

# A TEN DAYS' SALE WITHOUT A PARALLEL

THOUSANDS OF DOLLARS WORTH  
OF FURNITURE, CARPETS, RUGS,  
DRAPERIES, BEDS AND BEDDING,  
STOVES, RANGES, ETC.

## Sacrificed

Entire Stock Included;  
Nothing Reserved; Buy  
as Much as You Like

# FURNITURE SALE

## BEGINNING WEDNESDAY, DEC. 3, 1913

### THE PURPOSE OF THIS SALE

The undersigned having purchased the stock and assumed the management of the Imperial Furniture Co., proposes to give the people of Salem a store second to none in the state. To make room and enable us to make some desired changes, to better accommodate our patrons, we have inaugurated a SALE OF OUR ENTIRE STOCK, such a sale as was never before attempted. A sale of high-grade Furniture, Carpets, Rugs, Stoves, Ranges, Beds and Bedding, Curtains and Draperies, Wall Paper, and the thousands of articles that go to make up the stock of the Imperial Furniture Co., the leading furniture house of Salem.

This well-known firm has the established reputation of carrying only high-grade goods, the very best that money can buy, and the mere announcement that this stock will be thrown open to the public for ten days will cause no little surprise since this is the first public sale we have ever conducted.

To our numerous patrons and friends and to the public generally we hereby extend an urgent invitation to come, take advantage of this occasion. We guarantee the same courteous treatment we have ever striven to accord, while the money-saving opportunity is the greatest ever presented. Read our ads. See our prices, and then come make your selections before the stock is picked over.

WM. McGILCHRIST, Jr.

# UNDER NEW MANAGEMENT

Salem's Leading Furniture and Housefurnishing Establishment. When this Stock, Complete in Every Department, Will be Offered to the Public Without Reserve for TEN DAYS at Prices Which Under Other Circumstances Would Mean Ruin. See the Prices. They Tell the Rest



### Library Tables

Beautiful solid oak, plain or quarter sawed, golden or fumed finished, or mission style, ornamental, useful and a requisite for every home. Look over the complete assortment and make your selection while the choosing is good. Prices range from \$8.50 to \$35.00. These are bona fide reductions:  
Reg. \$12.50, for ten days, \$ 8.48  
Reg. \$15.00, for ten days, \$11.98  
Reg. \$17.50, for ten days, \$13.48  
Reg. \$20.00, for ten days, \$14.98  
Reg. \$25.00, for ten days, \$19.98

### CARPETS AND LINOLEUMS

This department offers its share of attractions. Our line is carefully selected, embracing only the best makes in Ingrain, Tapestry and Body Brussels, Wiltons and Wilton Velvets, in latest designs, richest colorings. Note our prices; you'll find them lower than were ever named on this class of carpets.  
Ingrain Carpet, from 40c to \$1.00, will go at .25c to 80c  
Tapestry Carpet from 90c to \$1.50, will go at .75c to \$1.15  
Axminster Carpet, from \$1.40 to \$1.90, will go at .98c to \$1.68  
LINOLEUMS  
In plain, printed or inlaid, 6 or 12 feet in width, making it possible to cover your floor without piecing. A beautiful line to select from at prices so reasonable you will look no further. 70 cents to \$1.20.



### HEATERS

We are showing a complete line of heaters, both wood and coal burners. Why bother with that old heater when you can secure a new one that will pay for itself in fuel saved? Our heaters are of the latest designs, an ornament to the home. If you are having stove troubles let us talk to you now as the prices we are naming for ten days mean savings worth your while. See our stove man. A few of the prices that prevail for ten days:  
\$ 4.25 Sheet Iron Heater, sale ..... \$ 3.45  
\$10.00 Solid Cast Top and Bottom, sale ..... \$ 7.48  
\$13.50 21-in. Heater, nickel trimmed, sale ..... \$11.48  
\$14.00 Coal Heaters, special value ..... \$10.98



