Duncan-Schell Furniture Company 14th Annual Sept. Sale

A BIG EVENT IN CARPETS & RUGS

Will Save You From One-Fifth to One-Third

Carpet Size Rugs—A superb showing of all grades and makes

Puritan Brussels Rugs, 9x12, $15.00 quality $10.50
Imperial Brussels Rugs, 9x12, $16 quality $11.50
Imperial Brussels Rugs, 11-3x12, $20 quality $15.75
Peerless Seamless Brussels Rugs, 9x12, $18.50 qual. $13.50
Royal Brussels Rugs, 9x12, $19.00 quality $15.00
Extra Seamless Brussels Rugs, 9x12, $21.00 quality $17.50
Extra quality Brussels Rugs, 11-3x12, $25 quality ..$19.50
Royal Axminster Rugs, 9x12, $25.00 quality $19.50
Extra quality Axminster Rugs, $27.50 quality $22.50
Scotch Aubauson Rugs, 9x12, $35.00 quality $27.50
Wilton Seamless Velvet rugs, 9x12, $25.00 quality ..$18.50
Extra quality Seamless Wilton Velvet Rugs, 9x12, $30 quality $23.50
Best quality Wilton Velvet Rugs, $32.50 quality $25.00
Extra Wilton Velvet Rugs, 11-3x12, $32.50 quality ..$26.50
Body Brussels Rugs, 9x12, $32.50 quality $22.50
Royal Body Brussels Rugs, 9x12, $35.00 quality $27.50
Wilton rugs, 9x12, $40.00 quality $33.00
Dagistan Royal Wilton Rugs, 9x12, $50.00 quality ..$42.50
Extra quality Royal Wilton Rugs, 9x12, $47.50 quality $40.00
French Royal Wilton Rugs, 9x12, $60.00 quality $50.00

A Complete Line of Fibre and Wool and Fibre Rugs

China and Japan Matting All Our Importations

6,500 rolls direct from the Orient, the home of those peculiarly designed figures and cross-striped patterns. All are inspected goods—best quality mattings.

CHINA MATTINGS.

45-lb. Contract 12½c
70-lb. Jointless Contract 18c
75-lb. Jointless Fine Check 25c
90-lb. Jointless 27½c

JAPAN MATTINGS.

Fine check and carpet effects, 30c quality 22½c
Fine carpet effects, 35c quality 25c
Very fine carpet effects, 40c quality ..30c

An Unparalleled Offer in Brussels and Axminster Carpets

And you will wonder at the prices when you see them. A beautiful variety of new ideas in exclusive patterns that will lend character and tone to the library, parlor or any room. If you are looking for durability and beauty of design in carpets, we recommend these.

New Designs, Rich Colors, Attractive Prices.

75c Tapestry Brussels 60c
95c Extra Brussels 80c
$1.10 Best 10-Wire Brussels 90c
$1.25 Wilton Velvet 99c
$1.50 Extra Wilton Velvet $1.25
$1.35 Smith's New Axminster 99c
$1.50, the Savonnerie $1.19

Ingrain Carpets—New Fall Styles

We offer on the third floor of our store all grades of Ingrain Carpets at prices given below:

	Sale Price
Good Hemp Carpet, 18c quality	9c
Granite Carpet, fast colors, the 30c quality	22½c
Agate Carpets, 3-ply filling, the 35c quality	25c
One-fourth wool-filled Union carpets, heavy, the 45c quality	32½c
One-half wool-filled Union carpets, extra, the 50c quality	37½c
Cotton chain, all wool-filled carpets, the 65c quality	50c
Extra Super C. C., all wool-filled Carpets, 75c quality	60c
All-wool Extra Super, the 85c quality	70c
Our fourteen pair extra heavy carpets, 90c quality	75c

Special Price Inducements on Art Squares

That will not go begging, and an offering that is sure to win recognition and attention from well informed shoppers. We consider these values unusually meritorious

Best All Wool	Sale Price
Size 6x9 feet	$4.25
Size 7-6x9 feet	$5.25
Size, 9x9 feet	$6.50
Size 9x10-6 feet	$7.50
Size, 9x12 feet	$9.00

Granite—	
Size, 9x9 feet	$3.50
Size 9x10-6 feet	$4.50
Size 9x12 feet	$5.00

Radical Reductions in Linoleums For Our September Sale

For general use there is no floor covering that can equal linoleum. This assortment comprises the best made patterns, floral, tile and set figures; are practically noiseless, easy to keep clean. It's easy to own them at these prices:

	Sale Price
60c Quality, 6 ft. wide	45c
65c Quality, 6 feet wide	50c
80c Quality, 12 feet wide	65c
90c Quality, 12 feet wide	75c

Inlaid linoleums, 6 ft. and 12 ft. wide, at very unusual discounts for SEPTEMBER SALE.

