

REED'S

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Reed's Employees PROFIT SHARING SALE

of Furniture

Reed's Second Great Employees Profit-Sharing Sale

—Here's the story, folks, of the facts back of this announcement. It is not the usual kind of sensationalized advertised sale, it is not a forced sale, it is not a stock reducing sale, neither is it a Clearance Sale. It is a sale that expresses more than can be told in mere type of the interest of the management of this store in the employees.

Last January, after our greatest year's business, the employees were informed that the store would be turned over to us and we were to generously share in the profits in recognition of our efforts and the wonderful gains in business that were made during the year. We conducted an Employees' Profit Sharing sale that made history in the furniture business in Richmond. Everything in the store was placed on special sale and the public bought in unprecedented volume.

NOW FOLKS, GET THIS! IT IS THE MOST IMPORTANT AND SIGNIFICANT PART OF THIS ANNOUNCEMENT. At first the management hesitated on granting us the privilege of conducting another sale. FIRST—That all our furniture had been purchased before the recent advances and our prices are already 10 to 20% under present day values. SECOND, that the new price as marked on every piece of furniture is at least 10% higher than it was and we could not possibly replace our stock at the old prices, however Mr. Reed finally said he did not believe in doing things by halves and that if this is what we wanted to do, to go ahead.

WE THEREFORE ANNOUNCE THE SECOND EMPLOYEES' PROFIT SHARING SALE TO START TUESDAY, JULY 1st. The reputation of the Reed Furniture Co. in Eastern Indiana and Western Ohio, for carrying the most complete line of home furnishings in this section is too well known to make it necessary for us to quote special prices on each article at this time, so we are going to quote 10 to 30 per cent discount on all merchandise during the month of July. We want to make our business a real pleasure and a helpful one, and we assure you it is a genuine satisfaction to the firm and also the employees to place at your command all of the many facilities of this store that are provided for your convenience and comfort, and with this thought in mind we have inaugurated the most helpful and liberal plans for taking care of charge accounts—no collectors, no unreasonable demands, no embarrassing questions, no interest charged, just your word and during this sale you are at liberty to take advantage of this liberal plan at the reduced prices and open a charge account.

We invite you to our store whether you buy or not and we will be pleased to show you our immense stock and help you plan for your future needs. We, the undersigned employees, will participate in this generous and unusual offer made to us by the Reed Furniture Co. and hope to see all during the month's event. Respectfully,

ROY L. BABYLON HARRY H. EVANS SAMUEL MEYERS MISS RUBY SHAW FRANK MEHLON THOS. BOND FRED TAGUE

10% to 30% DISCOUNT DURING JULY



GAS RANGES
Offered during our Employees' Profit Sharing Sale.



New Rugs

It will pay you to attend this sale and buy Rugs as prices will be higher this fall. Our stock of Rugs is now complete and we can show you many attractive patterns.



PORCH SWINGS

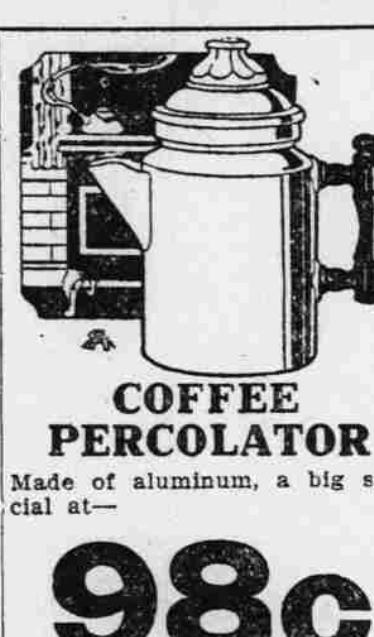
Well made with chains attached; just a few left at—

\$3.98



STEAMER CHAIRS
For lawn or porch, special at—

\$1.79



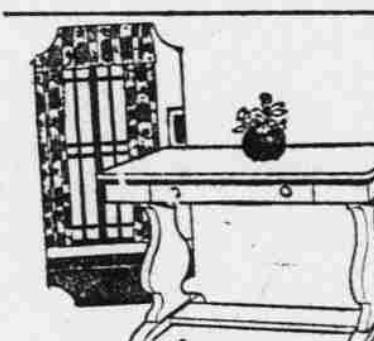
COFFEE PERCOLATOR
Made of aluminum, a big special at—

98c



SAVE ON PORCH FURNITURE

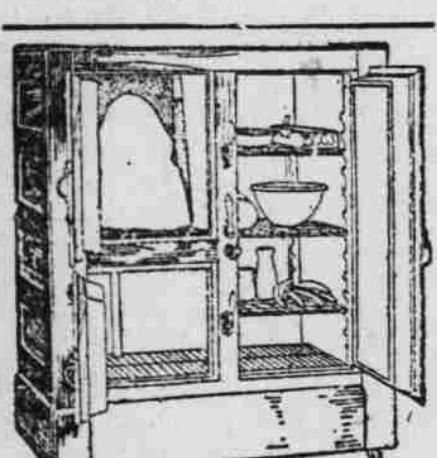
It's not too late to buy Porch Furniture, in fact you are wise if you have waited as the prices we now ask on Porch Furniture mean big savings for you.



LIBRARY TABLES
All styles and woods, the most complete line in this city.



BABY CABS
Buy a new Cab for Baby and save money.

