

OUR BUSINESS IS GOOD HERE IS THE REASON “CUT-PRICE”



Quality Furniture

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



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.

Smaller Profit—Greater Volume

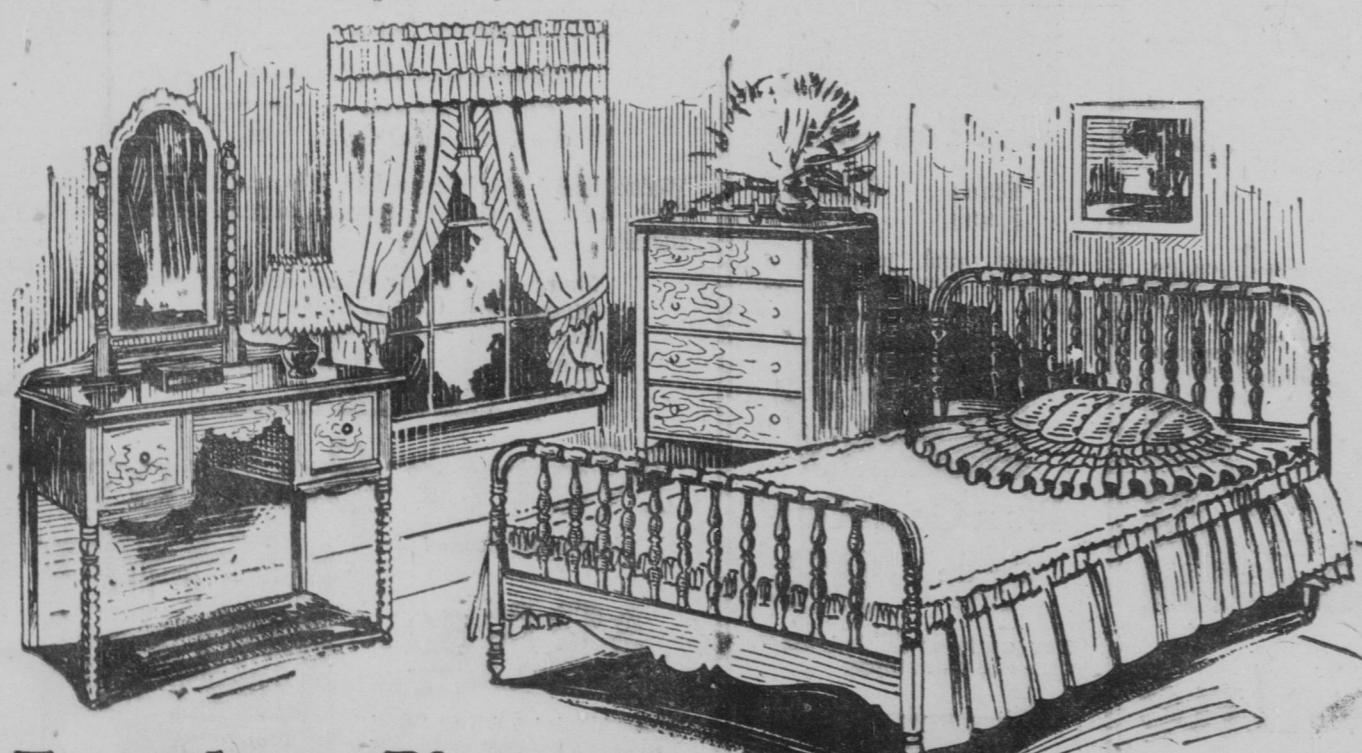
Genuine Mohair Three Piece Living Room Suite

\$89.50



EASY TERMS
No Interest
No Carrying Charge

A big roomy three-piece living room suite upholstered in genuine mohair over guaranteed springs. This is but one of the many extraordinary values in our big living room 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

