



The  
Time for  
The Great  
Event Has  
Arrived

## Our Annual August Event Sailors 24th Clearance

THE SALE OF ALL SALES

### 10, 20 and 30 Per Cent Discount

The announcement of this Great Annual Event always creates a whirl which is felt for miles around South Bend. Because this store never conducts a "so-called" sale, our sales are always clean, straightforward and bona fide.

### Sale Starts Sat. August 2nd, Continuing for 30 Days

Nothing Reserved—Original Price Tags Remain.

To enable you to readily understand the full meaning of the discounts offered, we have again adopted the novel idea of a different "Colored Tag" for each discount as follows: The different Color Tag indicates each Discount. Everything reduced. Figure your own deductions.

**RED TAG**  
10% DISCOUNT

**BLUE TAG**  
20% DISCOUNT

**YELLOW TAG**  
30% DISCOUNT

Every article in our mammoth stock will bear either a Red, Blue or Yellow Tag.

All Goods Marked in Plain Figures—A Sale That's Real Without Deception

Every article in our store is marked in plain figures, as is our regular policy—one price to all, and that the lowest. During this sale the original Price Tags are all left on and the Sale Price put on separate Price Tags.

A Visit to Sailors Great Store During This Remarkable Sale Will Prove Conclusively the Supremacy of This Event.

## Liberal Credit Terms—The Same Fair Square Policy as Always!

### Quality Always Highest at Sailors

It is an acknowledged fact that Sailors is South Bend's finest and largest furniture store, with a mammoth following which has been built up by handling only the finest and best merchandise to be found in America.

The opportunity for selection was never greater than now. Our floors are crowded with high-class Davenports and Rockers, in both Cane and Tapestry, and the prices for Davenports start at **\$89.00**



Fifty beautiful Davenports and Suites to select from.

### Read This Announcement

We will give \$100.00 to any charitable organization if it can be shown that we have changed a price tag or other original marks on any piece of merchandise, or in any case where we have moved or secreted any furniture with the idea of withholding from this sale.



### Floor Lamps—

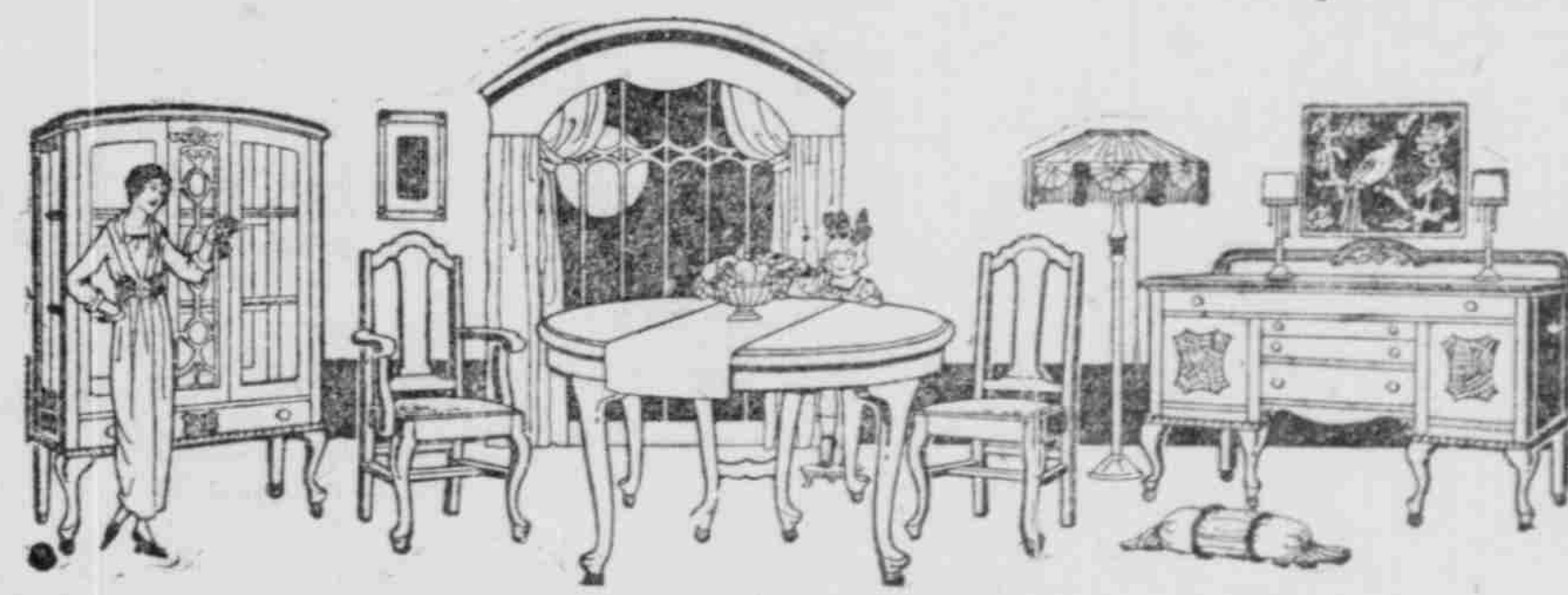
Unquestionably the largest, finest and most varied line ever shown in South Bend. Any color, any shape, and a price to fit any pocket-book. Beauties with silk shades and large hand-turned posts,

