

The Biggest Price-Smash in Years! FORCED TO VACATE! OUT WE GO!—EVERYTHING MUST BE SOLD! AT ONCE!

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!

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!

SOMMERS Great
REMOVALS SALE
Now in Full Swing!

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 mighty Removal Sale. Choice of amazing values, davenport, lounge chair, club chair, tomorrow for... **\$53.89**
- Don't wait! This Tapestry Suite is a knockout value. Davenport and lounge chair slashed in price in this spectacular sale, to... **\$58.77**
- 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 Sommer's 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 yours for only... **\$54.69**
- We're going the limit in value giving. We must sell and sell 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**

All Bedroom Suites Must Go at Sacrifice Prices!

- Are you looking for a bargain that is a bargain, then grasp this opportunity. A lovely 3-piece Walnut Suite on sale for... **\$29.75**
- The stage is set—you'll never buy for less. Selected walnut veneered Dresser, Chest, Bed, at a startling price... **\$38.69**
- Come! Expecting unusual values at Sommer's Removal Sale. Magnificent Hollywood Vanity, Chest, Bed. Buy these 3 pieces for... **\$54.77**
- Regardless of our cost we offer ten unusual 3-piece walnut veneered Suites, well worth double the sale price of... **\$74.88**
- Exquisite mahogany Twin-Bed Suite. Four quality pieces. A value you'll never be able to equal. Sale price on Vanity, Chest, 2 Poster Beds, only... **\$85.45**

Don't Miss These Bargains!

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| Metal Enamelled Bath Stools, rubber ends on legs, special for... | 53c | Etched Mirrors—good plate, size 8x18, group to be closed out for... | 75c |
| Large 4-Hook Mahogany Coatcases, while the quantity lasts... | 68c | Kitchen Chairs, white enamel, several styles, very sturdy. Out they go at... | \$1.49 |
| Metal Smokers, assorted styles, sizes; large ash compartments. Unbeatable offering at... | 74c | Radio Lamps, dozens of different styles, all reduced radically. Your choice... | 69c |
| Electric Irons, complete with cord; long-wearing filament. Be here early! They won't last long for... | \$1.25 | Tilt-Top Tables, assorted colors. Real bargains... | \$2.75 |
| Strong Ironing Boards—lowest price ever quoted. Heavy! Limited quantity for... | 72c | Polychrome Framed Pictures, variety of scenes and sizes, worth double the price of... | 75c |
| Feather pillows, soft and downy, colorful ticks. Removal Sale special, per pair... | 79c | Metal Kitchen Stools, enameled, well braced—save tomorrow. They're only... | 65c |

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**

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 — 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 insulation, on sale **\$12.35**



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. Sommers
PRESIDENT

Open Until 9 o'Clock During This Sale

Sommers

Corner Washington and Capitol Avenue