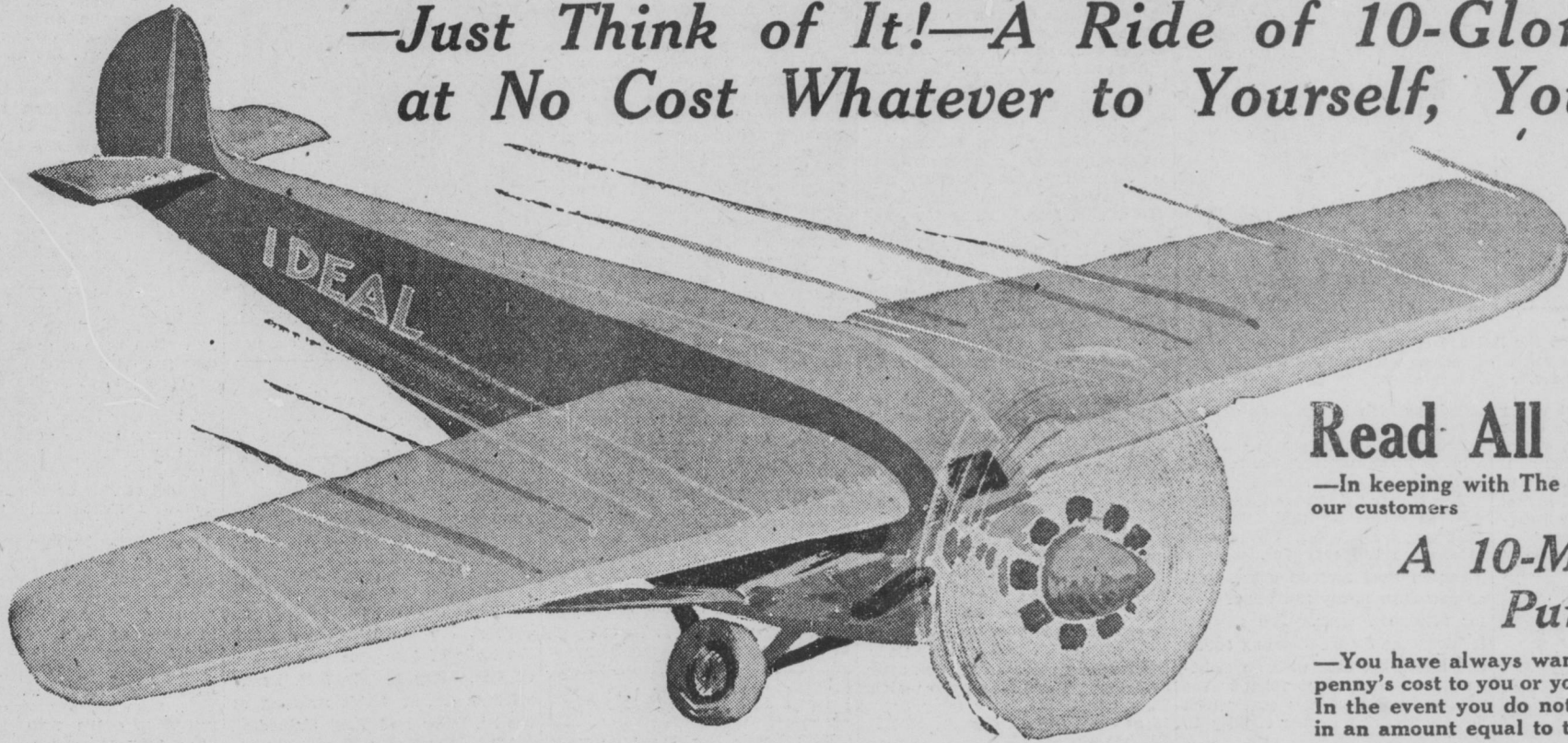


IDEAL FURNITURE CO. 141 W. Wash. St.

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.



Pilot H. C. Brooks of the Hoosier Airport and L. D. Foster, Manager of the Ideal Furniture Co.

Photographed just before their take-off in the sturdy "Travelair" airplane for an enjoyable 10-mile tour over the city.

Plenty of CREDIT—
Make Your Own Terms!



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

3 Superb
Pieces

\$89

Gorgeous Living Room Suite

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

Take an Airplane Ride Without Cost!