As Low  
As  
**\$16.85**

### Prices Always Lowest at Sailors

This the people of South Bend have well learned. Lower than any Indiana store, because of our larger interests and immense buying power makes them so. We are one of seven mammoth stores combined serving to over one million people.

Over Fifty Beautiful Period Dining Room Suites, all included in this sale, none held back. Mahogany, Walnut and Jac Oak; 7, 8 and 9-Piece Suites. A beautiful William and Mary or Queen Anne Suite for **\$189**



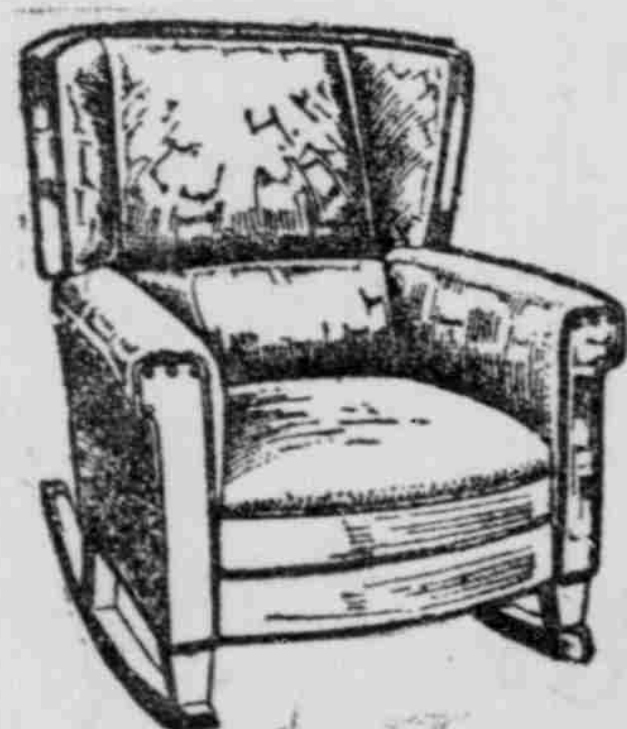
Creations from America's foremost and noted makers.

### RUGS



Much do we regret space will not allow us to do justice to our large Rug Department, but we are glad to have you call and judge for yourself. Ninety per cent of our visitors are sold.