In announcing this sale the management wishes to inform the entire public that this will be, as it is advertised, A SALE OF OUR ENTIRE STOCK without a single reservation, nor will there be any limit placed upon the quantity you may wish to purchase. Thousands of dollars worth of Furniture, Carpets, Rugs, Beds and Bedding, Curtains and Draperies, Wall Paper, Trunks, Cedar Chests, Pictures, Frames and Mouldings, Artists' Supplies, Ranges, Stoves, Heaters, Parlor, Piano, Hall and Porch Lamps, Sweepers, Mops, Jardiniers, Service Trays, Hammered Brass Ornaments, Portieres and Bungalow Curtains, Aluminum Ware, Etc., that go to make up one of the largest stocks in Salem, will be open to the public for TEN DAYS. We invite and urge you to come. Come whether you wish to purchase or not. Opening day WEDNESDAY, we will present every lady attending our sale with a souvenir of the occasion. As the number is limited, we would suggest that you come early. Watch for our daily ads that will appear from day to day featuring the SPECIAL DAILY ATTRACTIONS. Watch our windows.

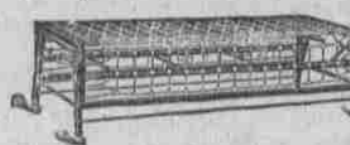
### OFFICE DESKS

Our line of Office Desks will interest any one in need of this article of furniture. These we are pricing extremely low, making it an object for you to buy now. Solid oak, patent roll top, office desk, length 42, height 30, 4 side drawers for private papers, cabinet for bill file, 11 pigeonholes, 2 top drawers for stamps, stationery, etc.; back and side of heavy paneled oak, golden oak finish, very serviceable and an ornament to any office. A limited number will go at \$18.48. They are forth almost double. Others reduced during our sale.  
\$35.00 Roll Top Desk, sale ..... \$28.48  
\$40.00 Roll Top Desk, sale ..... \$32.28  
\$45.00 Roll Top Desk, sale ..... \$38.68  
\$75.00 extra 5-ply quarter sawed oak, 60 in. very special \$58.68



### COUCHES and DAVENPORTS

Davenport, upholstered in denim or leather; regular \$42.50 to \$67.50, sale prices make them ..... \$32.48 to \$62.48  
Velours, Chase Leather and Genuine leather upholstered.  
COUCHES  
VELOURS—\$10.50 at \$8.98; \$15.00 at \$12.98; \$18.75 at \$14.98.  
CHASE LEATHER—\$10.50 at \$8.98; \$25.00 at \$19.98.  
REAL LEATHER—\$35.00 at \$28.48; \$40.00 at \$32.68.  
A complete line of Sanitary Couches on sale.

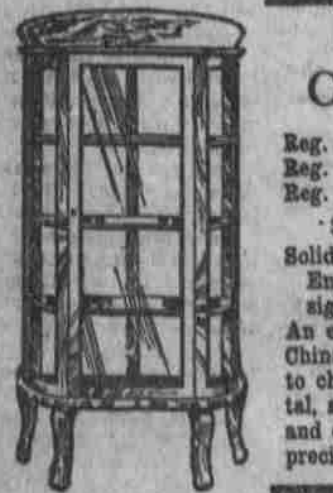


### RUGS and ART SQUARES

Possibly the greatest savings offered during our sale will be found in this department. Our stock is large, our patterns of the very latest, our designs are exclusive. We have them in Tapestry, Brussels, Ingrain, Fibre and Axminster, ranging in price from \$1.45 to \$50.00. Note the sale prices:  
All Wool Ingrain, 7.5x9, regular \$7.50, now ..... \$5.98  
All Wool Ingrain, 9x9, regular \$9.00, now ..... \$6.98  
All Wool Ingrain, 9x12, regular \$12.50, now ..... \$9.98  
Fibre Rugs, size 9x12, regular \$10.00, now ..... \$8.98  
Axminster Rugs, 8.3x10.6, reg. \$22.50, now ..... \$17.48  
Axminster Rugs, 9x12, regular \$25.00, now ..... \$19.98



## INAUGURATING THE SOLE OWNERSHIP OF WM. McGILCHRIST, Jr.



### CHINA CLOSETS

Reg. \$30.00, sale, ..... \$15.98  
Reg. \$22.50, sale, ..... \$17.98  
Reg. \$27.50, sale, ..... \$22.48  
\$35.00 SPECIAL  
Solid quarter sawed early English oak, mission design, sale price, \$18.48  
An elegant assortment of China Closets from which to choose; very ornamental, suitable for a present and one any wife will appreciate.

