Just As Ford Reduced Pr

Thomas Cut All Furniture To Pre

Thomas---The Ford of the Furniture Business For Lon

It takes courage to play such a stroke as Henry Ford in the matter of price-cuttin and possibly wouldn't have done it had he not blazed the trail. We are only borrowing his knowledge of markets in our la tion. Despite the lack of profits, we feel it is a great stroke, as it will undoubtedly popula greater than it is now, at the same time helping to reduce the world's greatest

Do Not Misunde

Orders Into Thomas

NEWSPAPER

Sale

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Sleep"

THOMAS ELECTED

RUGS CUT TO PRE-WAR PRICES

Smash No. 4

AT Thomas'

THOMAS THOMAS THOMAS

Club Term

Next

Smash

KITCHEN

Dancing

BIG

At Thomas'

THOMAS THOMAS THOMAS THOMAS THOMAS

LEEP

SLEE

You Can Actually Buy Sleep

KROEHLER DAVENOS NOW SELLING AT PRE-WAR PRICES

A Full Size Bed

's and Combination Ranges

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Prices to

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OF THE WORLD'S SERIES CREATES

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IN THE CASE OF THRIFTY

RICES

e Sale was published only on

Thomas' was besieged with

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No clear-up lines or inferior

Prices On

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ugh about low prices on furniture, for to put it bluntl

Little wonder with the extremely low prices

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If it holds up at the present rate we will be ab

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Talk Loudly---a

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War

THE LONDON ADVERTISER, LONDON, ON

Dear Folks: H

Pre-Works Busy

Thomas Furniture C

OCTOBER 4, 1920.

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THOMAS FURNITURE CO

LONDON, ONTARIO.

Nov. 13/20

London Advertiser Co.,
City

Gentlemen:

Attention Advertising Department.

Nothing succeeds like success and we certainly have enjoyed success aplenty in our present Pre-War Price Sale, commencing September 27. Indeed, our most sanguine expectations have been exceeded.

At the outset it was realized that in order to maintain lowered prices it was absolutely necessary to more than double ordinary business. The Executive decided to place the greater portion of this responsibility at the door of The Advertiser. The assured manner in which you accepted the onus of the burden instilled still greater confidence, with the result that advertising space was increased.

Merchandise has been shipped to almost every community in Western Ontario---call it mail order if you will---and you remember, during the second week of the sale, we were forced to suspend advertising to permit the delivery department to reorganize so that all this excess business could be handled.

A great spirit of co-operation exists in that plant of yours, resulting in some wonderful set-ups. This sale still continues and we still continue to use large space in The Advertiser and there is no doubt in our minds the value of your paper.

Yours for an Advertiser and a purchaser in every home. We are

THOMAS FURNITURE CO.

By W. D. Thomas

Manager.

WDT/BF

An earnest endeavor is made to operate this store from the customer's viewpoint.