



# DOLLAR DAY

## Is Next Thursday!

It is the Day of all Days in South Bend of the year—the biggest Interurban Day of them all! Every live merchant in the city has been planning for months to offer extraordinary bargains on this day. Merchandise will be offered at greatly reduced rates as a means of attracting the biggest Interurban Day crowd of the year.

A visit to South Bend next Thursday will mean the saving of many, many dollars on high grade merchandise. Every store downtown plans a special showing. They are all set for the big event.

Come to South Bend Thursday. Bring the family and stay all day. Take advantage of the unusual opportunity to buy more for a dollar than you have bought before in months. Come in and enjoy the hospitality of a live, growing town like South Bend, and a group of progressive, courteous merchants. Make yourself at home anywhere. Dollar Day will be a big day in South Bend. Better come. Don't stay away and have your neighbors telling you about the wonderful things she bought for a Dollar Day in South Bend next Thursday!

The South Bend NEWS-TIMES will carry a greater volume of Dollar Day advertising than any other paper in the field next Wednesday. Be sure and look over The NEWS-TIMES next Wednesday and get the official schedule of Dollar Day bargains.

### *And Now Mr. Merchant—*

Here is where you come in. Tell your Dollar Day news to more than 50,000 people in THE NEWS-TIMES on Wednesday. If you have something special to sell the visitors for a dollar on Thursday, let THE NEWS-TIMES make it known for you!

Our service department will supply cuts of any description. We have a great many attractive Dollar Day cuts we urge you to use freely. If you want help on your copy, or you want us to write it, just call the Advertising Department, Main 2100.

## **SOUTH BEND NEWS-TIMES**

*Daily Circulation 17,000 - GUARANTEED - Average Sunday 18,500*