

REED'S

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BUY NOW AT REED'S BIG 23-DAY

JULY CLEARANCE SALE

Here is the announcement that will cause thrifty families to plan for their furniture needs for months ahead and make their purchases now. We do not claim the largest nor unlimited selection for you. There are liberal lots of some pieces and very limited quantities of others. It is a Clearance Sale of all odd suites and pieces. Some of the very best suites of our season's stock—one of a kind—are now available at sale prices. Every piece and every suite are from our regular stock and of splendid quality. Every piece is offered at a price as low or lower than it can be replaced for. We call your attention to the merchandise mentioned here and urge you to see it and the balance of our stock while the stock is at its best.

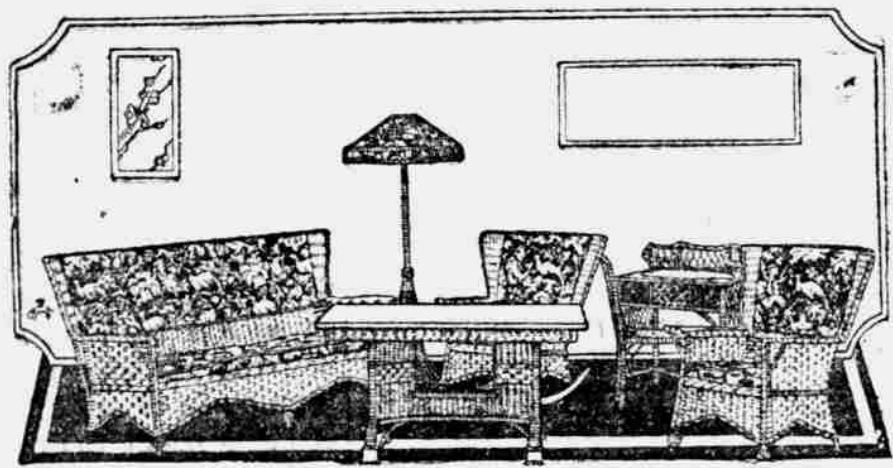
SELLERS KITCHEN CABINETS

Greatest chance you ever had to buy a Sellers Cabinet. Usual terms, less July discount.....

10%

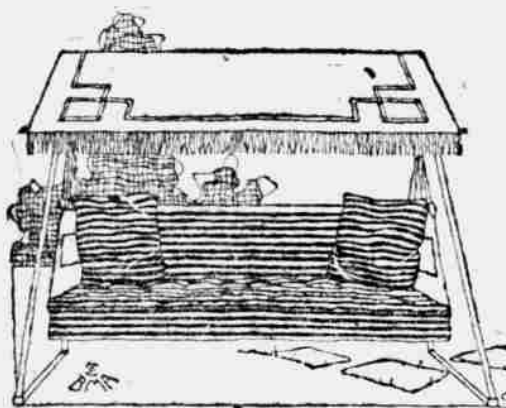
It pays to pay for Quality and Service—Purchases made during sale held for later delivery—Select your new Fall furniture now at a saving.

New Arrivals in Fibre and Reed Suites Included in Sale



There are many styles shown, with or without upholstering. There is nothing nicer for the porch or living room. Many suites and still more odd chairs. These pieces just came in and are being offered at

10% to 20% Reductions



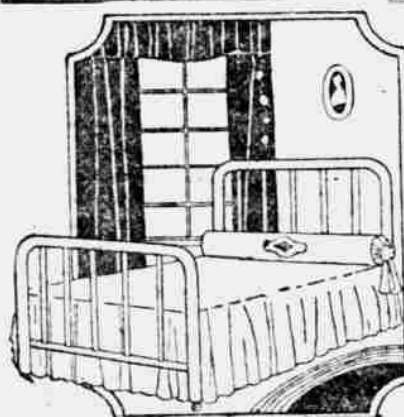
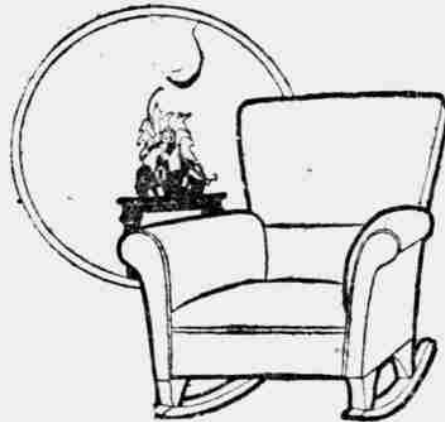
Porch or Lawn Hammocks

A few especially good looking Couch Hammocks are available to early purchasers at July Sale prices. You will sure enjoy your lawn these hot days and nights if you are lucky enough to get one of these bargains.