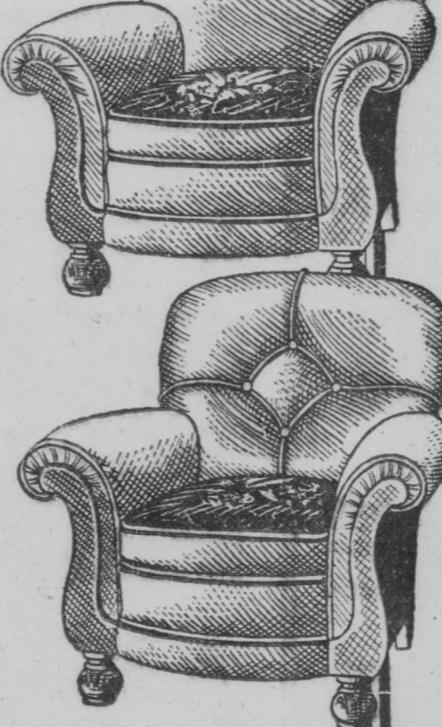


Tune In on WKBF
8:15 to 8:30 P. M.
Daily and Hear
Peggy Hoffman
The Girl from Indiana Croon
Popular Melodies



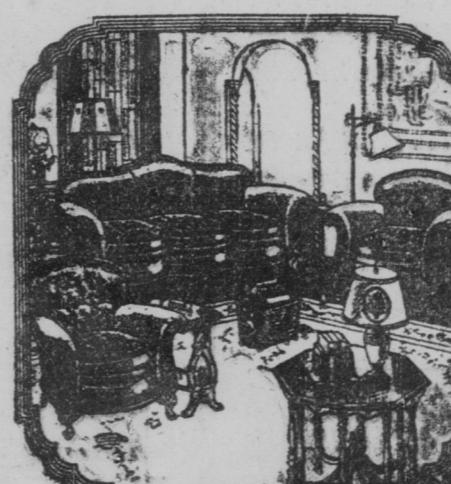
Our Customers Save the Difference

Three Room HOME OUTFIT **\$185**



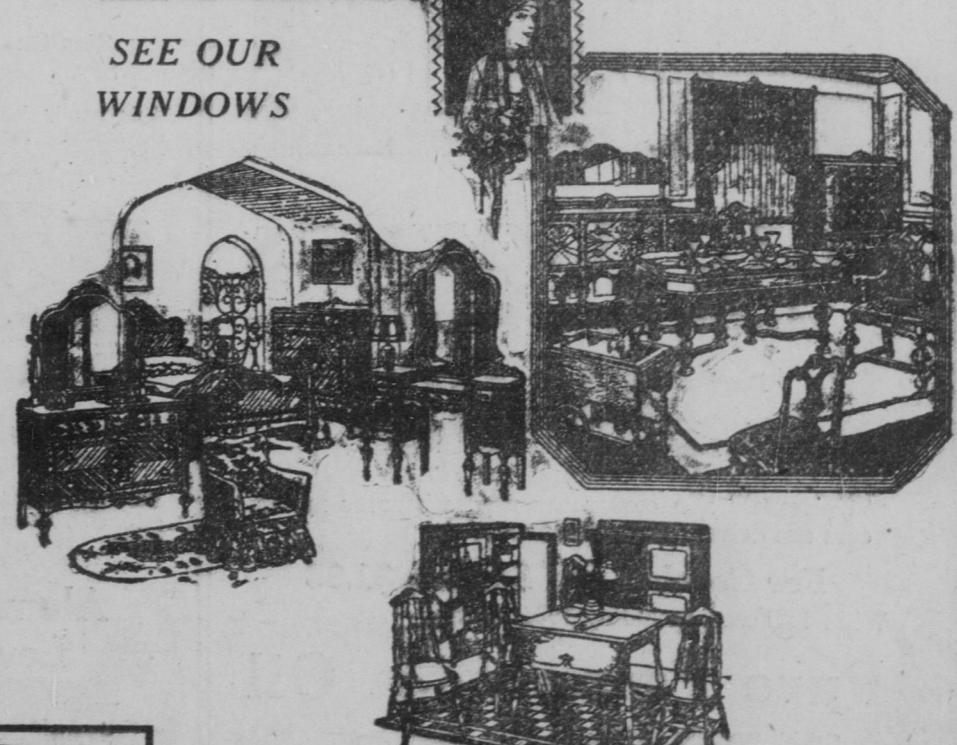
Think of it! A beautiful overstuffed living room suite complete with occasional table and lamp, a beautiful three-piece bedroom suite—Vanity, chest and bed. A large size, porcelain top kitchen cabinet, gas stove and five-piece breakfast set in the kitchen. You really must see this home outfit to appreciate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

Four Room Home Outfit



\$262.50

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



SEE OUR
WINDOWS

**FREE DELIVERY
ANYWHERE
IN THE STATE**