

REDPATH PEOPLE OPEN CHAUTAUQUA HERE AUGUST 17

Promise Program Equally as
Fine as Those Given in
Previous Years.

Aug. 17 has been announced as the tentative opening date of the Redpath chautauqua here this summer. A program equally as fine as any presented during the past 8 or 10 years in which South Bend has been included on the Redpath circuit is promised for patrons this year.

The chautauqua is brought here each year by the business men of the city, 50 of whom act as guarantors. All meetings in connection with the appearance of the chautauqua here will be held at the Chamber of Commerce building.

Twenty-two Attractions Listed.
The advance program lists 22 attractions for the 14 programs to be presented and included among them are nationally known entertainers. Ralph Parlette and Opie Read who are headliners have addressed the local Rotary club on a number of occasions. Mr. Parlette, lecturer, writer and editor of the Lyceum magazine, will speak on the last night on "Human Efficiency," and Mr. Read, noted novelist and writer, will give his latest lecture, "Human Nature and Politics" on the fourth night of the course.

Among the popular attractions will be the presentation of the complete production of the famous Gilbert and Sullivan light opera, "Pinafore," with special lighting and scenic effects, on the fifth night, and the delightful American comedy, "Nothing but the Truth," on the sixth night.

Dr. Gessel Coming.
Among the lecturers who will appear during the course are Dr. Carolyn E. Gessel, known as "An Apostle of Health," who will lecture on "How to be Young at 70 or Old at 40;" Henry A. Adrian, known as "The Burbank teller," who tells of Luther Burbank, the plant wizard; Donald H. McGibney, whose theme will be "Modern Unrest;" Hon. C. G. Jordan who lectures on the peace of the farm in modern life, and Dr. H. E. Rompel whose subject will be "Facing the Task," an address on the great topics of the day.

Five musical attractions will be presented during the week. The New York Opera Singers present light opera and standard opera selections, also concert selections. A mixed quartet and pianist compose this company. The Sibyl Sammis Singers are a vocal quartet organized by Sibyl Sammis MacDermid of Chicago and costumed sketches will be a feature of their program. The Emerson Williams company is composed of Emerson Williams, baritone, and Jean MacNeil, contralto. They delight with popular Scotch songs given in highland costumes. The Swiss Yodlers appear in native costumes and sing mountain songs of their native Switzerland. Louise Stallings, who will present a grand concert on the third night assisted by the Mendelssohn trio, is a lyric mezzo-soprano of unusual attainments.

V. S. Watkins, well known as a popular dramatic reader, will also be one of the attractions.

HEIRESS ABDUCTED IN AN AEROPLANE.

That's only one of the big thrills in "The Great Air Robbery," featuring Lieut. O. L. Locklear, the daredevil aviator. The picture will be shown at the CASTLE ONLY on Sunday and Monday.

BUCKLEY HERE FOR AD-CLUB DINNER

Direct Mail Expert to Outline
Methods For Business
Increase.

"Getting More Out of Your Business" is the subject of an address to be delivered by Homer Buckley of Chicago before the Advertising Club of South Bend Wednesday evening, April 28. Mr. Buckley will speak following a special feature dinner to be served in the Kable banquet hall at 6:30 o'clock. The Saxophone quartet, an Elkhart organization, will present a musical program.

Wednesday night's meeting of the ad-men promises to be the biggest of the year. Mr. Buckley's coming has been looked forward to since the opening of the 1920 season, as he always has a message of unusual interest to all who advertise. President of the Direct Mail Association of the Associated Advertising Clubs of the World, and a pioneer in both direct and general advertising, Mr. Buckley is known in ad circles from coast to coast.

The author of numerous constructive works on advertising, salesmanship and general business practice, Mr. Buckley is fortunate in basing all his statements on years of active experience in both the manufacturing and retailing fields. He is president of the Buckley-Dement Co., Chicago, one of the largest direct mail advertising concerns in the country.

Wednesday night will be guest night for the ad-men. Already invitations have been sent to manufacturers and retailers in this locality, several of whom are counted on to enter into a lively debate concerning modern retailing from northern Indiana and southern Michigan, particularly to take part in the discussion of business conditions.

