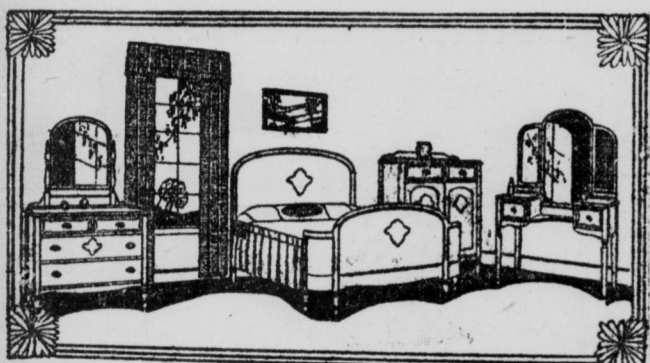


Indiana's Greatest Furniture Sale!

No Money Down!

Only months of careful preparation, involving the purchase of tremendous quantities of merchandise, makes possible this greatest of all furniture sales. In every instance you get prices that actually establish a new standard of value-giving; more for your money than you've ever thought possible. This, in fact, is a sale without a parallel; it submerges all previous efforts and establishes a new page in the history of the retail furniture business.



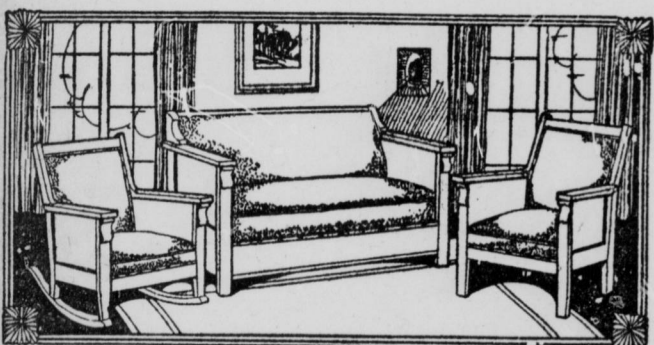
4-Piece American Walnut Suite

This delightful four-piece walnut suite gives you the utmost in charming appearance and fine quality workmanship. Offered in either light or dark finish. Handsome bow-end bed, as illustrated, with spacious chiffonette, dresser and full vanity. **\$149**



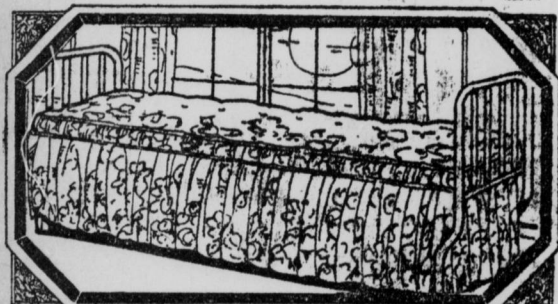
3-Pc. Bedroom Suite, Walnut Finish

You've never even thought of being able to buy a real quality suite at this low price. But here it is and every piece dependable, too. Bow-end bed, dresser and semi-vanity. A beautiful suite and a truly wonderful bargain. **\$89.50**



3-Pc. Davenport Suites

A living room in the day time; a bed room at night. Simply pull out the davenport and the transformation is made. Oak woodwork; spring upholstering covered with brown mule-hide. Buy this comfortable, durable outfit for— **\$69.50**



Sample Day Beds

An All-Metal, Day-Bed of a nationally famous make, offered at a price heretofore unequalled. Dark brown, wood-like finish. **\$23.50**

No Money Down!

INCOMPARABLE!



Gorgeous 3-Pc. Velour Suite

Custom-made, built to our own, exacting specifications, embracing skillful construction and high-quality materials, it is nothing short of a "miracle" at the low price of \$119! The three pieces shown are included. The davenport is a massive piece, distinctive in design, luxurious in comfort.

\$119

No Money Down!

Stores at Half-Price

\$39.50 CAST COOKERS \$19.75

\$100 Gas and Coal Combination Ranges \$50.00

\$62.50 HEATERS \$31.25

GAS RANGES \$22.50



\$48.00 HEATERS \$24.00

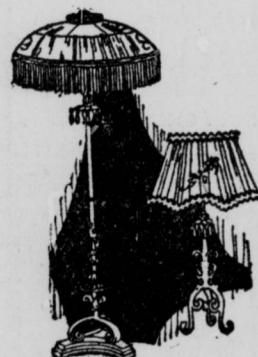
\$25.00 HEATERS \$12.50

\$20.00 HEATERS \$15.00

\$55.00 COAL RANGES \$27.50

Trade In Your Old Stove

It will be accepted as part payment on any model you may select. Choose from a great display that involves dozens of fine quality, well known makes and get an efficient, high-grade stove at an unequalled bargain price!