LEATHER ROCKER

This Rocker is a tremendous value. It is upholstered in brown imitation Spanish leather, with full spring seat, and is specially reduced for our July Sale.

10% Off



BEDS

Another of our special features—Veris Martin or white bed with continuous posts; extra good springs and mattress. Outfit complete only—

\$32.00

Others, including new arrivals in Brass Beds, at 10% off.

FOUR-POSTER MAHOGANY BEDROOM SUITE SPECIAL

A three-piece four-poster Mahogany Bedroom Suite that is worth much more.....

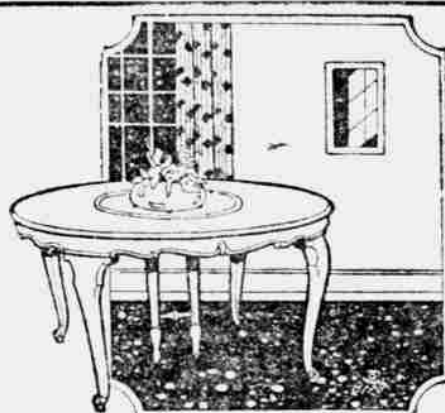
\$198.50

OTHER SUITES IN MAHOGANY, WALNUT AND IVORY—10% TO 20% OFF

Dining Tables

Newest styles in Dining Tables are shown, including some beautifully finished Queen Anne period designs—

%10 to 20% REDUCTIONS



ALL DINING ROOM SUITES REDUCED 10% TO 20% A number of styles (one and two of a kind) are offered. Included are Queen Anne, William and Mary and Chippendale, in all desired finishes.

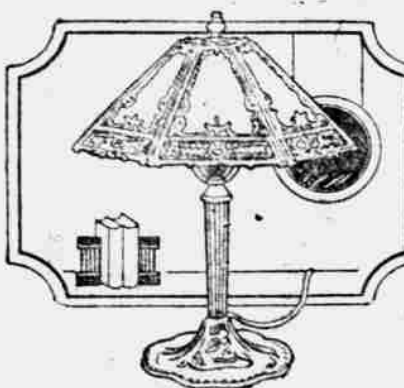


Table Lamps

A limited number of attractive Lamps, probably 20 different kinds. Regular \$15.00 to \$25.00 values—

10% Off

All Floor Lamps, \$27.50 to \$50 Values—10% OFF

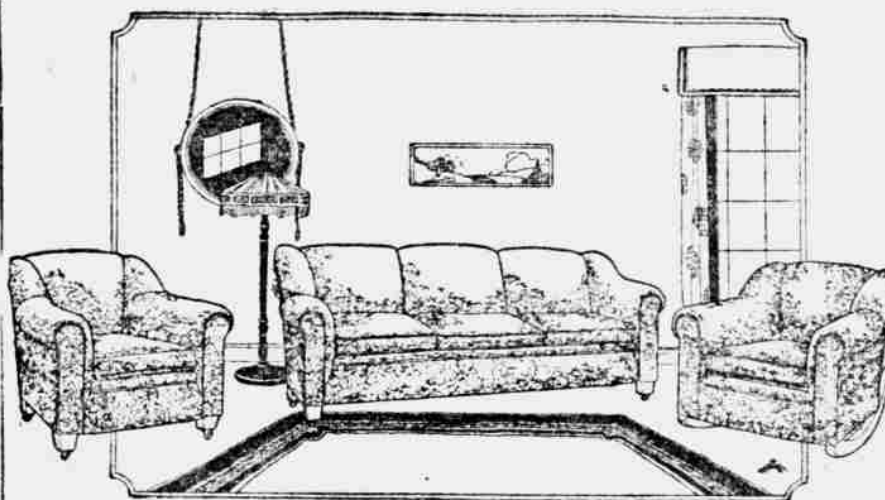
10% TO 20%

Special Credit Terms for Home Outfits

Our customers praise our credit department and we take great pride in it. It operates without red tape—without embarrassment. We know it is impossible for many, especially young people, to pay cash for any large amount of furnishings. It is our business to conduct our credit department so as to make it a pleasure to buy here and to arrange such terms as will be mutually agreeable. During July Sale special liberal terms are open for young couples starting to furnish homes. Come in and learn the details of our plan and remember we employ no collectors to annoy you.

We have included at sale prices a number of suites in reed and fibre, cane and mahogany and tapestry that have just been placed on our floors. These were late arrivals and many people have been waiting for them. You can buy them, if you come at once, at a big reduction. A number of very special prices are quoted in this announcement. Read it carefully. It offers a great opportunity for saving.

