

**3 Days Only**  
THURSDAY  
FRIDAY  
SATURDAY



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FRIDAY  
SATURDAY

To begin to describe this vast selling fully in this advertisement would almost be a physical impossibility. Nevertheless the few items quoted here give you a fairly good idea of what may be expected when the doors open

Thursday Morning Feb. 4—9:30 A. M.

Read! Read!

Quiet Business Conditions, Mild Winter and Heavy Stocks

**3 REASONS**

For Director's Most Exhaustive Preparation For a THREE DAY SELLING EVER UNDERTAKEN

**THURSDAY, FRIDAY AND SATURDAY**

**FEBRUARY 4th, 5th and 6th**

It is the most store wide assembling of values ever conceived of to make this an event that will create a new record in retail merchandising. A mighty clearance that is destined to pack this great department store with humanity starting

Thursday Morning Feb. 4—9:30 A.M.

Read! Read!

And Now Comes the Story That Will Cap The Climax for All Time to Come--Read and Act Quickly

REMEMBER! In three days Director's Department Store is to be virtually stripped of every vestige of remaining winter merchandise in the store—it is a well known fact that reasonable goods must be sold at the right time or held over. Rather than do this we will take a severe loss in a good many instances to dispose of these goods quickly—the few prices noted here being a mere inkling of what has been done to make this one of the greatest clearance sales of a lifetime. We advise quick action if you would share on some of the greatest values being offered.

<b>Clark's O. N. T.</b> And other Threads go at, per spool ..... <b>2c</b>	<b>Engineer's</b> and Firemen's Sox, will sell at, pair ..... <b>5c</b>	<b>Women's</b> RAYON SILK HOSE, at, per pair ..... <b>25c</b>	<b>Work Shirts</b> Men's chambray, big lot at, each ..... <b>25c</b>	<b>Brassieres</b> With elastic bottom, a regular 50c value, each ... <b>19c</b>	<b>Bed Sheets</b> Size 81x90, a fine quality free from dressing ..... <b>98c</b>
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You Never Saw the Like of It--Prices That Are Bound To Create the Greatest Buying Activity Seen in Years

<b>Wash Goods</b> A great clearance of all odds and ends in the basement at, per yard ..... <b>5c</b>	<b>Notions</b> and Jewelry—big lot in the basement, choice, each ..... <b>1c</b>	<b>Window Shades</b> 36 Inch wide with fancy floral border. A \$2.50 value, in the basement, each ..... <b>49c</b>	<b>House Aprons</b> Women's Fine Allover Aprons, now exceptionally priced, in the basement, each ..... <b>59c</b>	<b>Women's Hose</b> A fine 35c ribbed grade, in the basement at, pair ..... <b>15c</b>	<b>Dress Goods</b> A large lot of fine materials that sold up to \$1.00 yard, in the basement, yard ..... <b>35c</b>
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Row After Row of Values that Are Bound to Open Your Eyes to Full Realization that These Items Are Rare Bargains

<b>Jap Crepes</b> You can buy this material in plain colors now for 3 days at, yard ..... <b>14c</b>	<b>Ginghams</b> Including silk tissue materials, values to 60c for 3 days, at, yard ..... <b>22c</b>	<b>Towels</b> Bleached Turkish Hand Towels, at, each ..... <b>10c</b>	<b>Blankets</b> Cotton Plaid Sheet Blankets, now priced for 3 days at, each ..... <b>98c</b>	<b>Outing Flannels</b> Big lot of colored and fancy 27 inch Outings, go at per yard ..... <b>9c</b>	<b>Outings</b> 36 inches wide in white or colored, reg. 30c value, yard ..... <b>17c</b>
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It Is Plain Evidence at First Sight that this Great Selling Is the Key to Your Shopping Problems for the Next Three Days

<b>Silk Sox</b> Men's Rayon, an exceptionally good 50c value at, per pair ..... <b>29c</b>	<b>Men's Ties</b> Big lot of String and Bow Ties will be found in the basement, each ..... <b>10c</b>	<b>Blazer Shirts</b> Men's All Wool, values to \$7.50 you can choose from now at ..... <b>\$3.49</b>	<b>Men's Pants</b> Extra heavy whip cord Pants that sell reg. at \$2.99, at pair ..... <b>\$1.89</b>	<b>Men's Unions</b> A good weight cotton ribbed garment, value to \$1.75, now marked at ..... <b>98c</b>	<b>Men's Caps</b> Regular values run up to \$2.50, now priced at ..... <b>98c</b>
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Read Every Item Carefully--From a standpoint of Value Giving this Sale Is the greatest outstanding Feature of the Year