Japanese Grass Rug .....\$14.85  
A Beautiful Axminster Rug for.....\$48.50  
An Elegant Velvet Rug for.....\$42.85  
Elegant Plush Rugs, \$100 value.....\$79.00



A LARGE OVERSTUFFED IMPERIAL LEATHER

### Rocker

Chairs which are worth from \$25 to \$40  
Special Banner Sale Prices

**\$17.85, \$19.85, \$24.85**

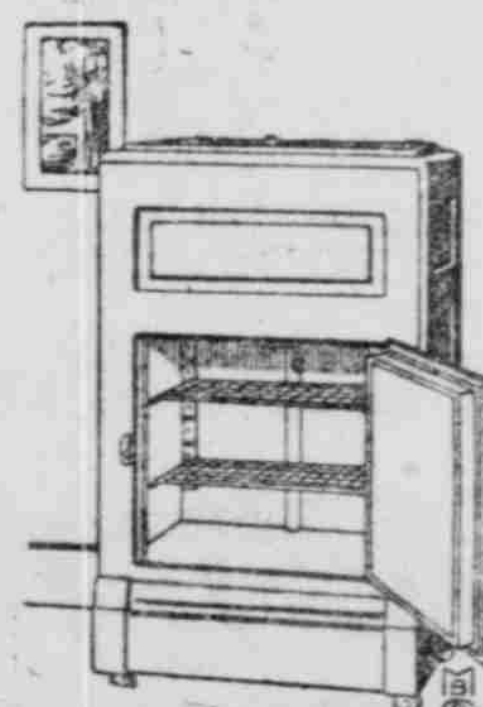
South Bend's Store Beautiful

# SAILORS

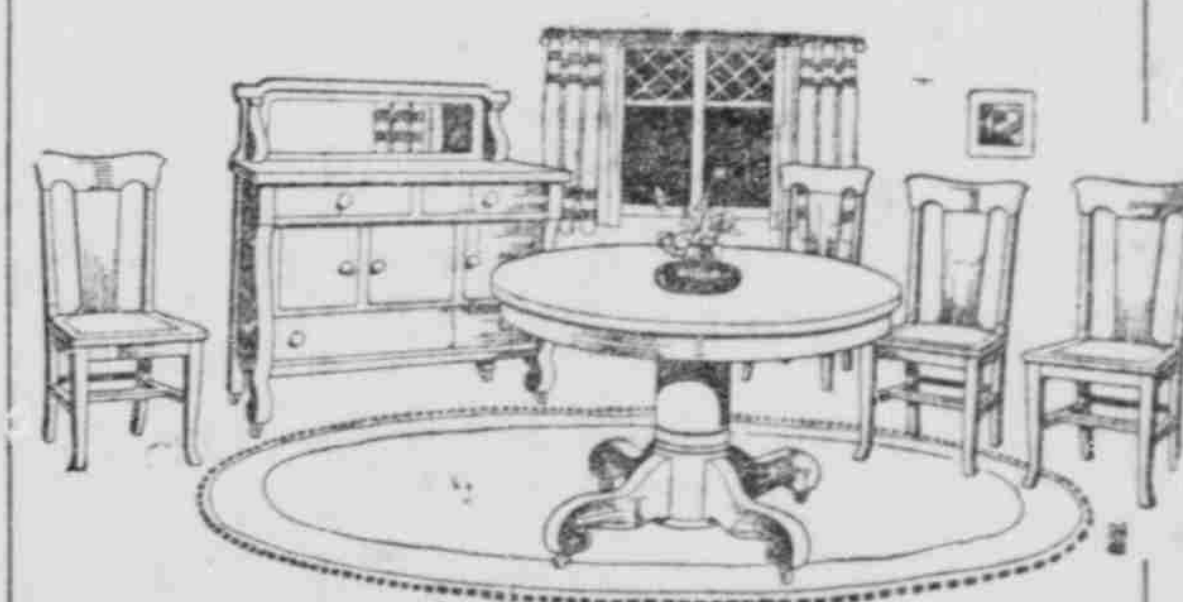
THE STORE THAT SELLS IT FOR LESS.

### Closing Out All REFRIGERATORS

An elegant family size for **\$14.85**  
Regular \$17.00 size.



This Handsome Dining Room Suite—Extension Table, handsome Buffet, and four Pad Seat Chairs **\$59.50**  
All in Genuine Oak, Fumed or Golden.



Don't confuse this suite with the imitation oak articles on the market. This suite is Genuine Oak.