Extra Special Sale Values in Overstuffed TAPESTRY SUITES



This beautiful Overstuffed Tapestry Suite is one of the big features of our sale. It is as handsome an outfit as you will ever see and is of the best construction throughout. Just see it and sit on its luxurious deep cushions!

REED'S SPECIAL JULY SALE PRICE **\$295.00**



All Room-Size and Small Rugs, 10 to 20% Reductions

Rugs are scarce and we can guarantee that higher prices will prevail next fall than are in effect now. We just received a large shipment, purchased months ago, and decided to give our customers the opportunity to buy at a price that would bring many patrons in during our sale. There are tapestry, velvet, body Brussels, Milton velvets and Axminsters in 8-3x10-6 and 9x12 sizes; also smaller Rugs.

A Few of Our Many Specials On Sale

Included at special reductions is all Summer Special Merchandise. We list a few of these features that will be sold as long as they last at prices that represent important savings—

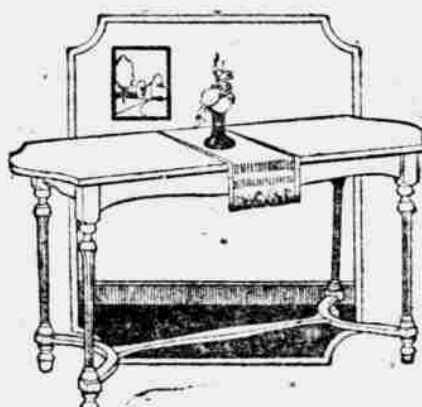
LAWN MOWERS, GARDEN HOSE, AUTO PILLOWS, STEAMER CHAIRS, FIBRE FERNERY, ELECTRIC IRONS

Library Tables

Choice of a score of beautiful styles in Fumed Oak, Golden Oak, Walnut and Mahogany; all Period designs included—

\$25 to \$60

10% to 20% Off



China Closets-- About 25 Odd China Closets

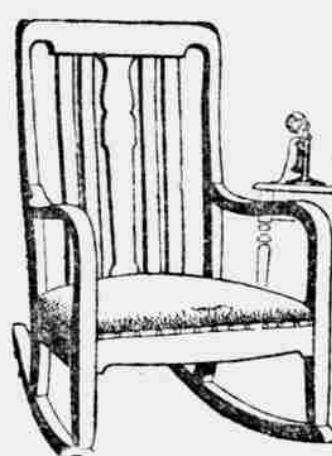
You can choose from a number of patterns in different wood finishes. Included are Golden Oak, Fumed Oak and Mahogany, at a reduction of—

30%

Scores of Wood Rockers

About 150 miscellaneous Wood Rockers in many different styles and finishes. Worth \$5.75 to \$35.00—

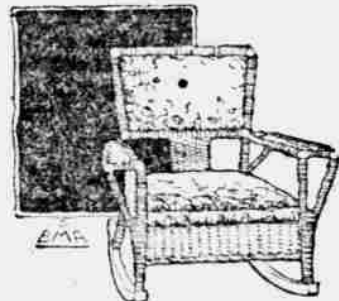
REDUCED 10% TO 20%



EXTRA SPECIAL IN A PORCH ROCKER

An extra fine Porch or Lawn Chair for comfort. It will withstand all kinds of weather.

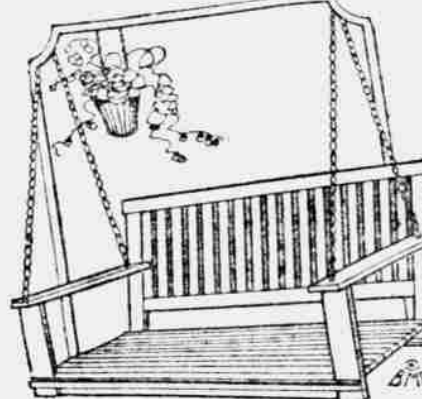
\$5.95



All Porch Swings to Be Cleaned Out Both Oak & Fibre

Now is when you need a Swing. It will give hours of comfort and will add to the appearance of your porch. About 25 to go at—

