

# OUR BUSINESS IS GOOD HERE IS THE REASON "CUT-PRICE"



## Quality Furniture

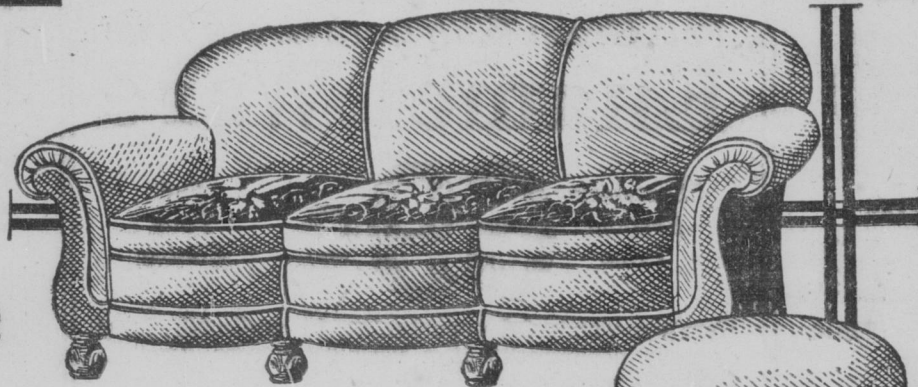
Since moving to our new location and cutting prices our business has doubled and trebled. Our policy, "smaller profit and greater volume," has met with the instant approval of the furniture buyers of Indiana. Business is good at the Ideal and we take this opportunity to thank our many friends and customers for helping us make the "CUT-PRICE" furniture store the furniture shopping center of Indianapolis.

I SAVED THIS MONEY BY BUYING "CUT PRICE" FURNITURE AT THE IDEAL



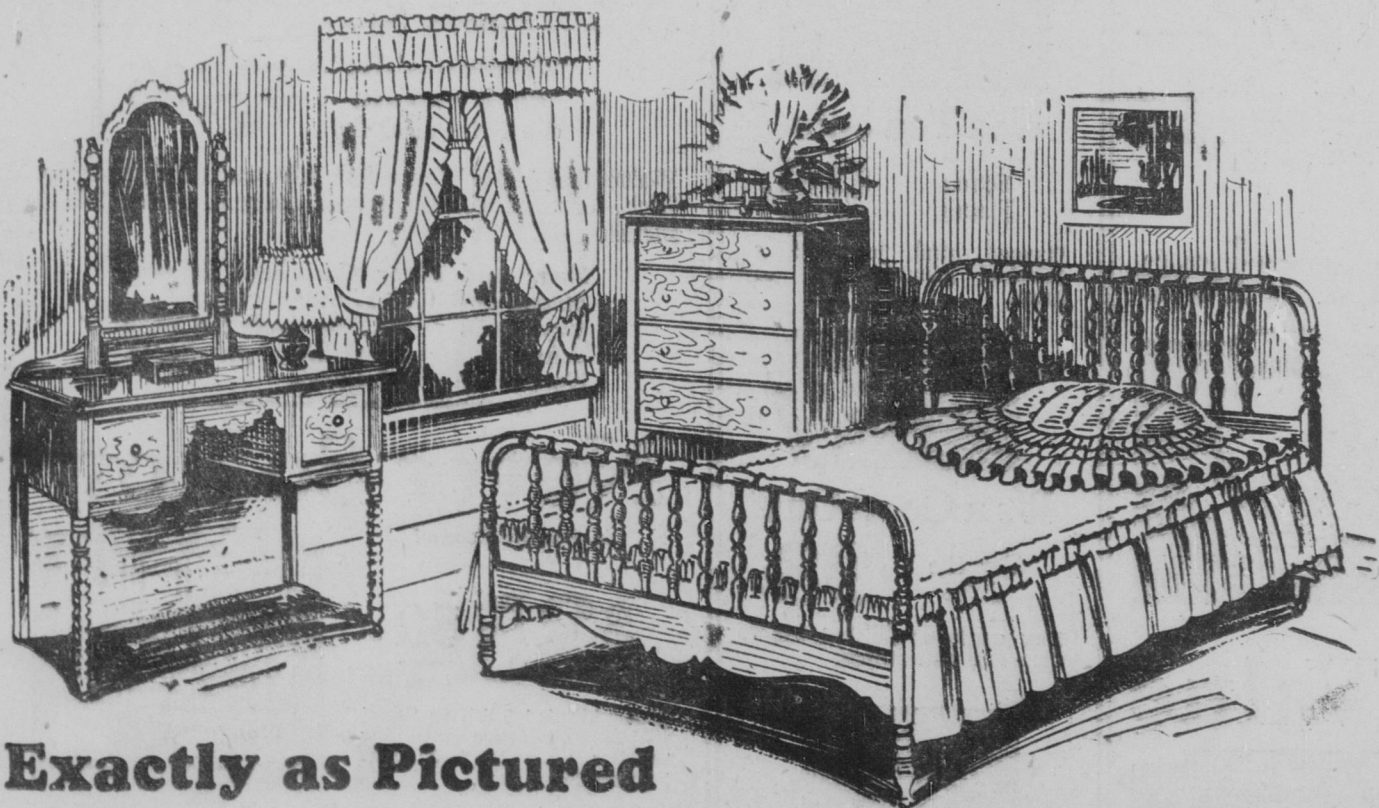
### Smaller Profit—Greater Volume

**Genuine Mohair  
Three Piece  
Living Room Suite**  
**\$89.50**



**EASY TERMS  
No Interest  
No Carrying Charge**

A big roomy three-piece livingroom suite upholstered in genuine mohair over guaranteed springs. This is but one of the many extraordinary values in our big livingroom display. Here you will find suites of every desirable design and upholstery fabric and at prices that will both surprise and please you.



