

# Indiana's Leading Underselling Furniture Store is QUITTING BUSINESS

MERIDIAN SALES CO. to Close Its Doors Forever

**Sale Starts TONIGHT AT 7 O'CLOCK**

Extra Special Bargains  
for those here  
when the  
doors  
open



422 N. MERIDIAN ST.

## A Message to the Public

This is the end. After several years of operation on an underselling policy we've decided to quit. Our lease expires Oct. 31st, which means that we have the herculean task of unloading all this merchandise before this date. This is positively a legitimate and Bona Fide Quitting Business Sale. We are finished.

## \$100,000 FURNITURE AND RUG STOCK At Practically Give-Away Prices

This is positively the most GIGANTIC and AMAZING sale of its kind this city has seen in many years. This closing was not anticipated and consequently we find ourselves loaded with a tremendous stock of fine new advance 1938 merchandise. Even as you are reading this advertisement our sales force is busy reassembling and remarking many items that have been in our store but a few days. No matter where you live... what you want, you cannot afford not to be here Tonight or Tomorrow for the opening to get first pick of these unheard of values.

MERIDIAN SALES CO.

PLENTY  
OF CREDIT TO  
RELIABLE PEOPLE

All This Merchandise  
Must be Disposed of  
Regardless of Cost or Loss to Us!

SPECIAL ATTENTION GIVEN OUT-OF-TOWN CUSTOMERS . . . FREE STATE-WIDE DELIVERY

SPECIAL TONIGHT  
7 to 9 P. M. Only!

## Hassocks

Regular \$1.20 Values

**67c** Each

\$1.50 Feather Pillows, 99c Pr.

Regular \$4.95 Ninety-Coil

Steel  
Bed  
Springs **\$2.95**

Reg. \$8.95  
COTTON  
MATTRESSES **\$6.95**

Reg. \$18.95  
INNERSPRING  
MATTRESSES **\$9.95**

Reg. \$23.50  
Innerspring  
Mattresses **\$15.95**

Reg. \$2.50  
BEDSPREADS **\$1.59**  
Full or twin size, rayon, blue

Reg. \$21.50 Lounge **\$11.75**  
CHAIRS

Reg. \$8.95 DESK **\$5.45**  
CHAIRS

Reg. \$2.50 Chrome **99c**  
DESK LAMPS

Reg. \$1.95 Heavy **99c**  
METAL SMOKERS

## Living Room Suites

A tremendous selection of all that is new and smart as well as the more convention designs in living room suites. MOHAIR... VELVET... FRIEZE... genuine KINKIMO... TAPESTRY and other coverings. Here are some examples:

|                                    |          |
|------------------------------------|----------|
| \$46 DAVENPORT in Tapestry         | \$23     |
| \$58 DAVENPORT, Serviceable Cord   | \$27     |
| \$69 DAVENPORT in Tapestry         | \$31     |
| \$69 DAVENPORT and CHAIR           | \$35     |
| \$89 DAVENPORT, Fine Mohair Frieze | \$51     |
| \$98 DAVENPORT and CHAIR           | \$59     |
| \$98 DAVENPORT and CHAIR           | \$69.50  |
| \$110 DAVENPORT and CHAIR          | \$69.50  |
| \$129 DAVENPORT and CHAIR          | \$79     |
| \$139 DAVENPORT and CHAIR          | \$88     |
| \$179 DAVENPORT and CHAIR          | \$93     |
| \$129 DAVENPORT and CHAIR          | \$88     |
| \$159 DAVENPORT and CHAIR          | \$99     |
| \$159 DAVENPORT and CHAIR          | \$119.50 |

## Bedroom Suites

One of the finest selections of Bedroom Suites in the city in Modern, Period, as well as conventional designs. Complete suites and odd pieces.

|                                 |      |
|---------------------------------|------|
| \$69.50 BEDROOM SUITE, 3 PIECES | \$39 |
| \$89.50 BEDROOM SUITE, 3 PIECES | \$60 |
| \$110 BEDROOM SUITE, 3 PIECES   | \$65 |
| \$129 BEDROOM SUITE, 3 PIECES   | \$81 |
| \$139 BEDROOM SUITE, 3 PIECES   | \$89 |

## Room Size Rugs

|   |         |
|---|---------|
| \$39.50 9x12 AXMINSTERS,<br>FLOOR SAMPLES | \$19.95 |
| \$49.50 9x12 AXMINSTERS,<br>FLOOR SAMPLES | \$24.95 |
| \$49.50 9x12 BROADLOOMS                   | \$27.85 |

STORE HOURS  
During This Sale  
9 A. M. to 9 P. M.