Reservations should be made early, either through Mr. MacDonald at Main 719, or through Don Elbel, secretary of the club, at Main 43.

Wilson E. Snyder, candidate for county treasurer, solicits the vote of those participating in the democratic primaries Tuesday, May 4.

Scapulars and medals at Schillmeier's.

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Sailors Annual Spring Opening

Monday April 26th

A Beautiful Carnation Given to Every Lady Attending

See South Bend's Most Beautiful Store in Spring Attire. Thousands of
Beautiful Roses and Wistarias Trailing Everywhere

Furniture of Your Heart's Desire in a Wide Range of Styles and
Reasonably Priced

Furniture of Enduring Fineness That Reflects Your Good
Judgement

All Making Up a Display You Will Greatly Enjoy At the Store
Which Allows Nothing to Grow Old

Monday's Opening is to Be Stimulated By Offering Some Ex-
ceptional Specials

Beautiful 3, 4 and 5 Room Outfits

FREE A Set of Beautiful Dishes—42 Useful
Pieces With Every Outfit or Bill **FREE**
of \$128 or More.

Not outfits that have been made up of a lot of unsalable, out of date furniture, and offered at prices that are anything but cheap, but you may select from our showing of fine serviceable merchandise.

3 Rooms \$189 4 Rooms \$298 5 Rooms \$386

Cash or Convenient Credit Terms

Convenient and Generous Payments

Arranged to Suit Your Plans

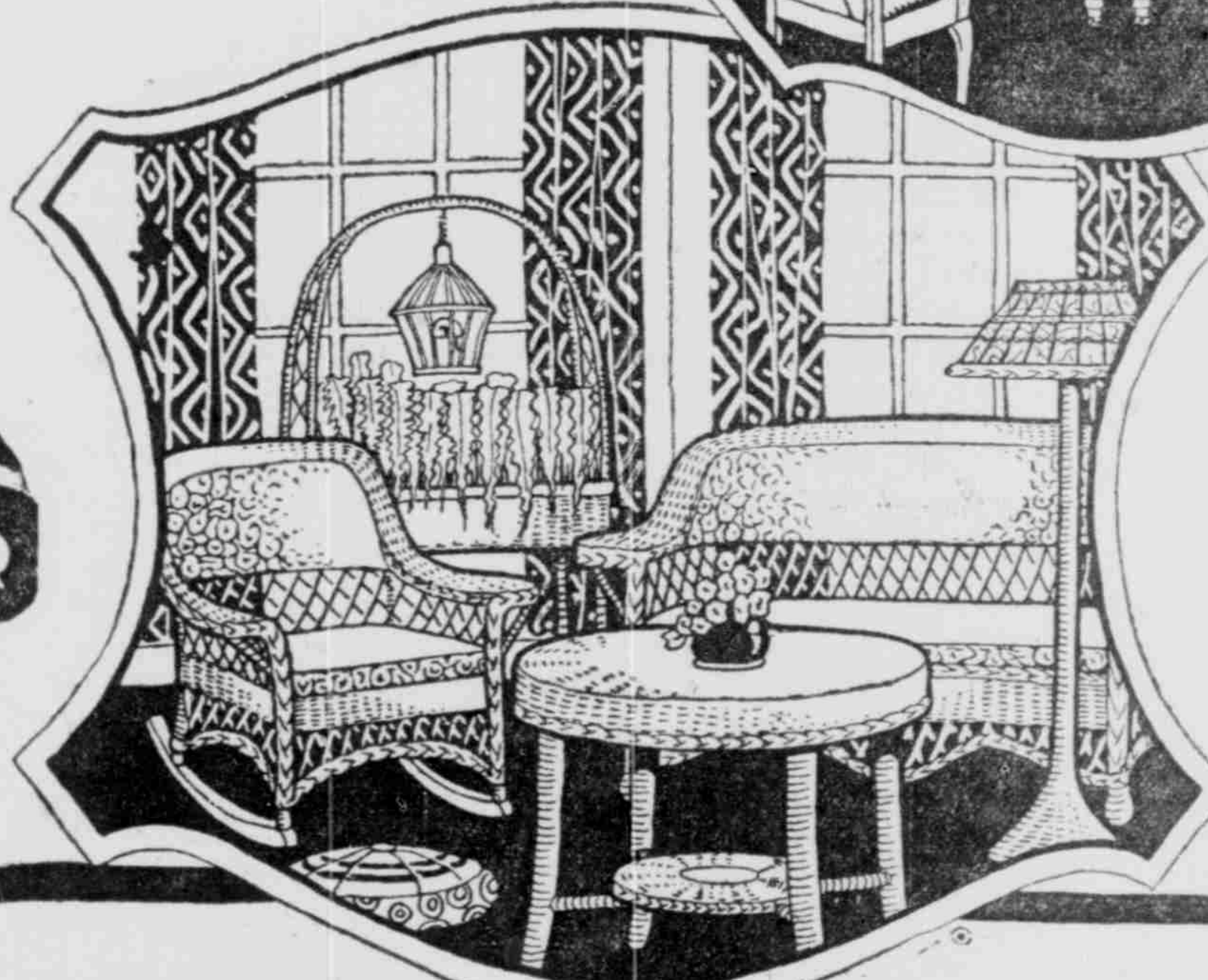
Our Store is More Beautiful This
Spring Than Ever Before.

