

News of City's Business World
FEATURE DOLLAR DATES IN SALES

News-Times Advertisers to Spring Novelty for Bargain 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 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.

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 from each customer. The customer is also requested to clip the advertisement from The News-Times of the merchant he or she desires to make their purchase from. Unusual interest will be created in Dollar day by the stunt, it is expected, and banks of the city are anticipating a big demand for silver dollars to take care of tomorrow's shoppers. The unique silver dollar advertisement was offered South Bend merchants by the advertising department of The News-Times as a means of stimulating further interest in Dollar day, which is semi-annual feature of merchandising in this city. Tomorrow's Dollar day is also a feature 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 success each week.

OLIVER WILL OPEN.
The Oliver theater lobby and auditorium are being painted and re-decorated in preparation for the opening Saturday. A crew of workers are cleaning the entire house and the theater is being generally freshened up, ready for another season that is expected to be one of the highest in the history of the house according to a statement made by a local theatrical critic.

SWANSON-LEE TO OPEN BIG SALE

Local Furniture Company is Planning Initial Event—Arrange Displays.

The Swanson Lee Furniture company, 316-318 S. Michigan st., will open their remodeled store Saturday with a big sale. The store has doubled its selling space and the outlook for the remodeled store is promising.

Two of the largest show windows in furniture stores of the city have been provided and with the neatly arranged display in them present a fine appearance upon entering the store. A new brick front and entrance has also been built which adds to the exterior appearance of the building and the interior has been refinished and decorated.

A large salesroom has been provided 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 improvement 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 increased in stock, finances and location.



RETAIL MERCHANTS VISIT CENTRAL UNION TELEPHONE EXCHANGE

Members of the Retail Merchants' bureau of the Chamber of Commerce, following an enthusiastic meeting in the Turkish room of the Oliver hotel Tuesday noon, visited the plant of the Central Union Telephone company as guests of the local manager, E. T. Bonds. 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 merchants 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 management.

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.

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 bargains 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 downtown stores. Special art sets have been painted and selected stock prepared for the windows. This part of the advance work has been carefully attended to and it is to be one of the features of the day in many of the stores.

Stock clerks have also been working on the bargain tables and special departments where bargains are to be offered to the shoppers and arranged them in different parts of the store. The bargain table plan has been brought from larger cities by local merchants and has been adopted by the stores of the city.

With a promise of better car and Interurban service and the cooperation of the merchants to make it a 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.

SEWING MACHINE WEEK

Electric sewing machine week is being celebrated by electrical stores of the city this week and stores are showing numerous models in this line of electrical equipment for the household. Demonstrators have been working in the stores and are making an effort to boost the sales of this article in South Bend, and a big stock of machines have arrived to fill the orders of local women.

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 below 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 particulars 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.