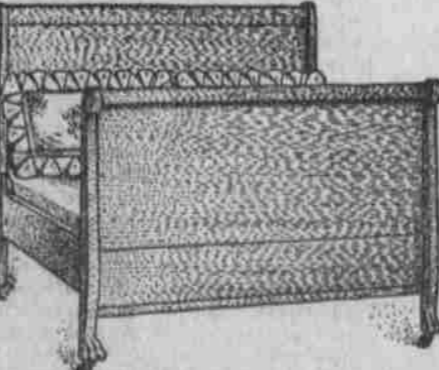
### Cribs and Beds

We are showing a complete line of Iron Beds in white and colored enamels and Vernis Martin finish. Full or three-quarter sizes. Full range of prices which are greatly reduced for this occasion. The cut herewith shown represents a full sized bed, formerly sold at \$8.50, now priced at \$5.98. Another heavy Iron Bed, 2-in. posts, white enamel, full or three-quarter size, new stock. Splendid value at \$8.50.  
Regular \$3.50 now ..... \$2.98  
Regular \$8.50 now ..... \$4.98



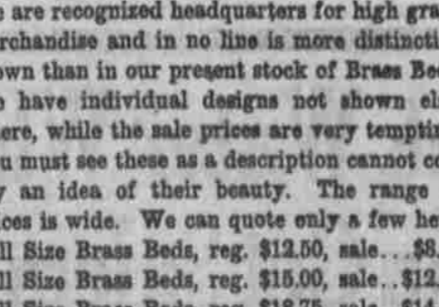
### BED AND BEDROOM SETS

Our stock of beds cannot be equalled. We have many beautiful designs in oak, walnut, mahogany, birdseye maple and Circassian walnut. The range of prices is necessarily great, with many from which to choose.  
Bedroom sets, consisting of 8 pieces, genuine French rosewood, sold in sets only. The prices will prove most attractive. Let us show you. Reg. \$250 go at, ..... \$198  
Others in Circassian walnut, oak, birdseye maple and mahogany at reductions that mean rapid selling.



### BRASS BEDS

We are recognized headquarters for high grade merchandise and in no line is more distinction shown than in our present stock of Brass Beds. We have individual designs not shown elsewhere, while the sale prices are very tempting. You must see these as a description cannot convey an idea of their beauty. The range of prices is wide. We can quote only a few here.  
Full Size Brass Beds, reg. \$12.50, sale, ..... \$8.48  
Full Size Brass Beds, reg. \$15.00, sale, ..... \$12.98  
Full Size Brass Beds, reg. \$18.75, sale, ..... \$14.98  
\$65.00 4-in. post, massive Brass Bed, full size, sale ..... \$48.68



### ROCKERS and CHAIRS

In no one of the lines carried do we take more pride than in our easy chairs. Of particular interest at this season is our selection of comfortable upholstered chairs, since a more appropriate Christmas present could not be selected. The sale prices put these in the reach of all. Take a look, you'll surely find something to please. We have an assortment ranging in price from \$2.50 to \$35, which is a bona fide saving of from \$3 to \$10. Rockers at from \$1.50 to \$12.00, speaking comfort and ease. The accompanying cut is of an elegant genuine Turkish leather upholstered chair, Seng Spring seat; a beautiful Christmas present. Regular \$67.50; see the sale price—\$39.98.

### LAUREL RANGES

We are agents for the celebrated LAUREL RANGES, conceded to be the very best in scientific construction of ranges. An attempt to describe the many superior qualities would fail. Come in and let our stove man tell you all about them; it's an interesting story, particularly if you are not the owner of a Laurel. Our sale offers the only opportunity ever presented to Salem of buying a Laurel range at a price lower than the regular. We also have the Ecolia, Acron and Imperial ranges.  
\$22.50 Ranges on sale at ..... \$26.48  
\$35.00 Ranges on sale at ..... \$32.98  
\$40.00 Ranges on sale at ..... \$32.48  
\$65.00 Ranges, special ..... \$48.98  
ALL RANGES AT LIBERAL REDUCTIONS.



# THE IMPERIAL FURNITURE CO.