**Exactly as Pictured  
3-Piece Jenny Lind Bedroom Suite**

A beautiful Jenny Lind bedroom suite consisting of vanity, chest and bed. Many other designs at equally attractive prices now on display at the "CUT-PRICE" quality furniture store. Call and see them.

**\$39**



**Tune In on WKBK  
8:15 to 8:30 P. M.**

Daily and Hear  
**Peggy Hoffman**  
The Girl from Indiana Croon  
Popular Melodies



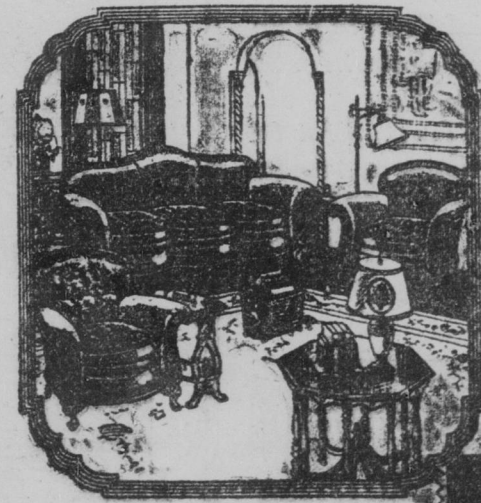
**IDEAL  
Furniture Co.**  
227 W WASHINGTON ST.  
OPPOSITE STATEHOUSE

### Our Customers Save the Difference

**Three Room  
HOME OUTFIT**  
**\$185**

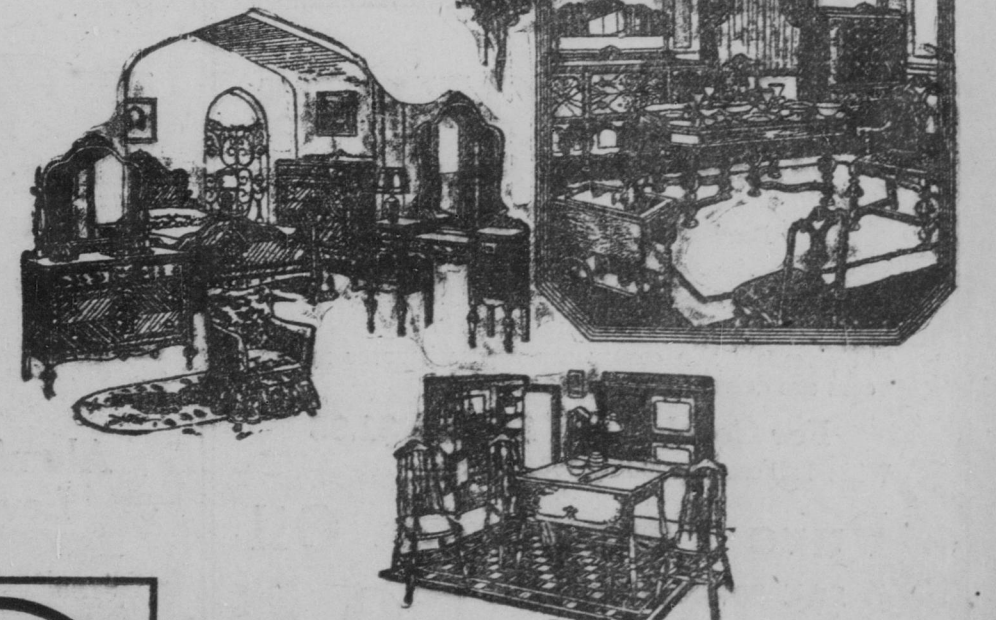
Think of it! A beautiful overstuffed livingroom suite complete with occasional table and lamp, a beautiful three-piece bedroom suite—Vanity, chest and bed. A large size, porcelain top kitchen cabinet, gas stove and five-piece breakfast set in the kitchen. You really must see this home outfit to appreciate this most unusual offer.

**Four Room Home Outfit**  
**\$262.50**



A beautiful three-piece bedroom suite—bed, chest and vanity. An eight-piece diningroom suite, buffet, table and six chairs, including the host chair. An overstuffed livingroom suite in the livingroom. Kitchen cabinet, gas stove and beautiful breakfast set complete the outfit.

SEE OUR  
WINDOWS



**Triple Screen-Grid  
UNIVERSAL  
RADIO**

Complete With Tubes

**\$39.65**

No Interest!  
No Extra  
Charge!



Here is a triple-screen-grid radio that equals the performance of radios selling at \$59 and \$69. Call and hear this radio—will be pleased to demonstrate.

**FREE DELIVERY  
ANYWHERE  
IN THE STATE**