DOLLAR DAY

These and Hundreds of other Bargains Tomorrow—Thursday at Brandon's

FANCY SILKS One big lot of fancy Silks, worth \$1.50 to \$2.00 per yard. Dollar Day..... \$1.00	SILK CAMISOLES Silk Camisoles, lace and ribbon trimmed, all sizes; \$1.00 kind. Dollar Day, 2 for..... \$1.00
DRESS GOODS Wool Serges in black, navy, brown, green or grey. Dollar Day, per yard..... \$1.00	NIGHT GOWNS Women's Night Gowns, lace and embroidery trimmed; regular \$1.50 kind. Dollar Day..... \$1.00
FANCY VOILES One big lot of fancy Voiles and Batistes. Dollar Day, 4 yards for..... \$1.00	ENVELOPE CHEMISE Women's Envelope Chemise in fine nainsook, lace trimmed; \$1.50 kind. Dollar Day..... \$1.00
WOOL PLAIDS New Wool Plaids for children's dresses. For Dollar Day, 2 yards for..... \$1.00	MIDDY BLOUSES Middy Blouses, all white, or white with colored collar and cuffs; up to \$1.75 kind. Dollar Day..... \$1.00
APRON GINGHAMS Fancy check Apron Gingham. Dollar Day, 5 yards for..... \$1.00	RIBBONS Plain and fancy, in all wanted colors; regular 39c kind. Dollar Day, 3 yards for..... \$1.00
TABLE LINEN Mercerized Table Linen. Dollar Day, 2 yards for..... \$1.00	EMBROIDERIES New Embroideries in fine cambric, 9 inches wide; worth 30c yard. Dollar Day, 4 yards for..... \$1.00
HUCK TOWELS Large Huck Towels. Dollar Day, 4 for..... \$1.00	HANDKERCHIEFS Women's fine cambric or part linen embroidered Handkerchiefs; regular 15c kind. Dollar Day, 8 for..... \$1.00
TURKISH TOWELS Large Turkish Towels. Dollar Day, 4 for..... \$1.00	WASH SKIRTS Women's white or colored Wash Skirts; regular \$2.50 kind. Dollar Day..... \$1.00
LINEN TOWELING Unbleached Linen Toweling; regular 30c kind. Dollar Day, 5 yards for..... \$1.00	CORSETS One big lot Warner's Corsets; regular \$1.50 kind. Dollar Day..... \$1.00
OUTING FLANNEL Outing Flannel in stripes and checks; regular 30c kind. Dollar Day, 5 yards for..... \$1.00	APRONS Women's large House Dress Aprons, in many styles, light or dark colors; \$1.50 kind. Dollar Day..... \$1.00
FANCY GINGHAMS Fancy Dress Gingham, in all colors; regular 30c kind. Dollar Day, 4 yards for..... \$1.00	BURSON HOSE Women's Burson Hose; regular or out sizes; black, white or balbriggan; 35c kind. Dollar Day, 4 pair for..... \$1.00
HEAVY BLANKETS Heavy Cotton Blankets, Dollar Day, each..... \$1.00	WOMEN'S HOSIERY Women's fine Lisle Hose, all colors; 50c kind. Dollar Day, 3 pair for..... \$1.00
SHIRTWAISTS White and Colored Shirtwaists, voiles, organ-dies and batistes; worth up to \$3. Dollar Day..... \$1.00	CHILDREN'S HOSE Children's black ribbed Cotton Hose; all sizes; regular 50c kind. Dollar Day, 3 pair for..... \$1.00
CHILDREN'S DRESSES Children's White Dresses, ages 2 to 6; regular \$1.00 kind. Dollar Day, 2 for..... \$1.00	WOMEN'S UNION SUITS Women's Silk Lisle Union Suits; all sizes; \$1.50 kind. Dollar Day..... \$1.00
CHILDREN'S DRESSES Children's Dresses, gingham and percales; ages 6 to 14; worth to \$3. Dollar Day, each..... \$1.00	WOMEN'S VESTS Women's Vests, low necks, no sleeves; regular 19c kind. Dollar Day, 6 for..... \$1.00

WATCH US GROW

Brandon Durrell Co.
S. W. Corner Michigan Street and Jefferson Blvd.

SPECIAL

Two regular 59c Brassieres for.....**\$1.00**

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

Dollar Day Supreme 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

INTERURBAN DAY
Clip the Coupon

THIS COUPON and \$1.00 BUYS 14 cakes of American Family Soap 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 5 cans Armour's Veri-Best Fancy Sifted Early June Peas 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 8 No. 2 cans Armour's Tomatoes 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 5 pints of Better Peanut Butter, "made while you wait," 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 8 cans Fancy Sugar Corn at The Coffee Ranch.	THIS COUPON and \$1.00 BUYS 4 large cans Apricot at The Coffee Ranch.

THE COFFEE RANCH 133 N. Michigan St.

