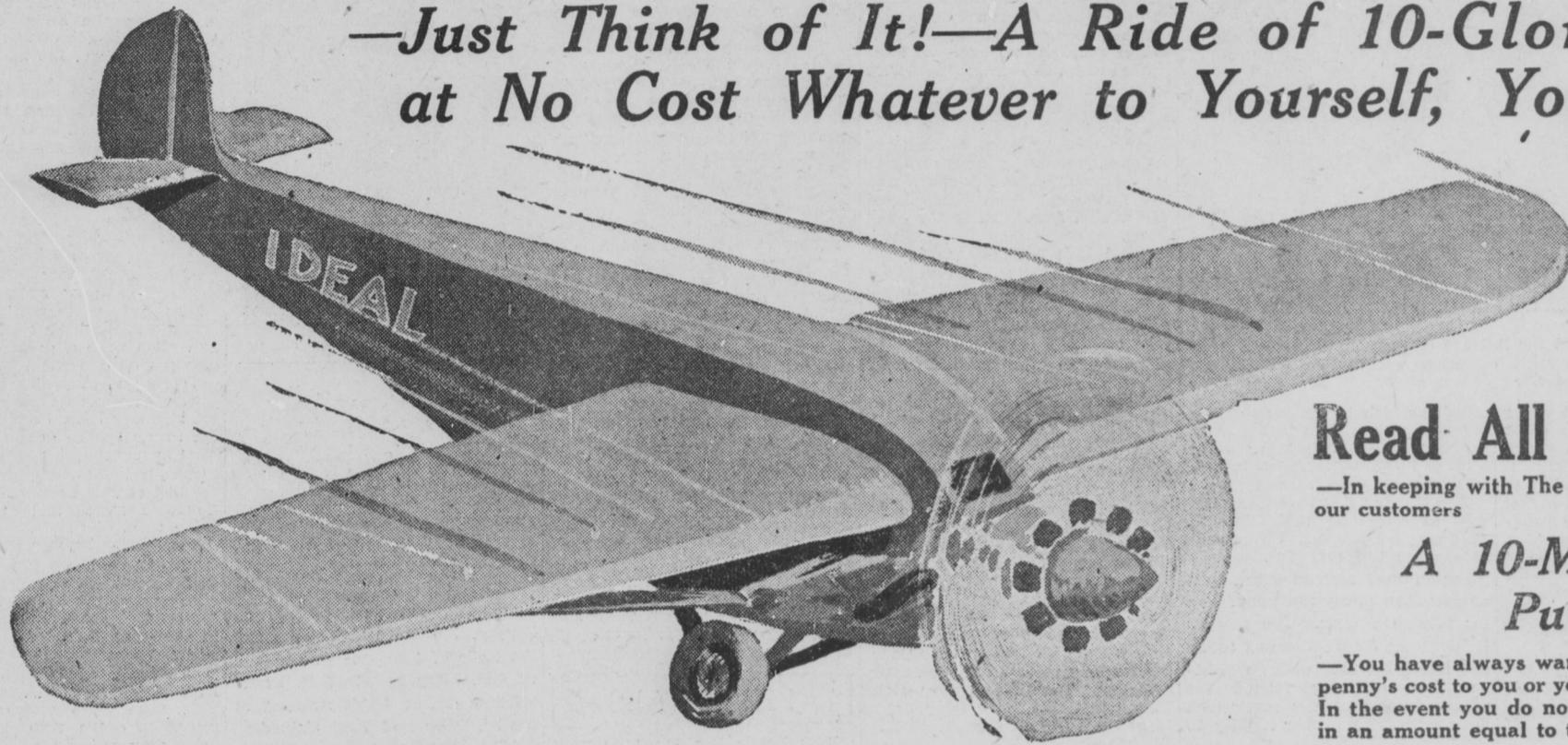


A 10-Mile Airplane Ride Free!

—Just Think of It!—A Ride of 10-Glorious Miles Over the City at No Cost Whatever to Yourself, Your Husband or Relative!



For the First Time in History

this is the only offer of its kind. It is Ideal's gift to aviation—to arouse widespread interest in Indianapolis as the aviation center of America.

Read All About This Wonderful Offer!

—In keeping with The Ideal Furniture Company's progressive policy, we have decided to give our customers

A 10-Mile Airplane Trip With Every Purchase of \$50.00 or More

—You have always wanted to take an airplane trip. Here is your opportunity and without a penny's cost to you or your family. In the event you do not choose to take the airplane trip, we shall be glad to give you merchandise in an amount equal to the cost of the ride.

Ride in U. S. Government Inspected Planes

Furnished by "The Hoosier Airport"—Kessler Blvd. and Lafayette Pike with Licensed Pilots. Men With 11 to 12 Years Experience in Aviation.

In this day and age we think of minutes as we did formerly of days. Progress and speed, the watchwords of today, typifying the spirit of "The Ideal." The spirit of progress—the spirit of speed—speed in securing the newest in home furnishing styles first—progress in serving our customers efficiently, economically and satisfactorily. Come, this is your opportunity to save in a big way on the things you will need for the home, and experience the thrill of a wonderful airplane trip absolutely without cost.