HEARTH RUGS

Axminster Rugs, 27-inch, $2.75 quality	$1.95
Axminster Rugs, 36-inch, $4.00 quality	$2.25
Wilton Velvet Rugs, 36-inch, $4.50 quality	$3.50
Wilton Velvet Rugs, 27x54 in., $2.75 quality for	$2.10
Scotch Aubauson Rugs, 36x72, $5.00 quality	$4.00
Scotch Aubauson Rugs, 27x60, $3.50 quality	$2.75

Hundreds of attractive samples of Velvet and Brussels Carpets for Rugs, 1¼ and 1½ yards long.

An Unusual Oriental Rug Collection at Less Than Wholesale Price For This September Sale

A VICTROLA

Which September Sale Outfit—Victrola and Records—Shall We Deliver at Your Home?

Duncan-Schell's Outfit "A" $17.25.
This includes Victrola, style No. 4, $15 and six selections (three 10-inch double-faced records) of your own choosing. This Victrola is equipped with the Exhibition Sound Box and is capable of playing any of the 5,000 different selections. Terms $2.25 down and $1.00 a week.

Duncan-Schell's Outfit "C" $44.50.
Victrola, style No. 8, oak finish, price $40.00. Equipped with all the latest improvements. Includes also 12 pieces of your own selection (six double-faced 10-inch records). Terms, $5.00 cash and $4.50 a month.

Duncan-Schell's Outfit "E" $84.00.
This includes a beautiful Cabinet Victrola, style No. 10, mahogany or oak, price $75 and 24 selections (12 double-faced 10-inch records of your own choosing). Terms, $10 cash and $6.50 a month.

Duncan-Schell's Outfit "G" $165.00.
Mahogany or oak Cabinet. Victrola, exceedingly large and massive. New style No. 14, price $150. Including a fine library of 40 selections, your own choosing (twenty 10-inch double-faced records). Terms $22.50 down and $10.00 a month.

Duncan-Schell's Outfit "B" $28.75.
This includes an excellent portable Victrola, style No. 6, oak finish, with Exhibition Sound Box, price $25.00, and 10 selections (five 10-inch, double-faced records) of your own choosing. You may pay for this at the rate of $4.00 down and $1.00 per week.

Duncan-Schell's Outfit "D" $56.75.
Victrola, style No. 9, equipped with speed indicator and regulator and many improvements, mahogany or oak, price $50.00. This includes 18 selections (nine double-faced 10-inch records) of your own choosing. Terms $7.50 cash and $5.00 a month.

Duncan-Schell's Outfit "F" $113.50.
Victrola, style No. 11, mahogany or oak finish, price $100.00, with 36 selections of your own choosing (eighteen 10-inch double-faced 75 cent records). Terms, $15.00 cash and $7.50 a month.

Duncan-Schell's Outfit "H" $218.00.
Victrola, style No. 16, mahogany or oak finish, $200 together with 48 popular and classical selections of your own chosing, a splendid assortment (24 double-faced 10-inch records). Terms, $30.00 down and $12.50 a month.

SEPTEMBER SALE PIANO ORDER BLANK

Reduced Price—All Freight Prepaid.
Good only During September, 1915. Date ..... 1915.
Duncan-Schell Furniture Co., Keokuk, Iowa.

Please send me the Piano, No. ...., in ..... veneer, for a thirty days' trial, freight paid by you, price to be only $295, delivered at my station, without any obligation on my part to buy unless I am entirely satisfied. I enclose $20.00 as a first payment, this amount to be returned to me if I decide not to buy. If after thirty days' trial I decide to keep it, then I will send you $10.00 as a first monthly payment and pay the balance at the rate of $10.00 on the ..... day of every month thereafter until it is paid for in full, with interest at 6 per cent, when you are to give me a receipt showing that the piano is my property. I am to pay no freight. The price of $295 is all I pay for the piano delivered AT MY STATION.

Sign Here .....
(Sign your name plainly)
Shipping Point .....
Postoffice ..... Railroad .....
County ..... State .....
Street and Number .....
R. F. D. No. ..... Box .....

CONFIDENTIAL: This special offer means the granting of a credit extending over two years, so please feel free to give us such information as you think we ought to know about yourself. Whatever you may care to tell us will be treated with the strictest confidence.

I have been located here since .....
My business is .....

World Famous Kimball September Sale Price $295.00

This is undeniably one of the most perfect examples of the popular Colonial style that has ever been offered. We will send it to you with absolute confidence that you will find it the equal of pianos sold in your neighborhood for as high as $500.00.

Details of Construction and Points of Superiority in Kimball Upright Pianos

Case and all panels are made of five thicknesses of the best thoroughly seasoned lumber, glued together, the grain of each thickness running at right angles to the one next, thus rendering it impossible for any portion to shrink, swell or split in any climate or through any variation of the temperature.

