

TOMORROW AT THE STROKE OF TWELVE

GRAND OPENING OF THE NEW PEARSONS

128-130 N. PENNSYLVANIA ST.



OVER
\$3,000.00
IN PRIZES TO BE
GIVEN AWAY

See the back page
of this section for
complete details.

BEGINNING at 12:00 o'clock tomorrow noon and continuing until 10 P. M. Monday, the NEW PEARSONS will stage a gigantic, Grand Opening Event. Just to see this sparkling new store and its beautiful array of fine things for the home will be a treat in itself, however, we have arranged in addition for your entertainment, the personal appearance of several nationally and locally famous radio artists so you can watch them perform. We also have more than \$3,000.00 in beautiful merchandise that will be given away to winning contestants in a novel, easy and fun-filled contest that will be conducted in connection with the opening.

Yes, tomorrow afternoon and evening until 10 o'clock: Saturday and Monday from 9 A. M. to 10 P. M. is the time for you to visit the NEW PEARSONS . . . to partake in the festivities and perhaps to win a brand-new piano, radio-phonograph combination, electric refrigerator, a new living room suite or any one of the many prizes that are to be given away.

Turn to the following pages for the complete story about this great new store and the important part it is destined to play in the home life of Indiana.

Formal Dedication Ceremony

Will be held on the main floor of the Pearson Music Co.

at 10:15 A. M.

Officiating will be the Honorable

THOMAS E. BATH

Secretary of the State of Indiana

and MAYOR GEORGE L. DENNY

Of the City of Indianapolis

The Public is Cordially Invited to Attend

You'll Say It Was Worth
Waiting for

Several years of planning . . . several years of construction, with all its problems, have brought to completion Pearson's new, larger and completely remodeled store . . . a definite step forward with Indianapolis and our great surrounding territory.

It's yours . . . ready for you . . . and we hope you'll say, after seeing it from top to bottom . . . from front to rear, that, "It was worth waiting for" . . . and perhaps at the same time forgive us for cluttering up Pennsylvania Street and subjecting you . . . to so much construction noise and debris for so long a time.



TWO NEW STORES IN ONE