Ideal's Great Money Saving HARVEST SALE!

Substantial savings are now possible on furniture for every room. We have sharply reduced prices on our entire stock for this Great Harvest Sale—never before were such values and inducements offered. Regardless of your wants, it will pay you to purchase now during this sale.

Plenty of CREDIT—
Make Your Own
Terms!



—Rich, Heavy,
Two-Tone Jacquard
Velour—Graceful
Arms and Backs

Gorgeous Living Room Suite

Made in the dependable manner that characterizes fine furniture. Hand-some davenport, large wing chair and cozy club chair comprise the suite which is upholstered in choice two-tone jacquard velour; loose spring filled cushions. Sale Price Only.

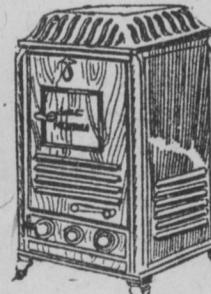
Take an Airplane Ride Without Cost!

\$89

Extra Quality Fancy
SILK PILLOWS
SALE PRICE
\$2.95

A wonderful selection of large and medium shapes.
—Gorgeous new colors and combinations.

Stoves!
Stoves!
Stoves!



Buy them now! Our new line is here—
These cold winter mornings are almost upon us and you will be needing your stove before you know it!
Our complete line of new heaters is now on hand.
In addition, we have several wonderful values in SECOND HAND HEATERS and COOK STOVES.

some as low as—
\$6.95

CHIFFOROBE
With
or
Without
Mirror
Sale
Price
\$17.50

Large and roomy. Just the thing to give drawer and closet space. Choice of finishes, with or without mirrors.
Plenty of Credit!

This Fine American Type
3-Piece Bed Outfit
(Complete)
\$15.85

Walnut finished steel bed—all cotton mattress and rust-proof springs. Bed in brown walnut finish—45-lb. all cotton mattress in unusually strong art ticking with Imperial roll edge and comfortable fabric springs finished in rust-proof battleship gray.

PAY ONLY 75c DOWN!

PLenty of CREDIT
Make Your Own Terms!

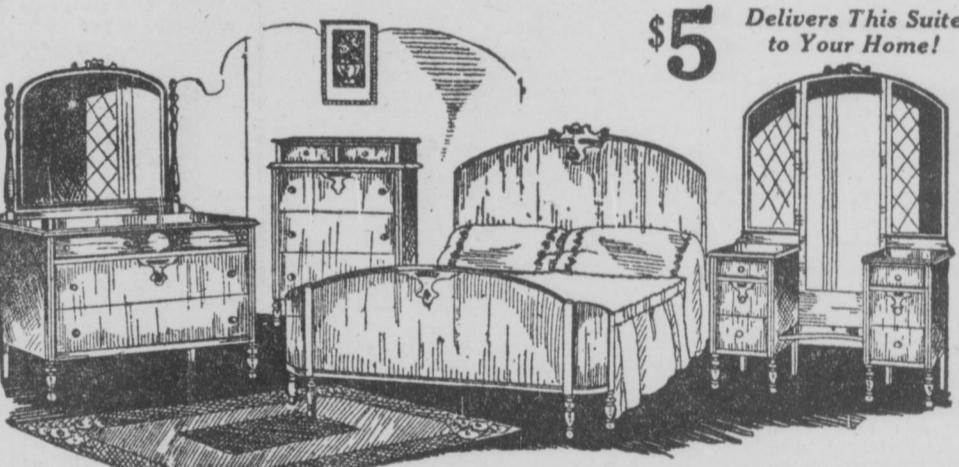


Handsome Eight-Piece Walnut \$89
Veneer Dining Room Suite

Every detail of this lovely suite marks it as being of extraordinarily good construction. Choice walnut veneers and cabinet woods produce a very rich looking effect. The chair seats are fully padded and upholstered. Table, host chair, five dining chairs and roomy buffet. Sale Price.

Take an Airplane Ride Without Cost!

THE BIG STORE WITH THE LITTLE ENTRANCE
IDEAL FURNITURE CO.
141 WEST
WASHINGTON STREET



**Beautiful 3-Piece Walnut \$79
Veneered Bedroom Suite**

You would judge this suite to be worth \$150.00 or more, and it is—but we have priced it low for the Harvest Sale. Made of select walnut veneers and gumwood. Richly finished. Full dust-proof construction. Don't purchase a bedroom suite until you have seen this marvelous value—Sale Price.

Take an Airplane Ride Without Cost!

Visit Our
Repossessed
Furniture
Department.
Wonderful
Values in
Slightly Used
Furniture
That May Be
Purchased
at Greatly
Reduced
Prices.

**3-Piece
Parlor Suites**
as Low as
\$29.85
Plenty of
Credit!

Beautiful Walnut or Mahogany
Finish
END TABLES
Sale Price
\$1.49

Dark brown ma-hogany finish, turned legs, bevelled edge. A sensational value.
Don't Miss It!
No C. O. D. or Phone Orders

DAY BEDS
Complete With
Springs and Pad
\$18.75
Plenty of Credit!

Opens into a full-sized double bed. Complete with spring and cretonne covered pad. Add an extra bedroom to your home for