Brackets, mouldings and the entire arm are veneered the same as the case, the usual method being to make these of white wood and grain them to match the case.

Pin-Blocks are composed of many layers of thoroughly seasoned hard maple, so joined together that the grain of each layer is at right angles to the grain of the adjacent layer, thus providing a pin-block that cannot be split and affording absolutely rigid support for the tuning pins. The brass covering protects the pin-block from the effects of dampness and reduces the strain on tuning pins to the minimum, thus combining the advantages of both the old systems of construction.

Sounding Boards are made of the best quality of mountain spruce, and are so shaped and fastened to the frame of piano as to produce the tone qualities of the violin. Each rib is firmly glued to the sounding-board and ends are securely fastened under the frame; hence they cannot loosen.

The Scale is so drawn as to afford a tone quality absolutely even, smooth and of great volume, purity and duration throughout.

Stringing—The best grade of steel wire is used, and particular attention is paid to graduation, thus contributing materially to the production of a rich, smooth and even tone.

Voicing—The hammers are so made and treated as to further contribute to perfect evenness and durability of tone.

Action contains one of the most valuable improvements of the present day. This is a combined hammer and damper flange of brass, instead of the old wooden flange. It is not affected by changes of atmosphere, thus avoiding:
Loosening of hammer and damper flanges on rail, and consequent rattle.
Necessity of spacing hammers. Necessity of adjusting travel of hammer
Working out of flange center pins. Warping or sagging of rail.
These improvements save a large percentage of expense of keeping a piano in order
All action materials are the very best, and the construction, finish and regulating of same insure pliant, easy and responsive touch, unerring precision and great power of repetition.

Key Stock is selected with the most scrupulous care, the best ivory being used.

Third Pedal produces a tone quality equal to one-half that of the soft pedal, making it especially desirable in practice work. It also saves wear of the hammers, and in its use new musical effects are obtained.

Finish—Seven coats of the best Zanzibar polishing varnish are used, thus enhancing the natural beauty of the wood.

We positively guarantee to sell you at our SEPTEMBER SALE a better piano than you can secure elsewhere for the money and also guarantee to save you more money than you thought possible. Put us to the test. Let us prove our statements.

Satisfaction or Your Money Refunded.

When you order any of our pianos you have ample time to try it in your own home where every piano should be tried, before you decide to keep it. You have plenty of time to test its worth in every way, for if at any time within a year you should find that it is not perfecly satisfactory, we want you to return it to us and we will return all you paid—both the purchase price and the freight charges. Your experiment will not cost you a cent. You are the judge of your own satisfaction. We don't want to keep our money if you are not perfectly satisfied.

Ten Year Guarantee.

With every Kimball piano we send our written ten year guarantee against any defects in material or workmanship. Should any piece or part prove defective in material or workmanship at any time within ten years from the date of purchase, we agree to replace it or repair the instrument at our expense. We do not know of any other institution that can give you as strong a guarantee as this on pianos.

Other Pianos for September Sale as low as $10.00 down and $6.00 a Month.

Unequalled for the Money See and Hear Them

The Kimball Player Piano

September Sale Price

$500

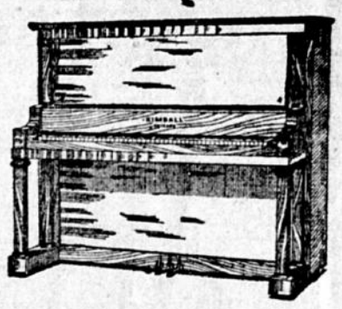
Our proposition—Small payment down places one in your home and easy monthly payments after.

The $650 Kimball Baby Grand

September Sale Price

$500

Our proposition—Small payment down places one in your home and easy monthly payments after. Read Duncan-Schell's extra September Sale free lesson proposition.



The Kimball Upright Piano

September Sale Price

$295

Our proposition — Small payment down places one in your home and easy monthly payments after. Read Duncan-Schell's extra September Sale free lesson proposition.

Our guarantee accompanies each one of above, and remember we have been in business 28 years; that we pay NO commission; that we give you the Duncan-Schell service and exchange privilege; that we take your old piano or organ in trade.

Duncan-Schell's September Sale Piano Proposition

For any piano purchased of us between the dates of August 30 and the end of the September Sale we will give absolutely Free of Charge, one full term of lessons of any established music teacher in this city, said term of lessons to be paid for by Duncan-Schell Furniture Co. as extra September Sale inducement. This proposition is not good on pianos purchased in October, but is good on pianos purchased in this sale and not delivered until later.

Besides those shown above, we carry in stock twenty other pianos to select from at a wide range of prices.

Music Roll Library Proposition

Take advatnage of our music roll proposition. We loan you 15 rolls for TWO weeks—return same and get 15 more. All you have to do is to buy two rolls a month. One thousand rolls to select from. By so doing you can always have new music in the home.