

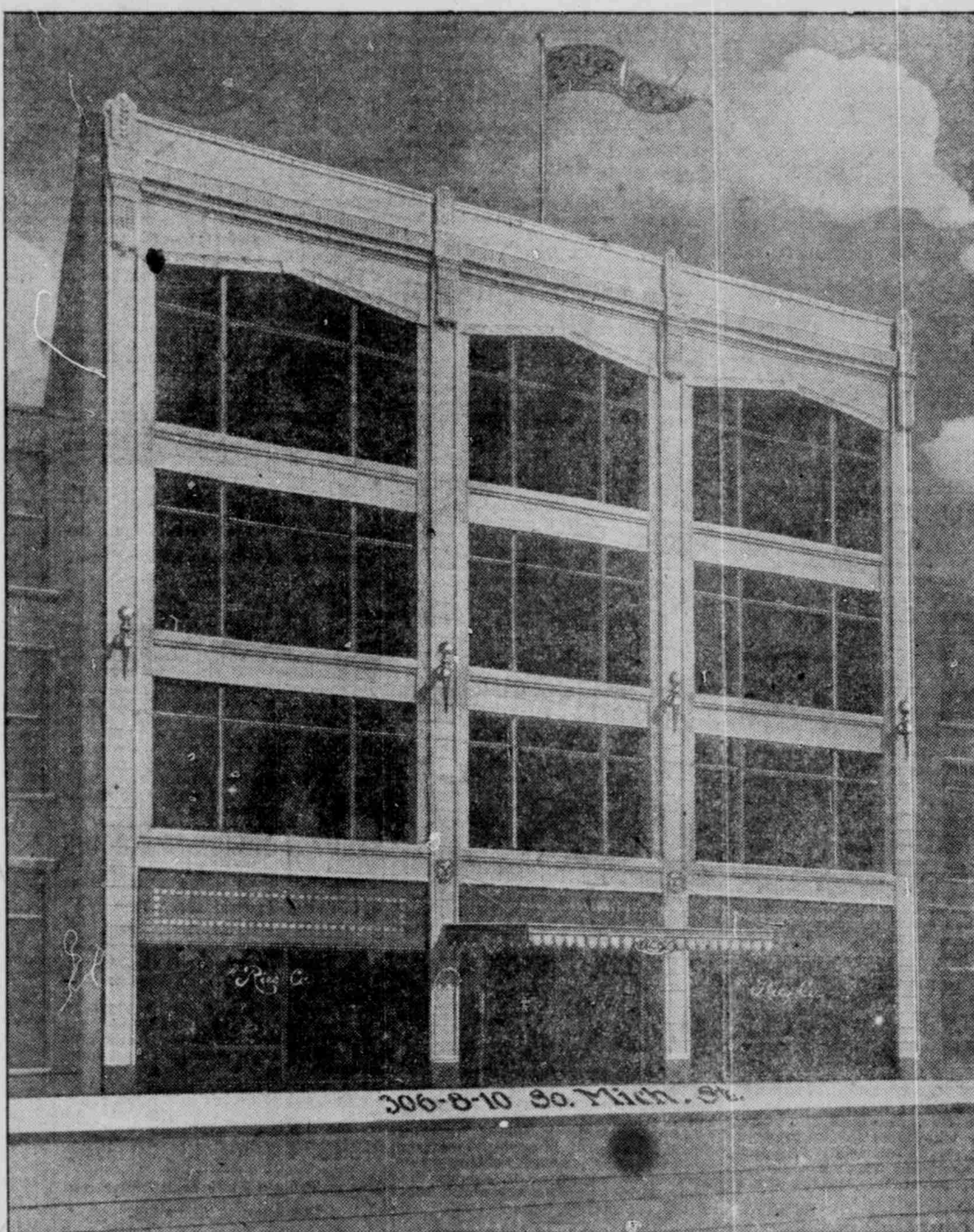
FOR YOUR SATISFACTION

You are Cordially Invited to
Attend Our

First Formal Opening

Tomorrow (Thursday) 3 to 9 P. M.
of This

AND OUR SUCCESS



The White House of THE RIES CO.

Our Creed—

The Store
Beautiful

The Goods
Commendable

The Service
for Your Satisfaction

The Policy
Highest Standard
of Value

The Aim
To Grow With
South Bend

JUST as our Beautiful White Tile and Solid Concrete Building, erected in accordance with our minutest specifications, has blazed the way for a better building code for the entire state—Just so Perfect and Immaculate shall be our Standard of business Methods and Ideals for the better furnishing of homes for the people of Northern Indiana and Southern Michigan.

WHILE in attendance at our Opening we invite you to look throughout our building and examine our merchandise most critically. Notice the high quality, the beautiful design, perfect finishes of the various lines of Furniture, also the endless variety of exquisite coloring and designs of our Floor Coverings, both in domestic as well as the real Oriental carpets. Then remember that our prices are the very lowest possible, consistent with such high quality merchandise.

SINCE we opened our doors a few weeks ago our business has been most satisfactory and the large number of our greatly satisfied customers already served, impels us to show our appreciation in a most unusual way, for the particulars of which we direct your attention in detail to the special Hand Bills distributed at your door.

For your further entertainment Mattes Full Orchestra will be in attendance from 3 to 6 and 7 to 9 P. M.

Modern Home
Furnishers

The Ries Co.

306-308-310 So.
Michigan St.