Special Musical Numbers on the
Concert Virginola.

Home of Quality Furniture.

SAILORS

The Store That Sells For Less.



"The Store that is
known by
the Customers
it keeps"

Your Money Never Strikes

It makes profit for you day and night, if invested in a good profit earning stock such as we are offering.

To enable us to accept some of the unlimited possibilities for business we are offering \$25,000, non-assessable, 7% cumulative, Preferred Stock AT PAR (\$100.00 per share), dividends payable quarterly. Stock redeemable on or before specified date at \$105.00 per share. With each ten shares of Preferred Stock we are giving one share of Common Stock (Par value \$100.00, book value \$150.00), which with the redeemable value gives the Preferred Stock earning value of about 12%.

RIDENOUR GARMENT COMPANY incorporated under the laws of the state of Indiana in 1909.

CAPITALIZATION—Authorized Common Stock \$25,000, Preferred Stock \$25,000.

ASSETS triple entire capitalization of Preferred Stock.

CAPACITY for one-half million dollars annual business.

HAS ALWAYS made profit and NOW HAS the best outlook in its history.

BUSINESS for first quarter triples same period of any previous year.

The Ridenour Garment Co. during its many years of operation has established thousands of satisfied customers, and now has a large sales force of high grade men.

The various branches of this business are being managed by men of years of experience and to the best interest of every stockholder.

This Preferred Stock being the first lien on the assets of the Company is one of the most attractive ever offered to conservative buyers who desire generous and certain profits on their investments.

We will be pleased to have you come to our factory and make a thorough investigation of the unlimited value of this offer, or write

Ridenour Garment Co.

201-213 E. Wayne St., South Bend, Indiana.

Eyes Examined
by
H. LEMONTREE
South Bend's Leading Optometrist and Manufacturing Optician
We can duplicate any pair of glasses, no matter where they were made
222 1/2 S. MICHIGAN ST.

SEND YOUR DRY CLEANING
AND PRESSING TO
Schubert
"THE LITTLE DUTCH CLEANER"
Telephone 201, Lincoln 4674

Advertisers make profits from
volume—not prices.

Try NEWS-TIMES Want Ads.

If You Want to
Buy, Sell or Exchange
TRY
News-Times Want Ads

GOOD YEAR
SERVICE STATION
Pneumatic and Solid Tires
Hagedorn & Webster
DISTRIBUTORS
216-22 E. JEFFERSON BLVD.

Save money by patronizing
merchants that advertise.

Glasses Correctly Fitted
Dr. J. Burke
Broken lenses duplicated the
same day.
230 S. MICHIGAN ST.

Try NEWS-TIMES Want Ads.