Opens in Full Array at Crowley-Milner's

In announcing this August Furniture Event we shall state the facts just as they are. Foolish talk soon falls to the bottom. We shall let the sale stand on its own legs, and let you do the judging as to the values the sale has to offer. The Furniture is all GOOD. tee that. And the prices are very much below what such Furniture usually sells for.

The Reasons Back of This Furniture Sale: Some people cannot understand show we get hold of enough Furniture bargains to fill a block-long floor. The reasons are perfectly simple and logical. Furniture makes must have outet for over-production, the same as other manufactures. This furniture gets into the hands of a few of the stores, whose control of quick distribution enables them to clear these surplus lots from the market and get them into the homes of people who want the furniture and are benefited by the saving in prices.

August and February are the two months set apart for these great periodic sales, because they are the months in which people are preparing to furnish their homes—Spring and Autumn—and these sales are timed so as to meet the demand.

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Quantity and Variety: Careful calculation of the value of the Furniture offered in this August sale gives the splendid sum of \$26,000 Worth of Furniture.

This is the largest amount ever offered in Furniture alone in any previous sale here or elsewhere in the city. The variety of Furniture will take care of every room in the house, and provides superb selection of the very pieces you wish.

Price Reductions: The large red tickets, upon which in bold figures are marked the exact amounts you can save. These prices are in all cases actually from 25 per cest to 35 per cent less than the Furniture could be sold if we had to pay the regular price for it.

People planning on starting a home of their own this autumn, or people who would simply like to add a few pieces to their collection, can be tremendously benefited by this August sale. The man who has figured on putting \$400 in Furniture can cut down the expenditure from \$75 to \$100 and yet get just as good Furnitute.

Out-of-Town People Should arrange to take full advantage of the splendid bargains in this sale. We will pay the freight to any point

in Michigan on all purchases amounting to \$5 or more.

A Word About Quality: This August Sale presents exactly the same grades of Furniture that are sold on our floor the year round. As explained before, it is simply because the manufacturers are willing to take loss on the surplus stocks that these prices are possible.



Pardridge & Blackwell Crowley, Milner & Co. Pardridge & Blackwell