

# None Are So Blind As Those Who Can, But Will Not See



## So You May Know!

The opening hour of this, Our Greatest Sale, will be at 8:30 Sharp, Wednesday, June 10th. The opening hour will be the same at the Cedar Rapids and Waterloo stores—and every item advertised will be on sale at both stores. Choose the store you usually patronize. You will find that every article in each store will be on sale—making it possible for you to save a great many dollars on just the articles you had thought of buying before this sale was announced.

The value of these Sales will be lost to you unless you are interested in merchandise of the highest quality. The independent and liberal minded men and women who enjoy the whirlpool of a big business function like this are not ossified creatures of habit. Few people would ever know what it they avoided a fool's paradise and never knew waste! To the Peak Hall-Ekfelt Co., are inaugurating a sale that leads the public to the tip of the mountain of both quality and style, leaving you no room for just criticism and the prices named will do you all good.

### \$185 3-Piece Jacquard Velour Overstuffed Living Room Suite

Nothing adds quite the comfort and homyness to a home as does an overstuffed living room suite. Most people have felt they couldn't afford to pay for a good suite such as this Jacquard 3-piece Velour Suite with its Wingback and Companion Chairs, its large Davenport, with loose spring cushions and spring edge. Certainly, now is a good opportunity to buy this suite—save \$50—buy at the sale price of **\$134**

### \$260 Mohair 3-Piece Suite

This beautiful Mohair Suite is one that any family would be proud to own. It has loose spring filled cushions and spring back, spring bottom construction and heavy hardwood frame. You save \$90.20 by buying this suite now during this, our greatest sale, because the price has been reduced to **\$169<sup>75</sup>**

### \$314 Two-Tone 8-Piece Walnut Dining Suite

Just like finding \$85 when you buy this combination two tone walnut 8-piece Dining Suite at this sale. This suite would improve the looks of the finest of homes. A large 72 inch Buffet and Oblong Table, the guest and 5 Chairs are upholstered with best quality blue leather. A \$314.25 suite and worth every penny of the regular price. Sale price is **\$229**

## The Greatest Furniture Sale in Years

You Have Here a Sale Head and Shoulders Above Anything We Have Ever Attempted

We are certainly enthusiastic over this sale as we know it is not necessary to come out with some decoy sale reason to get your business. If it were compulsory to deceive you to get your patronage we would rather close our doors; if we can't come out truthfully, tell you the former and the sale prices, and get your business, then we don't want your business.

We take a great deal of pride in carrying out our business policies. We feel the public is entitled to SERVICE AND HONEST FACTS—that has always brought us profitable returns, and we know it will accomplish the selling out of half these large stocks we have set out to do, as the prices have been cut so daringly low as to give by far the greatest values of our business career.

Remember, please, you can at any time within 3 days of purchasing an article during this sale, return it and we will gladly exchange it for other merchandise or cheerfully refund your money—each and every transaction must be absolutely satisfactory in every way to the purchaser.

**Remember the Opening Hour Is 8:30 Sharp Wed., June 10**

## Notice These Wonderful Reductions

### \$88--Three Piece American Walnut and Gumwood Bedroom Suite

Hard to believe, isn't it? Still it's true and you will be more surprised still, when you see this suite. The roomy dresser, the chiffonier and bow end bed, not to mention the fine workmanship of construction and finish. A big bargain at \$85 and selling at only **\$59**

### \$300 Walnut 4-Piece Bedroom Suite

Perhaps you prefer the finer and more decorative furniture. If you do, it will pay you well to see this walnut 4-piece suite. Its hand carvings and other decorative parts are beautiful. The Vanity is large and has 4 drawers; Dresser has 3 full length dustproof drawers; Chiffonette and Bow End Bed are nicely decorated with hand carvings. A \$300 suite in any store, selling here during this sale at **\$219**



### \$197 Walnut 4-Piece Bedroom Suite

You certainly must see this \$197.50 Suite to fully appreciate this offer. The Vanity has 3 large mirrors, the Dresser is large and roomy and has an extra large French plate mirror, Chiffonette and Bow End Bed—drawers in dresser are dustproof bottom constructed. You save \$38 by buying this suite at this sale price of **\$139**

### \$35 3-Piece Fibre Sun Parlor, Davenport, Chair and Rocker

If you enjoy fibre furniture, you'll surely be pleased with this 3-piece suite because the Chair and Rocker have high backs and are the easy, comfortable kind. The Davenport is just the size most people are asking for today. This suite is finished in brown and is made as well as fibre furniture can be put together. It's a \$33-3-piece suite and during this sale you can buy it for only **\$22**

No Matter How Large or Small—It's All on Sale

## HALL-EKFELT, Inc

Homes of Guaranteed Furniture

CEDAR RAPIDS

WATERLOO

### \$115 Combination Walnut 8-Piece Dining Suite

It's been years since good furniture has been sold so cheap. Just stop to realize that here you can buy a complete 8-piece \$115 American Walnut Dining Suite for less than \$83. The Table is 48 by 54 oblong, 60-inch Buffet with one full length and two short drawers and two large china compartments. The guest and 5 straight chairs are upholstered in heavy blue leather. Sale price **\$84**