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

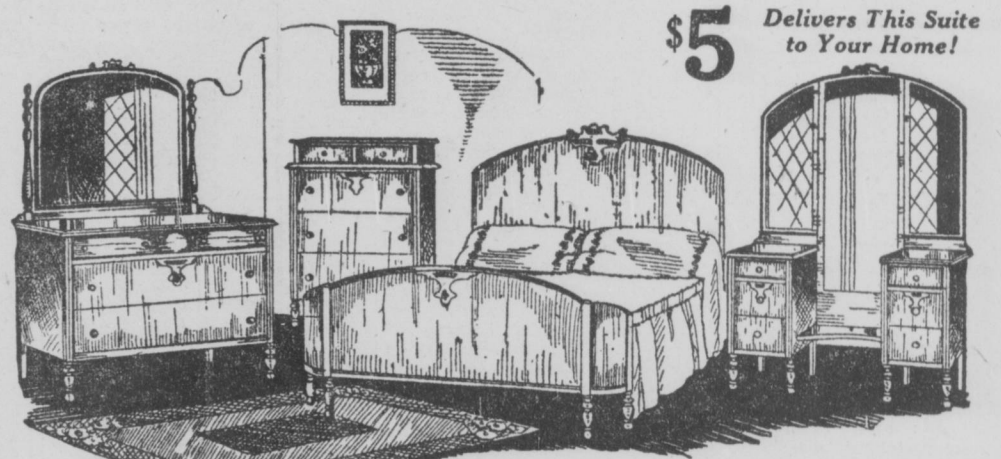


\$15.85

Walnut finished steel bed—
all cotton mattress and rust-
proof springs. Bed in brown
walnut finish—12-in. all cot-
ton mattress in unusually
strong art ticking with Imperial roll edge and comfort-
table fabric springs finished in rust-proof battleship gray.

PAY ONLY 75c DOWN!

PLENTY OF CREDIT
Make Your Own Terms!



\$5 Delivers This Suite
to Your Home!

Beautiful 3-Piece Walnut
Veneered Bedroom Suite

\$79

You would judge this suite to be worth \$139.50 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!

Extra Quality Fancy
SILK PILLOWS
SALE PRICE



\$2.95

—A wonderful
selection of large
and medium
shapes.

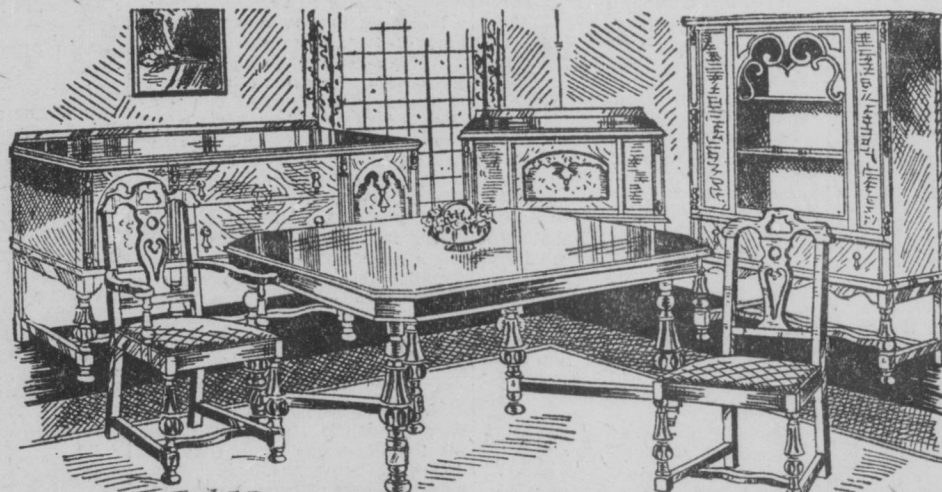
—Gorgeous new colors and combina-
tions.

Stoves!
Stoves!
Stoves!



Buy them now! Our new
line is here—
These cold winter morn-
ings 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 and
in addition we have
several wonderful
values in SECOND
HAND HEATERS
and COOK STOVES,
some as low as—

\$6.95



Handsome Eight-Piece Walnut
Veneer Dining Room Suite

Every detail of this lovely suite mark 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

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 mahogany finish, turned legs, beveled edge. A sensational value.
Don't Miss It!

No C. O. D. or Phone Orders

DAY BEDS

Complete With
Springs and Pad

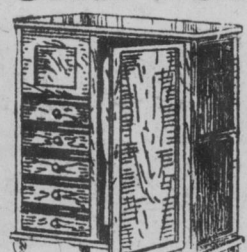


Opens into a full-sized double bed. Complete with spring and cretonne covered pad. Add an extra bedroom to your home for.....

\$18.75

Plenty of Credit!

CHIFFOROB



With
or
Without
Mirror

Sale
Price

\$17.50

Plenty of Credit!