10% Off



Splendid Values

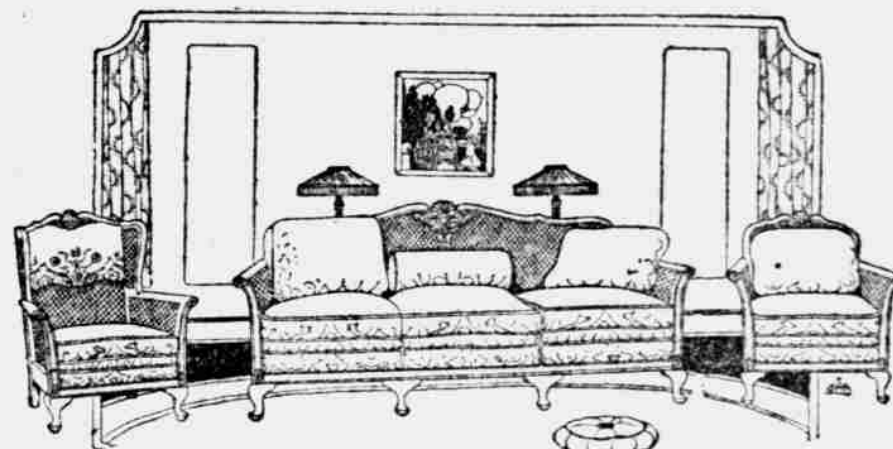
Extra Rockers are always needed. This is your chance to buy

TAPESTRY ROCKERS VELOUR ROCKERS

of very finest quality—chairs that are regular \$40.00 to \$80.00 values. Choice at—

10% Off

Great Values in Cane and Mahogany Living Room Suites



No style in furniture has more popularity than the living room suite of cane and mahogany. We have a few suites included in this sale. We illustrate one that will go to some early buyer at the

Extra Special Price, \$150.00

Cedar Chests

Now is the time to buy a moth-proof Cedar Chest at a 10% discount. We have them in every style and size, and the Chest illustrated is but one of more than 20 different styles that you may buy now at exactly 10% less than regular prices.

Values From \$20.00 to \$45.00

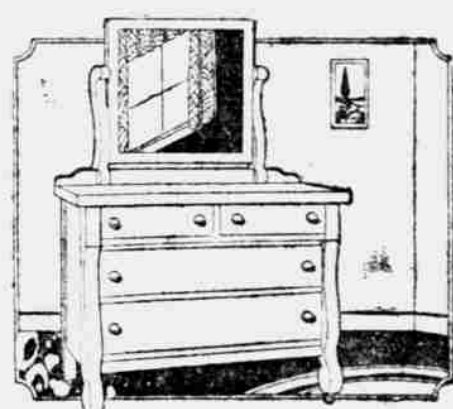
10% Off



LINOLEUMS

All purchasers during this sale will have their rooms measured and the Linoleum laid by our experts FREE OF CHARGE—10% OFF

Dressers and Chiffoniers



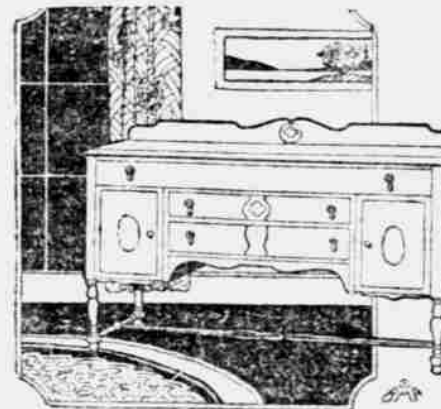
Manufacturers tell us that we are foolish to include Dressers and Chiffoniers at such a reduction. But we are going to give our customers the benefit of this saving. Our entire stock is going at

10 to 20 Per Cent Less Than Usual

Beautiful Period Buffets

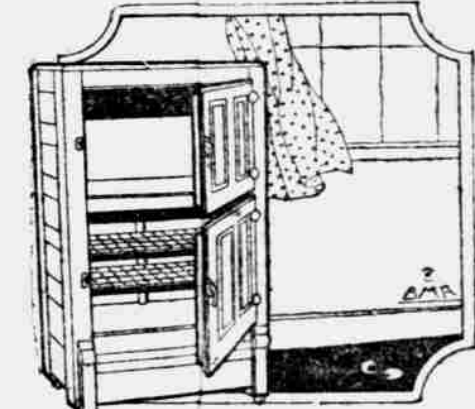
When you see what wonderful bargains are offered you will understand why the entire community is stirred. Period style Buffets in mahogany, fumed oak, American walnut and Jacobean finishes are all included at

10% to 20% Off



Refrigerators

Only a few Refrigerators are left on our floor and these will probably go the first week. These are splendid values at our regular low prices and wonderful values at the sale discount.



Bed Davenport

It is real economy to have a bed davenport or duofold in your home because it serves as a davenport by day and at night may be extended into a full sized bed.

10% to 20% Discount