We urge you to shop in the evening or morning if possible as we doubt if we will have an adequate sales force to care for the crowds in the afternoon that this announcement is sure to bring.

## HUNDREDS OF UNADVERTISED BARGAINS

Everything for housekeeping but the kitchen sink; including many nationally known lines of furniture and rugs at a mere fraction of their regular selling prices. If you don't see what you want in this advertisement come in anyway, we have it.

## STUDIO COUCHES

One and two-of-a-kind floor samples.

Reg. \$29.50 **\$16.00**  
Sale Price

Reg. \$39.50 **\$23.95**  
Sale Price

Reg. \$49.00 **\$31.00**  
Sale Price

## Jenny Lind BEDS

Full or Twin Size  
Regular \$10.95

**\$5.95**

Regular \$8.50  
METAL BEDS

**\$4.60**

## Miscellaneous Rugs

|  |         |
|--|---------|
| \$2 THROW RUGS                         | 79c     |
| \$2.50 CHENILLE BATH RUGS              | 98c     |
| \$6.95 9-Ft. Imported Oriental RUNNERS | \$2.95  |
| \$6.50 27 In. x 54 In. Wool Throw RUGS | \$3.90  |
| \$11 15-Ft. Imported Oriental RUNNERS  | \$5.95  |
| \$23.75 4x6-ft. IMPORTED ORIENTALS     | \$14.50 |
| \$49.50 9x10-ft. IMPORTED ORIENTALS    | \$27.50 |

## Dining Room Suites

Many lovely period and modern designs in all the popular finishes. A wonderful selection for those who shop early.

|                                 |                  |
|---------------------------------|------------------|
| \$79.50 8-Pc. DINING ROOM SUITE | \$45             |
| \$89 8-Pc. DINING ROOM SUITE    | \$58             |
| \$139 8-Pc. DINING ROOM SUITE   | \$80             |
| \$195 8-Pc. DINING ROOM SUITE   | \$139            |
| \$210 8-Pc. DINING ROOM SUITE   | \$150            |
| Group of Odd Buffets            | \$10, \$19, \$26 |

## Misc. Kitchen Furniture

|  |         |
|--|---------|
| \$6.95 9x12 FELT BASE RUGS                                     | \$3.95  |
| \$17 5-Pc. BREAKFAST SETS                                      | \$12.95 |
| \$27 KITCHEN CABINETS  | \$19    |
| \$49 7-Pc. SOLID OAK DINETTE SUITES                            | \$33    |
| \$5 METAL UTILITY CABINETS                                     | \$2.98  |
| \$1.50 3-Pc. KITCHEN SETS—STOOL,<br>WASTE BASKET, GARBAGE PAIL | 79c     |

Practically Give-Away Prices on  
Large Assortment of  
PICTURES... WHAT-NOTS...  
MAGAZINE BASKETS... MIRRORS

Store CLOSED Until  
7 O'CLOCK TONIGHT

SPECIAL TOMORROW  
9 to 11 A. M. Only!

## BRIDGE LAMPS

Reg. \$1.95 Value, Your  
Choice. One Large Group

**89c** Each

\$1.95 Table Lamps... 59c  
\$2.50 Floor Lamps... \$1.25

## Occasional CHAIRS

Regular \$6.95 new  
floor samples in  
tapestry and imi-  
tation leather cov-  
ering

**\$3.50**

## KNEE HOLE DESKS

Regular \$17.75 beau-  
tiful modern design

**\$11**

## DUNCAN PHYFE Dropleaf Tables

These are ex-  
quisite tables in  
rich walnut fin-  
ish

**\$13.95**

## COCKTAIL TABLES

Regularly \$6.95,  
with heavy glass  
top

**\$3.49**

\$8.50 End Tables  
Fine walnut ve-  
neered

**\$4.95**

MERIDIAN SALES CO.—422 N. Meridian St.

Next to SPINK-ARMS HOTEL... Plenty of Parking Space