


Buy Furniture, Rugs, Ranges and Musical Instruments of Dependable Quality at Genuine Savings

Delivered in Individual Cartons



Price \$22.75 Complete

A Bed and Bedding Outfit You'll Appreciate

If you know furniture values at all—you will not fail to appreciate the money-saving advantages of this special Bed and Bedding Outfit offer.

One Simmons Bedstead—as illustrated above—good, strong, serviceable and comfortable. Choice of many beautiful wood finishes, in all standard widths.

One Simmons Bedspring—The galvanized, twisted link fabric type; flat, non-sagging, resilient, quiet and restful.

One Simmons Mattress—of pure, new, clean cotton—delivered in special soil-proof, carton roll.

Complete Outfit consists of 2 in. post Simmons Steel Bed, Simmons 10 year guaranteed spring and a 50 lb. guaranteed cotton mattress, rolled edge, all complete, for **\$22.75**

LET US HAVE A HEART TO HEART TALK WITH YOU

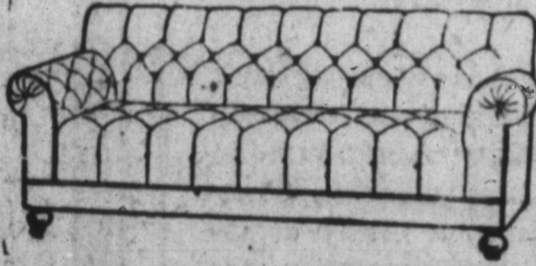
YOUR CREDIT IS GOOD. HIGHEST QUALITY LOWEST PRICES

ISAACS



This Beautiful Porcelain Top Kitchen Table, strongly constructed, beautifully finished in white enamel, easily cleaned and everlasting. Will not chip off, at surprisingly low price. **\$7.50**

IMPORTANT NOTICE! We cater to the masses, not the classes. Some of our former friends and customers have an idea that owing to our large and handsome store that we only sell high price goods. For your benefit will say that we carry a line of best makes of furniture, etc., at prices to meet any one's pocketbook. We do not carry the cheapest goods, but guarantee to sell you a better class of Furniture, Rugs, etc., for the money you are used to paying for **CHEAPER GOODS.**




A Solid Oak and Mahogany Bed Davenport with cotton mattress only \$29.75

Opens into a perfect Bed. Chairs and Rockers to match all Davenports.

All we ask is a chance to convince you that we can save you 20 to 25 per cent on anything in Furniture, Rugs, Talking Machines, Pianos, Organs and Ranges.

Solid Oak Round Extension Dining Room Table like cut only \$12.95




Guaranteed Cane Seat Rocker Strongly Built, only \$1.95

The Big Store That Sells What It Advertises

FLORENCE AUTOMATIC STOVES AND RANGES



Every one sold with absolute guarantee or money refunded.



This Beautiful Table Console Talking Machine can be used as Library Table and Talking Machine. Only **\$59.75**

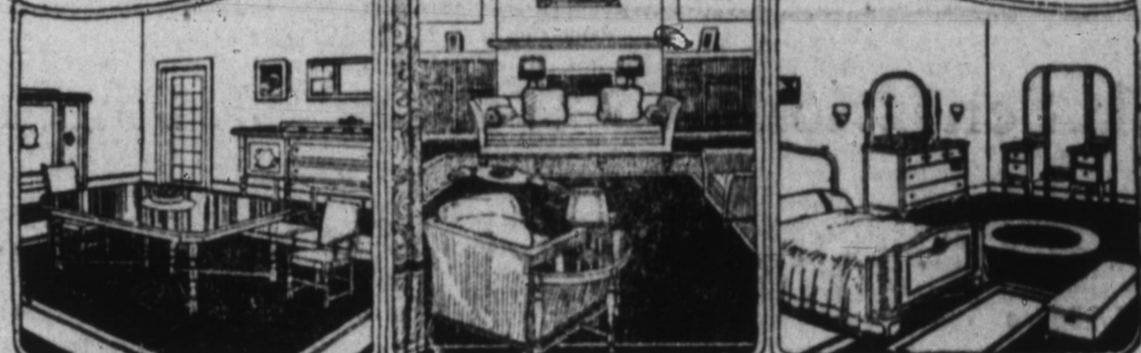
12 Beautiful double-face Records free, 24 selections.



A guaranteed 50 lb. rolled edge cotton mattress, attractive tick only **\$7.95** Others cheaper.

A 120 Coil, guaranteed noiseless folding spring, only **\$2.95**

This extreme high back, cane seat and back rockers iron braces under arms, built for Hard service, only **\$5.45**



New Dining Room Suits: It will be a pleasure indeed to choose your dining room suit from such a display as we are now showing. The finest new designs in walnut or mahogany.

Luxurious Living Room Suits: Just received a solid car of Bane Back, fibre and overstuffed living room suits with beds and regular Davenports. Largest display in city. **3 Piece Suits \$69.50 and up, with long Davenports.**

Beautiful new Bed Room Suits in Mahogany, Ivory and Walnut finishes, at \$149.50 and up for a complete bedroom suit.

READ EVERY WORD of this advertisement, it will pay you. Never before have the people of Goldsboro and vicinity been offered their pick of choice of such an assortment of new high class furniture, rugs, etc., at such matchless prices.

A 9 ft. x 12 ft. Gold Seal Congoleum Rug, all first quality, no seconds or damaged. None genuine without Gold Seal only **\$12.95**



Library and Davenport beds in uuuu port tables in square or oval mahogany or oak finish only **\$10.95**

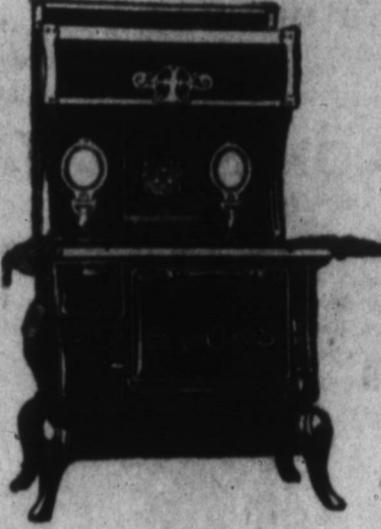


All Goods as Represented or Money Refunded



Mathushek, Chickering and Weyer Pianos. Nothing but the best.

A solid car of Bucks Stoves and Ranges just received, offered at greatly reduced prices.




Rugs Rugs Rugs

ALL SIZES, GRADES, COLORS

A 9 ft x 12 ft. Double Warp grass Rug **\$4.75**
 A 9 ft. x 12 ft. Extra Heavy Matting Rug **\$4.65**
 A 9 ft. x 12 ft. Japanese Matting Rug **\$3.95**
 9 ft. x 12 ft. All Wool Seamless Brussel Rug **\$18.95**
 A 9 ft. x 12 ft. All Wool Seamless Axminster Rug **\$28.95**

The most Beautiful Patterns and largest stock to be found in this section.

Over 40 years in business in Goldsboro. Doesn't that argue Reliability.

ISAACS

This solid oak double cane seat chair, 3 slats in back, only **85c each**

6 for **\$5.00**

