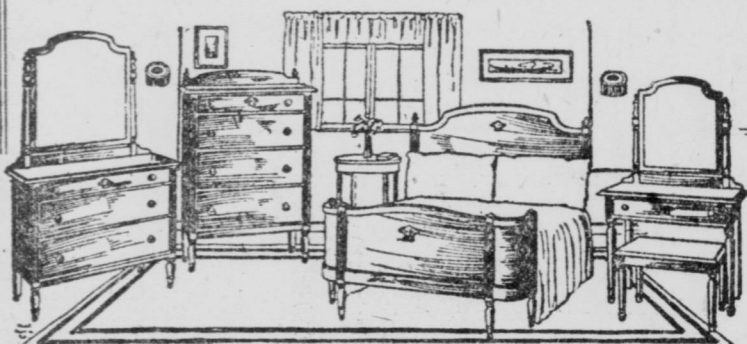
4-Piece Chocolate Set



5c



With Any Purchase of \$100 or More



Five-Piece Bedroom Suite

Attractive design, walnut finish. Bed, Dresser, Chiffonier, Dressing Table and Bench.

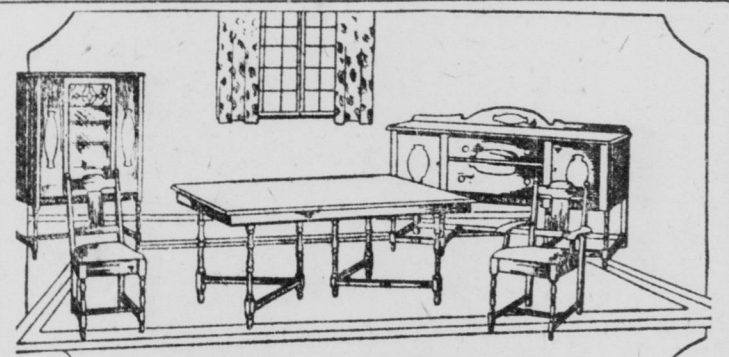
\$76.75



BEAUTIFUL THREE-PIECE OVERSTUFFED SUITE

A suite that will add beauty, convenience and real comfort to any home. Upholstered in attractive velour. Have It Charged

\$119.75



8-Piece Dining Room Suite

Attractive walnut suite, consisting of table, six chairs and buffet. Special.....

\$139.75

Pay Weekly

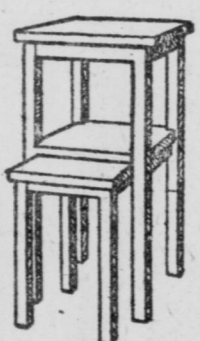
Rug Department SPECIALS

9x12 Tapestry Rug.... **\$13.75**

9x12 Axminster Rug..... **\$29.75**

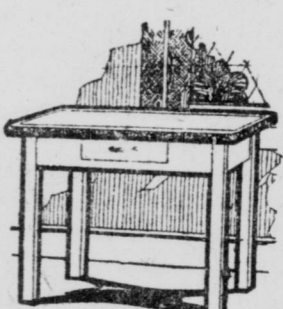
27x54 Velvet Rug..... **\$1.95**

9x12 Bird's Felt Base Rug.. **\$13.95**



Telephone Stand

Mahogany Finish.... **\$3.98**



Porcelain Top Kitchen Table

White enamel table, with drawer. Porcelain top. 25x40 inches. **\$4.95**

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