

News of City's  
Business World

## FEATURE DOLLAR DATES IN SALES

### SWANSON-LEE TO OPEN BIG SALE

Local Furniture Company is  
Planning Initial Event—  
Arrange Displays.

News-Times Advertisers to  
Spring Novelty for Bar-  
gain Seekers.

Col. Charles Arthur Carlisle and  
other local people interested in the  
reduction of the high cost of living,  
will note today in The News-Times,  
a two page advertisement of South  
Bend merchants who have decided  
to hit old H. C. of L. a body blow  
on Dollar day tomorrow. These  
merchants offer unusual reductions  
in their places of business to people  
producing silver dollars of certain  
dates. The silver dollars advertised  
by the list of local merchants bear  
dates from 1890 to 1907, inclusive  
and each silver dollar of these dates  
is worth much more than its face  
value if taken to the right store.

#### Make Specifications.

The advertiser has specified in this  
two page spread the silver dollar of  
the date he is interested in, and the  
dollars must be taken to the right  
store. The dollars must be of silver  
and but one dollar is redeemable  
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is also requested to clip the adver-  
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and banks of the city are anticipat-  
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to take care of tomorrow's shoppers.

The unique silver dollar advertisement  
was offered South Bend mer-  
chants by the advertising depart-  
ment of The News-Times as a means  
of stimulating further interest in Dol-  
lar day, which is semi-annual  
feature of merchandising in this city.

Tomorrow's Dollar day is also a fea-  
ture of Interurban day, the weekly  
Thursday shopping day of the retail  
merchants' bureau. The Interurban  
day idea is now more than a year  
old and is becoming more of a suc-  
cess each week.

#### OLIVER WILL OPEN.

The Oliver theater lobby and au-  
ditorium are being painted and re-  
decorated in preparation for the  
opening Saturday. A crew of work-  
ers are cleaning the entire house and  
the theater is being generally fresh-  
ened up, ready for another season  
that is expected to be one of the  
higest in the history of the house  
according to a statement made by  
a local theatrical critic.



### FINAL PREPARATIONS FOR DOLLAR DAY

The final preparations have been  
made and the merchants of the city  
are ready to receive crowds here  
Thursday for Dollar day. The final  
touches have been made in the ex-

tensive plans and hundreds of bar-  
gains are awaiting the people of  
South Bend and vicinity.

Display window decorators have  
been at work during the past week  
arranging the displays that are to  
be seen in the show windows in the  
down town stores. Special art sets  
have been painted and selected stock  
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part of the advance work has been  
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big day for the people, Dollar day is  
sure to be a complete success if  
plans run as smoothly as they have  
been planned by the merchants.

Plans for Dollar day tomorrow and  
for the exhibit of merchants at the  
fair, were discussed at the meeting.

A new credit system soon to be  
taken over by the business men's bureau

was also gone into considerable  
length.

Large Salesroom.

A large salesroom has been pro-  
vided on the second floor and 314 S.  
Michigan st. is also being made into  
a room for showing merchandise,  
making it a thoroughly modern and  
spacious furniture store ranking  
high in the equipment scale of  
stores in South Bend.

The firm has shown marked im-  
provement and advancement since  
the initial opening of the store at  
112 E. Jefferson blvd., on March 10,  
1916, when the firm started with  
small capital but has steadily in-  
creased in stock, finances and loca-  
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## SANFORD Hand Mined Coal

Direct from Mine to Consumer

SANFORD COAL is produced near Sanford,  
Indiana, on the C. C. C. & St. L. R.R., 375 feet be-  
low the surface, and is a pure, clean vein of coal,  
and can be shipped on direct route to South Bend,  
Indiana, at a very low freight rate. This coal is  
produced exclusively by hand-mining.

If unable to use a full carload ask your neighbor  
to join with you and divide a carload.

Write today for prices, freight rates and all par-  
ticulars about SANFORD COAL.

Learn how you can reduce your high cost of heating  
for the coming winter.

Reference any Bank in Terre Haute, Indiana.

### NEUTRAL COAL PRODUCERS CO.

610-611-612 Tribune Bldg.,  
Terre Haute, Indiana.

## Says Mr. Coff E. Bean and Mr. P. Nut

### Dollar Day Supreme at the Coffee Ranch

**SOUTH BEND  
INTERURBAN DAY  
EVERY THURSDAY**

#### Clip the Coupon

##### THIS COUPON and \$1.00 BUYS

14 cakes of American Fam-  
ily Soap at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

5 cans Armour's Veri-Best  
Fancy Sifted Early June  
Peas at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

8 No. 2 cans Armour's To-  
matoes at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

5 pints of Better Peanut  
Butter, "made while you  
wait," at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

8 cans Fancy Sugar Corn at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

6 large cans Armour's Veri-  
Best Tomatoes at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

6 one pound cans Salmon at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

10 No. 2 cans Armour's Pork  
and Beans at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

2½ pounds Society Blend  
Coffee at  
The Coffee Ranch.

##### THIS COUPON and \$1.00 BUYS

4 large cans Apricot at  
The Coffee Ranch.

#### Dollar Day Specials

8-7 ounce jars Jelly  
24 boxes Matches

7-20c package Egg Noodles

9-15c pkgs. Ready Cut Macaroni

8 cans Early June Peas

9 No. 2 cans Tomatoes

10 No. 2 cans Red Beans

12 cans Tomato Soup

12 cans Hominy

## THE COFFEE RANCH 133 N. Michigan St.

Better Peanut Butter  
"Made while you wait"

Fresh Roasted and Fresh Salted Peanuts

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### RETAIL MERCHANTS VISIT CENTRAL UNION TELEPHONE EXCHANGE

Members of the Retail Merchants'  
bureau of the Chamber of Com-  
merce, following an enthusiastic  
meeting in the Turkish room of the  
Oliver hotel Tuesday noon, visited  
the plant of the Central Union Tele-  
phone company as guests of the local  
manager, E. T. Bondi. The business  
men were shown entirely through  
the plant and the plan of consolidating  
with the Home Telephone company  
was described in detail. A. H.  
Heller, chairman of the Merchants'  
bureau, speaking for the business  
men, stated that he believed mer-  
chants could more cheerfully put up  
with the service dispensed at the local  
telephone plant, after actually  
witnessing the many difficulties at  
present facing the Central Union  
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