

The Biggest Price-Smash in Years!

FORCED TO VACATE!

OUT WE GO!..EVERYTHING

MUST BE SOLD AT ONCE!

In 33 Years No Sale Like This!

We've cut prices in our time—smashed and battered them to record levels, but NEVER in our history have we so totally demolished price-levels as in this once-in-a-lifetime event!

The Greatest Close-Out of Furniture in Sale History!

They stormed our doors this morning! The greatest crowds in the history of this or any other furniture store literally swept us off our feet! Selling is furious—records are being smashed! There's a reason—a BIG one! After 33 years of service in this community—23 years in this location—we are compelled to vacate AT ONCE! We're forced out of this great store through inability to renew our lease at a reasonable figure! Forced to move in a hurry! With one thought in mind—to clear our floors to the bare walls in rapid-fire time—we've slashed prices to the bone! You never—no, NEVER—have seen home furnishings at such truly miraculous levels! And tomorrow is another smashing day—COME!

Convenient Credit Terms Extended

Drastic Price Cuts on All Living Room Suites!

3-Piece Jacquard Suites slashed to the core in this	\$53.89
davenport, lounge chair, club chair, tomorrow for	
Don't wait! This Tapestry Suite is a knockout value. Davenport and lounge chair slashed in price in this	\$58.77
spectacular sale, to	
Eight Multicolored Jacquard Suites. Latest coverings, newest designs. Three-piece overstuffed and must be cleared from the floor for	\$66.54
Tomorrow in this spectacular Sommers' sale—a floor sample Mohair Suite with big davenport, lounge chair, is drastically cut to	\$69.25
Mohair Suites—three massive tailored pieces, newest spring shades. Original cost is forgotten in this sale. Will be closed out for	\$98.46

Hundreds of Dining Room Suites at Sensational Savings!

Tomorrow at 9 o'clock we place on sale a stylish 8-piece mahogany Suite. Floors must be cleared—out it goes for only	\$44.44
Just imagine! We're sacrificing a Buffet, Table, Host Chair, 5 Side Chairs. New style, fine walnut veneers. Why hesitate? It's your for only	\$54.69
We're going the limit in value giving. We must sell and fast. Six massive 8-piece, beautiful walnut veneer Suites, now	\$68.78
Only ten massive Dining Room Suites at this Removal Sale Price. Eight well designed pieces slashed in price for this sale to	\$78.85

Open Until 9 o'Clock During This Sale

Sommers

Corner Washington and Capitol Avenue

SOMMERS Great REMOVAL SALE Now in Full Swing!

Eleven Huge Floors of Furniture Bargains!

85,000 Square feet of floor space—filled in every nook and corner with bargains supreme! The entire stock of the largest furniture store in the State of Indiana—one of the oldest in Indianapolis!

Cotton Mattresses

Limited Quantity!

A great value in a greater sale—40-Lb. 100% pure cotton Mattress—heavy tick, at a sensational saving, now

\$3.43

Chest of Drawers

This Is a Value!

Just 36 walnut Chiffoniers with 4 large drawers, walnut finish. A revolutionary buy for

\$4.96

Poster Wood Beds

At a Startling Reduction!

Regardless of the sacrifice—we must sell these full size walnut poster Beds. A ridiculous low price of

\$8.66

Kitchen Cabinets

Out They Go!

Are you looking for a bargain? Here it is! White enameled cabinet, full size, all appliances. Removal Sale price

\$14.77



As This Paper Goes to Press

I hardly know how to adequately express my feelings. Crowds have literally poured into this old store—far exceeding my fondest expectations. Buying such as this will make short work of our huge stocks.

Such an evidence of faith is heart warming. I am deeply gratified by this loyal backing—this hearty response to my request for fast action.

And I want to personally assure every one that such faith shall not go unrewarded. I firmly believe that the values in this great sale have amply repaid each and every one attending.

If you were not one of those attending opening day today—let me urge you strongly by all means not to miss coming tomorrow.

We have a huge stock, but buying is so rapid it will be just a question of time until our task is completed. We cannot ever duplicate these values again—when they're sold, they're gone for good.

Let me again express my sincere appreciation to every one for this loyal support.

Harry W. Ward
PRESIDENT

Axminster Rugs

Buy These! Throw Size, 27x50-In.

Surprise values await you at every turn of this huge store. Buy this heavy 27x50 Rug for only

\$1.29

Walnut Dressers

Must Be Closed Out!

Worth twice this Removal Sale price. Just 40 large mirror, walnut finished Dressers—\$15.75 while quantity lasts; now

\$15.75

Occasional Tables

To Be Sold Regardless of Cost!

Are you ready, Indianapolis, for the biggest Walnut Table values in history? Here they are! Graceful 4-leg Tables, now

\$2.76

Metal Enamel Refrigerators

Hurry! Hurry! Hurry!

We're forced to give you these amazing reductions; 14 ivory and green boxes guaranteed \$12.35 insulation, on sale