Hundreds of LAMPS

Beautiful new bridge reading lamps with genuine stippled polychrome base and gorgeously colored georgette shades... **\$7.45**
Stately Junior floor lamps with decorated polychrome standard and Japanese silk shades. Numerous color combinations... **\$9.85**
Artistic wrought iron base table lamps with shirred Georgette or parchment French shades. Dozens to go at... **\$14.45**

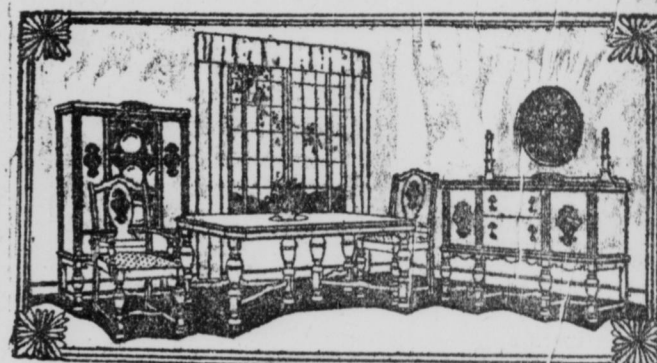
No Money Down!

Wonderful Rugs At Sensational Low Prices! Genuine Velvet, 9x12 \$27.50

9x12 Brussels Rugs **\$19.75**
Attractive Colorings... **\$34.85**
9x12 Axminsters
Very Newest Designs... **\$2.85**
27x54 Velvet Rugs
Beautiful Patterns... **\$7.85**
36x72 Axminsters
Bright, New Colors...
Choose from hundreds of rugs. You can get exactly what you want at prices seldom equalled.

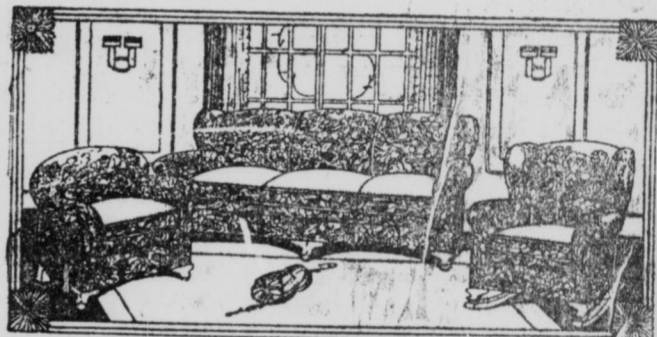
No Money Down!

Every article in the entire stock is offered at a decided price concession; you save money on any purchase, regardless of what you buy. You get the unrestricted choice of the largest and finest stock we've ever assembled on the most generous terms ever offered. "No Money Down"—pay for your furniture as you use it, out of your income. This, indeed, is an opportunity that means you can now have your home furnished as you want it without any financial strain whatsoever.



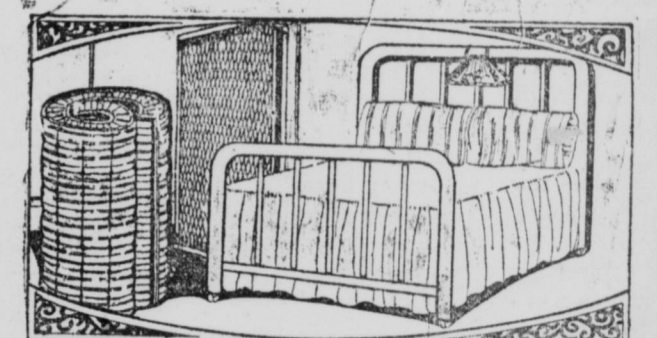
Polychrome Mirror Given With Every Dining Suite! Period Dining Suites EIGHT WONDERFUL PIECES

Luxurious buffet, oblong table and six leather-seated chairs, including an arm chair. Beautiful American hardwood, in delightful walnut finish. Different period designs from which to choose. A suite you could not equal in the ordinary course of trade for less than \$200. **\$129**



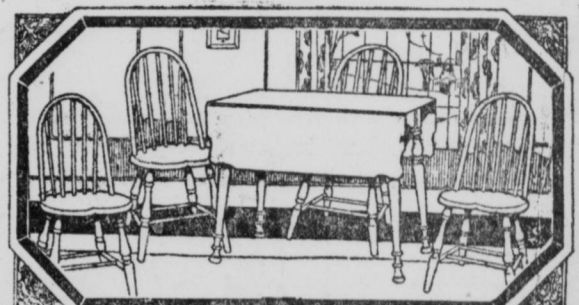
\$300 OVERSTUFFED SUITES

Magnificent Jacquard velour, in a variety of sombre colors. A very exclusive, high-grade outfit at a bargain price. Beautiful Junior floor lamp, polychrome base and silk shade given with any suite. **\$229**



This Complete Bed Outfit

Metal bed, white enameled or wood finish; strong coil springs and genuine forty-five pound combination mattress. During this sale you get the entire outfit for about the price of a good bed alone. **\$17.85**



Breakfast Suites

Made of the finest materials in numerous designs. Finished in two-color tones, which you select, in high-grade enamel. Artistic. **\$24.85**

No Money Down!

**3-ROOM
OUTFITS
Complete
\$349**



THE BIG STORE WITH THE LITTLE ENTRANCE

IDEAL FURNITURE CO.

141 WEST WASHINGTON STREET

**4-ROOM
OUTFITS
Complete
\$429**