Better Peanut Butter "Made while you wait" Selected Quality Coffees Blended and roasted in the store Fresh Roasted and Fresh Salted Peanuts

GREAT FALL SALE

Begins Thursday, Aug. 21, for ten days. Open 8:00 a. m. to 9:00 p. m., at M. Boorda's 817 S. Chapin St., corner Fisher. This sale will be the greatest South Bend ever had. I want you people to have confidence in this sale, and the only way you will admit that this sale will be a big bargain event is by watching the prices as follows:

3,000 yards Gingham will be sold 6 yards for..... \$1.00	200 Boys' Suits, sizes from 8 to 17, regular price \$12.00, will be sold at..... \$6.98	300 pounds Goose Feathers, pure white, the best quality, per pound..... \$1.39
500 Working Shirts, best quality, will be sold at..... 89c	100 Men's Suits, \$30 and \$40 values, on sale at..... \$27.50	200 pair Men's Working Pants, regular prices \$2.50 and \$3.00, will be sold at..... \$1.98
500 Turkish Towels 4 for..... \$1.00	300 pair Boys' Knee Pants, regular price \$1.75 and \$2.00, will be sold at..... \$1.00	100 Comforters, regular prices \$6.00 and \$7.00, will be sold at..... \$4.98
500 yards Silk Poplin, best quality, 36 in. wide, all colors, will be sold at..... 98c	200 Georgette Dresses, the latest style, regular prices \$20 and \$25, will be sold at..... \$15.00	500 yards Table Oilcloth, all colors, will be sold at a yard..... 45c
1,000 yards Taffeta and Messaline, best colors and quality, will be sold at..... \$1.98	200 Capes and Coats, regular prices \$25 and \$35, will be sold at..... \$12.50	500 yards Light and Dark Colored Percales, will be sold at a yard..... 20c
200 pair Children's Overalls, sizes 2 to 13, will be sold at..... 69c	Georgette and Crepe de Chine Waists, regular prices \$6.00 and \$7.00, will be sold at..... \$3.98	Men's Athletic Union Suits, all sizes and qualities, will be sold at..... 49c
500 pair Fillet Curtains, regular price \$4.00 and \$5.00, will be sold at pair..... \$3.39	Now remember, you know just as well as we do that goods are going up. The reason for the advance is because cotton and raw material are being sent overseas. I want you to look into the real facts and read over carefully the prices. Now is the only chance. You can save from 40 to 50 per cent by buying now and saving real money. Come and bring your friends and neighbors to this sale. If you never were at our sales, be so kind as to try our clearing sale. It will be for your interest and benefit to come to 817 S. Chapin st. You can take the Chapin or Sample car. It will bring you in front of the big sale.	100 Dress Shirts, sizes from 14½ to 18, regular prices \$2.00, will be sold at..... \$1.49

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BLANKET SALE

We bought out a job lot of blankets from a mill for the government and we have 500 Sample Blankets to dispose of at the prices, 50c 72x54. We guarantee you that we can save you 50 cents on the \$. This sale will last for 10 days. It begins Thursday, Aug. 21, at 8:00 a. m.

300 MEN'S GRAY SWEATERS, HEAVY SHAWL COLLARS, AT 98c.

SAVE MONEY

We invite the public to come and see our Serge and Velvet Dresses that have the suit effect, and see how easy it is to save from \$10.00 to \$15.00 on every dress. Don't miss this opportunity.

817 SOUTH CHAPIN STREET.

M. BOORDA

817 SOUTH CHAPIN STREET.

SPECIALS FOR THURSDAY, FRIDAY, SATURDAY, AUG. 21, 22 AND 23.

Sweet Pickles, 3 dozen.....	25c
Gallon Lemon Extract.....	\$10.00
Pineapple, No. 2 can.....	35c
Libby's Evaporated Milk.....	16c
Pie Filling, chocolate and lemon.....	23c
Baking Powder, premium given.....	50c
Sauerkraut, 2 cans.....	25c
Breakfast Cocoa.....	23c
Soda Crackers, pound.....	19c
Tea, green or black, pound.....	65c up to \$1.10
H. P. Sauce, large bottle.....	27c
Coffee, 45c pound, 3 pounds.....	\$1.25

GRAND UNION TEA CO.,

"The Quality First Store." 112 E. Jefferson Blvd.

TAKE A FRIENDLY GRASP



on that which produces the best quality of home made bread and for other necessary baking. It's true economy. It contains nature's richest nourishment. King Midas flour is absolutely the best value and has long since proven itself to be a family friend. Ask for grocer.

HODGES & MAC INTOSH, Wholesale Distributors.

USE NEWS-TIMES WANT ADS