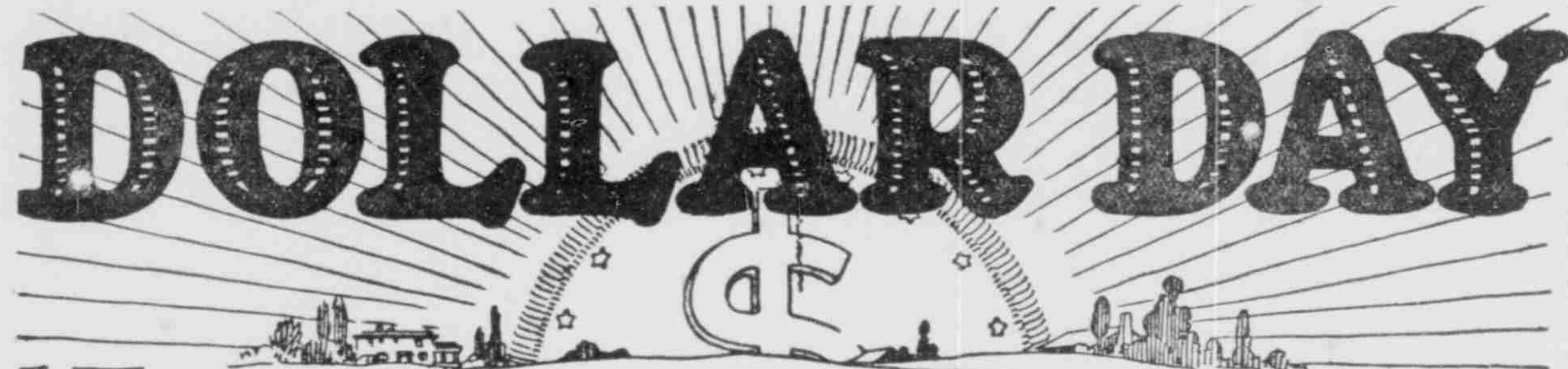


SOUTH BEND

NEXT
THURSDAY



NEXT
THURSDAY

This is the big day of the season in South Bend.

Remember the day and date and prepare to shop early.

Watch for announcements of ALL the merchants who will offer Dollar Day Bargains in Tuesday and Wednesday editions of THE NEWS-TIMES.

Almost here—the semi-annual bargain festival conducted by South Bend's representative retail establishments, from the large department stores down to the smallest specialty shops.

Store managers are already busy with plans. Windows will be trimmed with Dollar Day merchandise by Tuesday night—for the benefit of thousands who will view the stores' windows.

Out of town readers of THE NEWS-TIMES—come to South Bend Thursday. Come early—and stay all day. There'll be many, many attractions to make it worth your while.

Board early trolleys, motor busses and trains. Be here when the stores open Thursday morning. The wise shoppers know only too well that the early morning bargain seeker gets the choicest pick of the Dollar Day values.

Read thoroughly every merchant's Dollar Day advertisement in Tuesday's and Wednesday's NEWS-TIMES. Use these issues as a shopping guide.

WATCH FOR NEWS-TIMES DOLLAR DAY EDITIONS TUESDAY AND WEDNESDAY—CHOCK FULL OF DOLLAR DAY BARGAIN NEWS!

BUY WHILE THE BUYING IS GOOD—CONSULT THE COLUMNS OF THE NEWS-TIMES FOR ADVICE! THIS PAPER WILL ISSUE THE OFFICIAL DOLLAR DAY EDITIONS.

All Roads Lead to South Bend!