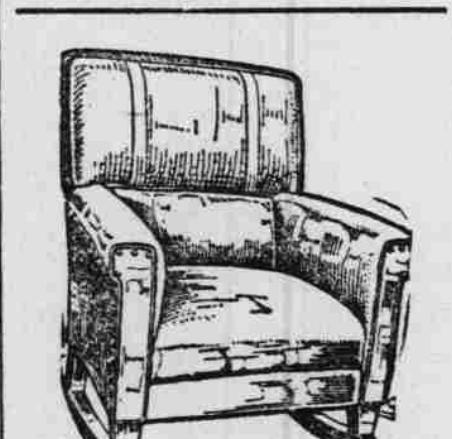


REFRIGERATORS
The finest and best makes are included in our stocks. Buy now at special prices.



LAWN MOWERS
Just a few left—
They go at—

REDUCED PRICES DURING SALE



Leather Rockers

Buy a Leather Rocker for your Living Room. We offer our stock now at Special Sale prices.



4-Room Outfits

Here is, indeed, the greatest of all our Home Outfits. In real built-in, honest value we have never seen its equal. Choice may be made of any of the favored finishes from all of the newest and most wanted patterns. This outfit is very complete and no detail has been overlooked.

\$550

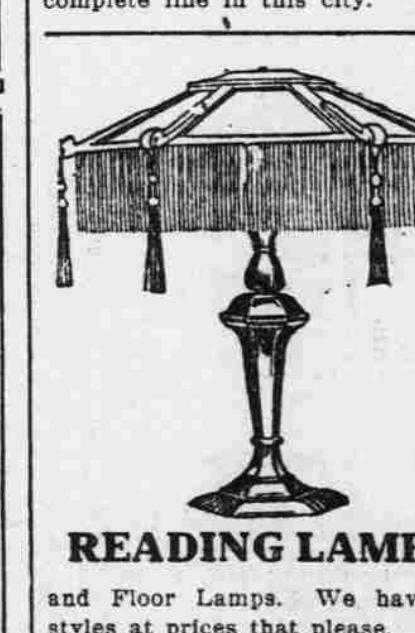


3-Room Outfits

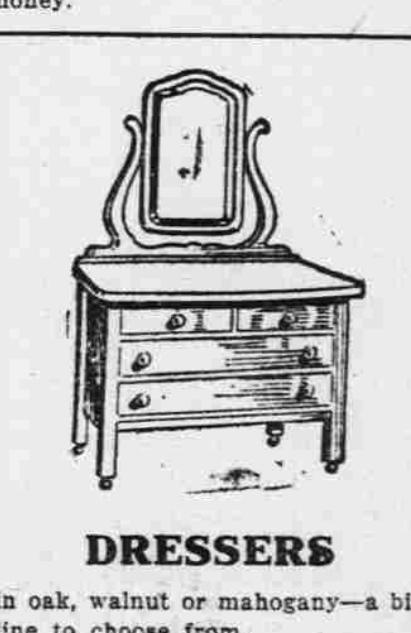
Here you will find beautifully designed pieces in very complete suites, combining the greatest needs in both utility and comfort. You may choose your favorite wood finish in a popular style and later you can complete the outfit in the same style.

\$265

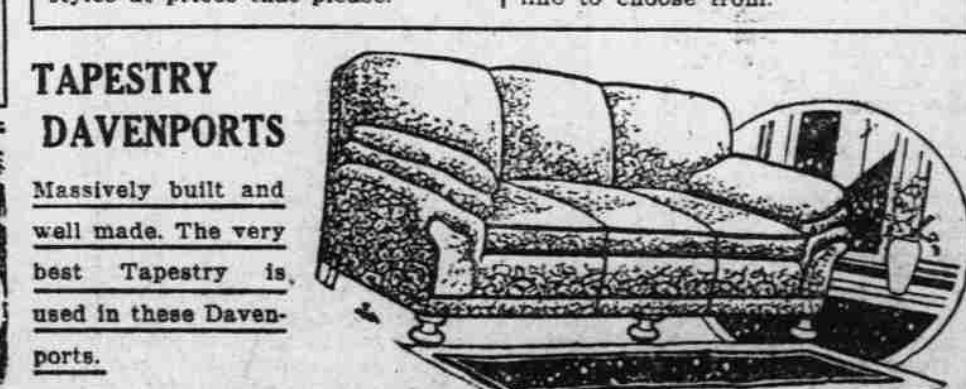
Camp Stools 98c
Just the thing for that summer picnic or camp...



READING LAMPS
and Floor Lamps. We have all styles at prices that please.



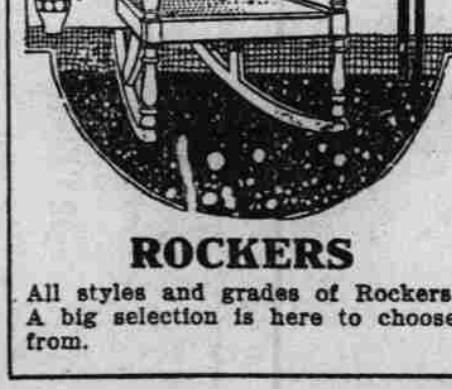
DRESSERS
in oak, walnut or mahogany—a big line to choose from.



TAPESTRY DAVENPORTS
Massively built and well made. The very best Tapestry is used in these Davenports.



LAWN HOSE
Buy now and save money on Lawn Hose.



ROCKERS
All styles and grades of Rockers. A big selection is here to choose from.

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