

The Biggest, Most Commanding Sale of the Times!

"A Clarion Call to Folks of Thrift; Quick Action Means Money to You"

HALL-EKFELT CO.'S CEDAR RAPIDS and WATERLOO ENTIRE STOCK INVOLVED!

THE REASON: During our many years of business here in Waterloo and Cedar Rapids we have never changed the basic principle upon which these stores were founded: The Best Merchandise at the Lowest Possible Prices. Hall-Ekfelt Co. has advanced hand in hand with our great state, and cities of Waterloo and Cedar Rapids, and every event of progress has notably made its impression on the welfare of the people. Hall-Ekfelt Co.'s pace with the development of Central and Eastern Iowa is directly traceable to the possession of public confidence. Naturally, it is with a feeling of pride that we look back over the years behind us—the enviable record of the institution—the precedents established by its founders. Months ago we decided to cut down our large stocks to about half their present size and the size we have been keeping the stocks in these two stores during the past several years. This was decided upon for two reasons. During the war and for several years thereafter it was necessary to buy merchandise in large quantities because of the greater demand and the exceedingly slow deliveries from the manufacturers. This has been overcome and new merchandise can be had on short notice. The second reason is—that with smaller stocks on hand, our turn-over will be two or three times larger and our expense of doing a larger business reduced to such an extent as to make it possible for us to sell the same standard lines of merchandise at lower prices than we have been able to sell GOOD furniture for in many years.

THIS SALE STARTS WEDNESDAY, JUNE 10TH AT 8:30 A. M. SHARP!

Values So Hot THEY'LL MELT THE "ICE" IN PR-ICE-S

\$46.50
Breakfast SETS

Breakfast sets in various color combinations, such as gray and rose, ivory and blue, etc. Four chairs and table and all are 3-coat enamel finished and constructed as \$46.50 should be. You can take your choice during this, Our Greatest Sale at only

\$24.45

It's For You Share In It!

Two Great Stores Loaded and Warehouses Packed with Furniture, Rugs, Stoves, Etc.

And all of the very best quality. Hundreds of Dining Suites, Overstuffed Suites, Bed Room Suites, Rockers, Chairs, Etc., to sell in a hurry.

Iowa Get Busy--Are You Trying To Save!

\$28 Mahogany 60-Inch Davenport Table
Pay \$11.50 less for this table now. A full 60-inch top table, beautifully finished and constructed from finest materials. A table you can well be proud to have in your home. Sale price

75c Sq. Yd. Felt Base Floor Covering
A new floor for the kitchen, bathroom or living room at one-third less. Felt base is a printed floor covering that will give years of service. An assortment of patterns to choose from. The square yard

\$3.85 Solid Hardwood Porch Swings
A 4-foot Porch Swing complete with chains and hooks. A swing made from solid hard wood materials and bolted corner constructed. Price during this sale at

\$16.75 Solid Mah. Wing Back Rockers
\$23 is the regular price of this solid mahogany Wing Back Rocker. Has cane back and seat. You'll say it's a big bargain at the sale price of

"A Community Benefit"

Folks, when you take into consideration for just a brief moment what the throwing upon the market "just now when prices are advancing" of these two big stocks of the finest and best merchandise money can buy, think what it means to every man, woman and child who comes to this great sale. Thousands upon thousands of dollars are going to be saved and just when you decide to save most. **STARTING Wednesday at 8:30 a. m.**

\$163
8-Piece
Am. Walnut Dining Suite

A clean cut saving of \$13.30 and the original \$163 price you'll pay is a bargain for this 8-Piece Combination American Walnut and Gum Wood Dining Suite. Consists of Table, 60 in. x 36 in. Huffer Chair and five straight chairs upholstered in fine Tapestry of blue leather. Sale price is only

\$119.45

\$100
Gum Wood & Walnut 4-Piece Bed Room Suite

Don't miss this 4-Piece Bed Room Suite. Folks! Look at the former and sale price and then try to realize a nicely finished Vanity Bow End Bed, Chest, Dresser and Dresser made from combination American Walnut and Gum Wood—selling at only

\$69

\$6.75
Simmons Sagless Springs

Simmons—The Genuine Simmons Sagless Steel Bed Edge, gray enamel finish. Bed Springs. An extra special value anywhere at \$6.75, and you can buy any size here during this Great Sale at only

\$4.65

\$17.95
Lloyd \$24.50 Baby Carriages

The Genuine Lloyd Baby Carriages known the world over for their beauty, style and wearing qualities. Blue, Brown, caramel and gray Lloyd Reel \$24.50 Carriages during this sale at

\$8.50
Porcelain Top Kitchen Tables

\$8.50 is a low price on this heavy porcelain top selected second, White Enamel Kitchen Table. Has Cutlery Drawer. Bolted leg constructed during this sale at only

\$5.45

Free! Bridge Lamps

Bridge Lamps will be given away at each store—Lamp and Shade complete will go to each customer making a purchase of "\$10.00" Dollars or more. Our reason for not starting this sale at our regular opening hour is to give the people from a distance opportunity to be here when these two Great Sales open.

