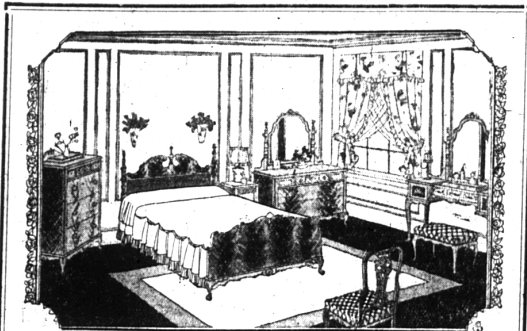


Severance's Second Anniversary

Sept. 17th
to
Sept. 24th

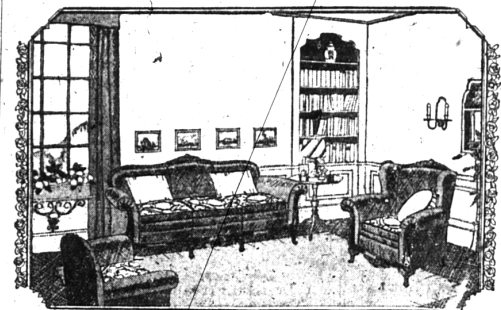
FURNITURE SALE

This is Our
Annual
Appreciation
Sale



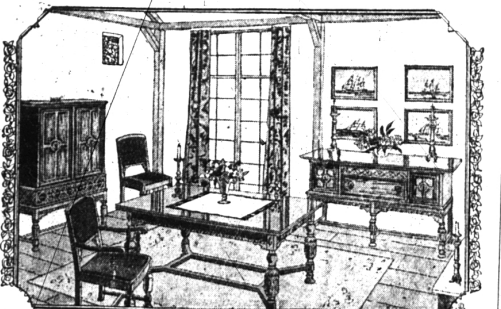
THE BEDROOM, after all, is the personal room—and therein you can express your taste and personality. During this sale we are offering a 3-piece combination walnut suite which will add beauty to your home and appeal to the most discriminating outsider. Many other suites to choose from. Three pieces include bed, vanity dresser and drawer dresser.

\$88.20 Credit Price — 10% Less for Cash



AREN'T you just bursting with enthusiasm to remake your livingroom into an inviting center of hospitality, and call forth admiring comments from your friends? We are offering this three-piece suite of jacquard mohair, including lazy chair, daynport and regular upholstered chair at unusually low prices. Solid construction, web back, mohair back and front. Regular \$140.

Special, \$126.00 — 10% Less for Cash



IT IS in the dining room that hospitality reaches its highest point, and so it must be carefully considered. Here you will find many suites that will please. Of particular note is this eight-piece done in walnut, including 6 chairs, table, and buffet. Solid construction throughout. Other dining room furniture to choose from at proportionately reduced prices.

\$135.00 — 10% Less for Cash

Armstrong's Felt Rugs

NEW rugs created by the makers of Armstrong's linoleum. Twelve artistic patterns in 4 to 6 popular sizes. Durable oil colors. Soap and water resisting. Carefully prepared felt base. Look expensive—cost little.

9x12	\$11.25 Credit Price
9x10 1/2	9.90 Credit Price
9x9	8.75 Credit Price
7x9	7.00 Credit Price
6x9	6.75 Credit Price

STARTING Saturday of this week, we are presenting our second anniversary sale. Every article in the store is being affected in the price reduction for this event. You can find just the merchandise you would naturally choose at any time—and during this sale you will be able to obtain your choice and save considerable.

We want you to know that this is not a "catch sale." We are celebrating our second anniversary and are showing the appreciation for your past patronage. Every year we will make a similar attempt and you are the one to benefit. Likewise we take this time of the year to dispose of surplus stock which the past season has created. You will benefit greatly by these honest bargains in furniture—we suggest that you buy now—we will gladly arrange your purchase on a credit basis if you wish. However you buy, we assure you that you will make no mistake in getting value for your dollar. REMEMBER: Severance is the largest furniture store in Oakland County.

Every Article Is Priced For Credit Buying.
10 Per Cent Less is the Cash Price

\$1⁰⁰ Down

NEVER before has this old reliable store offered its friends and patrons an opportunity to save money like this feature! Come early and procure your beautiful one hundred piece dinner set. Just bring one dollar and then pay one dollar a week.

Special Price is \$17.50—Dinner Sets Regularly \$25.00



Circular Stoves of quality make. Anticipate your winter needs. \$63.00 and up!



Martha Washington sewing cabinets of Walnut and Oak. Regular \$15.00. Special \$13.50, credit price.



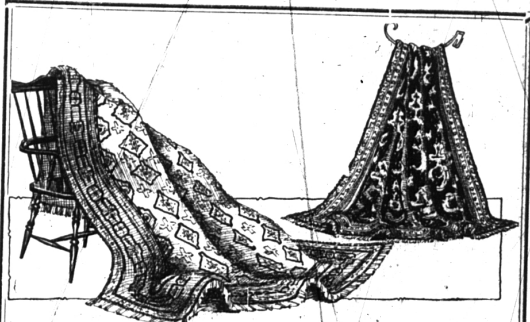
Fiber and Wood ferneries with and without top for bird cage. Regular \$16.00. Special \$9.50, credit price.



Occasional tables of solid walnut. An ideal home accessory. Regular \$13.00. Special \$11.70.



Library Tables of solid walnut top. Regular \$15.00. Special \$13.50, credit price.



INCLUDED in this sale is our entire stock of rugs. Truly, this special reduction which affects the rug department will prove of great moment to Birmingham housewives. Here are some of the special values:

Sanford Axminster, 7.6x9, regular \$32.50. Special for Saturday—\$29.25	Bagdad Wilton Rug, very beautiful, size 9x12. Reg. \$105.00. Special—\$85.50
Bagdad Velvet Wilton, a real beauty, size 8.3x10.6. Regular \$95.00. Special price—\$81.00	Sanford Axminsters, beautiful tones, size 9x12. Reg. \$45.00. Special—\$40.50.
The famous Granada Rug, 8.3x10.6, regular \$90.00. Special—\$74.25	Alexander Smith Axminster, size 8.3x10.6. Regular \$40.50. Special—\$36.45.
Wiltonia Velvets, a real sturdy rug, size 9x12, regular \$51.50. Special, one day only—\$46.35	Sanford Axminster, 8.3x10.6. Regular \$42. Very special at—\$37.50.



Lamps

THE Lamp Department is being subjected to price reductions throughout. Included in our stock: floor lamps, juniors and bridge lamps. Shades of silk; metal and wood bases.

20 Per Cent Off on the Entire Stock!



HERE'S value unheard of—100 per cent, all white cotton felted mattress—weighs 50 pounds, covered with a very attractively patterned sateen ticking. A real sleep inducer. This is an extraordinary value and will be sold at this low price during sale only. Come and fill your mattress needs and save big money—

\$10.80
Credit Terms

Buy Now FOR XMAS FOR XMAS

WE are offering a large variety of Dolls at special prices during this sale. We suggest that you purchase this special offer for Christmas use.

SEVERANCE FURNITURE CO.
ROYAL OAK, MICH.
Washington at Fifth WE LEAD - OTHERS FOLLOW
Phone R. O. 131