STORE CLOSED ALL DAY TUESDAY, JUNE 9TH

We know that by closing our stores all day Tuesday we can place a sale tag and price on every article in store. We are leaving nothing undone to make this sale one that will be remembered from a bargain standpoint by all who participate in it. Don't forget the opening hour, Wednesday Morning at 8:30 Sharp!

Big Floors loaded Down with merchandise of finest quality at lowest prices in years

To those of you who receive no advertisement and who have never been in our stores we feel we should give you some idea of the size and kind of stores we have. The buying power of our three large stores, perhaps the largest in the Furniture and Rug business in Iowa. Our Waterloo, Cedar Rapids and Ottumwa stores are as large or larger than any similar store in these cities—and we have never and do not now sell anything in any line that is not of standard high quality—all of which assures you of a genuine saving on the best merchandise your money can buy.

HALL-EKFELT, Inc.

CEDAR RAPIDS - WATERLOO

Remember, please—that our Stock at Cedar Rapids—and the Stock at Waterloo are both in this, Our Great Sale

\$8.25
White Enamel Baby Cribs

Drop Side White or Ivory Baby Cribs with comely woven wire springs and easy rolling casters. A bargain at \$8.25. Now priced at only

\$5.45

"A Sale in a Class By Itself"

We are most enthusiastic over this sale. Few are the sales these stores have held during the past 16 years—and this one we are determined to make from a saving standpoint the most talked of Sale Eastern and Central Iowa have ever known. We feel the public is entitled to Service and Honest Facts—that has always brought us a profitable return and we know it will more than ever during this our greatest sale, as prices have been reduced to give the best values of our career. **STARTING Wednesday at 8:30 a. m.**

\$37
Brass Bed

Heavy 2 inch posts, 6 1/2 inch spindle top and bottom end brass beds. Not cheaply made beds, big heavy fine looking \$37 beds and all you are asked to pay during this sale at

\$19.75

\$12
Roll Edge Mattress

Just like finding a Mattress—and a Rolled Edge Tufted Mattress is covered with good quality fancy Art. Ticking and all cotton filled. A \$12 Mattress—going out during this sale at only

\$6.95

\$29.75

\$3.25
Mahogany Finish Card Tables

Certainly a good time to buy several of these green leatherette top, mahogany finished, collapsible, sturdy \$3.25 Card Tables. The sale price is only

\$1.98

\$202
2-PIECE MOHAIR Overstuffed SUITE

Perhaps you prefer a Mohair Suite. If you do you should lose no time in attending this sale of 2 Piece Mohair Suites. Plain and Brocade Mohair Coverings, Spring Edge and Spring Cushion Construction with Mahogany Queen Ann Legs are some of the features of this \$202 Suite at

\$135
2-Piece Overstuffed SUITE

It's going to be hard to believe, still it's true—that we will sell you this 2-Piece Overstuffed Mohair Suite at less than \$100. Each Chair and davenport have spring filled cushions and are large and comfortable. This suite is constructed on hardwood frame and nicely finished. Sale price

\$97.50

\$7.50 Polychrome Bridge Lamp Stands
Take your choice from this large lot of Bridge and Junior Polychrome Lamp Stands. \$7.50 is an unusually low price for lamps such as these. Take your choice at only

\$4.95
\$7.60 Hi Back Brown Fibre Reed Rockers
Another Rocker or two always comes in handy in most every home—and especially rockers such as this lot of hi-back Reed Rockers. Please notice that our sale price is only

\$4.85
\$36.50 Solid Mah. Top Gateleg Table
You save \$13.75 by buying this Solid Mahogany Top Gateleg Table during this sale, and you will have a table that will match up with the finest of furniture. Has silver drawer. Sale price is

\$22.75
\$20 Double Deck Coil Bed Springs
You too, will say this Double Deck Coil Gold Edge Bed Spring with extension sides and its rust proof baked enamel finish is an extra special at our sale

\$13.95

These Prices LOOK LIKE A MISTAKE IN PRINT!

Warehouses Are Packed!

\$160,000 Worth Of Furniture!

\$40,000 Worth of Finest Rugs—**\$10,000** Worth of Draperies—**\$2,000** Worth of Phonographs
\$10,000 Worth of Oil, Gas and Coal Ranges

Just An Idea of the Thousands of Bargains You Will Find

\$13.50 Junior & Bridge Lamps Complete
Here's an opportunity to buy a Bridge or Junior Floor Lamp at almost half price. Some lamps have 2 pull chain sockets and others have adjustable shade arm. A beautiful assortment of shades to select from. Sale price

\$8.95
85c Folding Camp Stools at 49c
Always handy, especially this time of the year, and this Camp Stool is made from clear maple, is nicely finished and has heavy quality art canvas seat. Dirt cheap at 85c, now priced at

49c
\$2 Nicely Finished 4 Foot Park Bench
Full 4-foot in length and is finished in red enameled bottom and natural top. It would be hard to buy the fine material in these lawn benches at our low sale price of

\$1.49
Office Furniture of All Kinds
Make your Office Furniture selections from our large stocks during this sale at just one-fourth less than the regular retail price. Our office furniture stocks are complete. Priced now at

25%

Liberal Credit Terms Can Be Arranged---And At The Sale Prices

We Will Deliver Three Miles On Every Purchase of \$10 or Over