<b>Reefer Coats</b> For children that sold to \$5.00, go at ..... <b>\$1.79</b>	<b>Dress Shirts</b> Big lot of Men's Fine Shirts in neat patterns, in the basement, each ..... <b>69c</b>	<b>Men's Hats</b> Your choice of values up to \$5.00, now specially priced at ..... <b>\$1.95</b>	<b>Sweaters</b> All wool, all sizes, for men and boys, values to \$5.00, now, each ..... <b>\$1.98</b>	<b>Women's Coats</b> A fine lot of garments in either plaid or fur trimmed to be cleared out now at ..... <b>\$7.85</b>	<b>Stockings</b> Boys' All Wool, 50c to 75c values, pair ..... <b>15c</b>
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Men's Genuine Red Wing and Wesco Brand Solid All Leather 12 and 16 Inch Pacs, at per pair ..... **\$5.89 Men's Clothing! 3 Big Lots of Suits \$9.85, \$14.95, \$19.75** THE OUTSTANDING FEATURE OF THIS SECTION—These Suits must be seen to get an idea of the extraordinary reductions that are offered for these three days.

**Silks and Fancy Wash Goods**

CREPE DE CHINE 40 in. wide, all colors, yd. ....	<b>\$1.39</b>
PLAIN SPORT SATINS New colors, Reg. \$1.50 val., yard .....	<b>\$1.19</b>
PLAIN RAYON SILKS All colors, reg \$1 val. yd. ....	<b>74c</b>
Printed Silk and Cotton CREPE DE CHINE All new spring patterns, yd. ....	<b>79c</b>
FANCY ENGLISH PRINTS New designs, val to 75c at yd. ....	<b>32c</b>
FANCY NEW CRETONNES Pretty Floral Designs at yd. ....	<b>18c</b>
36-INCH LACE NETTING Reduced for this 3-day selling, yd. ....	<b>32c</b>
WHITE DAISY CLOTH 37 inches wide at per yard. ....	<b>22c</b>
ST. BERNARDINE NETTING 36-in. wide, fast color, yd. ....	<b>39c</b>

**More Bargain Basement Specials**

<b>MEN'S DRESS SHOES.</b> Big lot of values in High Grade Footwear that sold regularly to \$6.50. Now priced at per pair .....	<b>\$2.98</b>
<b>Ladies' Footwear</b> 98c, \$1.98 and \$2.98	
<b>BOYS' AND GROWING GIRLS' FOOTWEAR.</b> Every pair solid leather, value to \$4.50. Now priced Per Pair .....	<b>\$1.95</b>
<b>MEN'S KNEE BOOTS.</b> Fresh rubber stock, now pair .....	<b>\$2.49</b>
<b>BLACK 36-IN. SATEN</b> Exceptionally priced per yard .....	<b>29c</b>
<b>CHILDREN'S SHOES</b> Special lot of all leather Footwear. While they last, pair .....	<b>49c</b>
<b>CHILDREN'S FOOTWEAR</b> In Shoes and Strap Slippers, priced for the 3-day selling, pair .....	<b>98c</b>
<b>Men's Fine Dress Caps</b> to go at 49c Men's Dress and Work Hats marked 95c	
<b>Crochet Cotton, 10c and 15c Balls</b> each .....	<b>5c</b>
<b>MEN'S COLLARS.</b> Big lot to choose from each .....	<b>3c</b>
<b>MEN'S ALL LEATHER WORK SHOES</b> Values to \$5.00 Pair .....	<b>\$2.89</b>
Reg. 25c ELECTRIC BULBS at ea. 10c	

**Balcony Specials**

ANY LADIES' FALL HAT in the house \$5, \$6, \$7 Values Your choice each .....	<b>98c</b>
<b>Silk Dresses</b> ALL THE LADIES' SILK DRESSES to \$35, now marked for quick disposal. Your choice .....	<b>\$12.95</b>
GIRLS' FLANNEL DRESSES Regular \$2.98 values now .....	<b>\$1.98</b>
CHILDREN'S GINGHAM DRESSES \$1.50 to \$2.00 Values To go at .....	<b>98c</b>
LITTLE BOYS' CHINCHILLA HATS Regular \$1.50 Values At .....	<b>49c</b>
Children's \$2.50 to \$3 Hats marked 98c	
<b>WOMEN'S SILK HOSE,</b> Bear Brand pure silk in all the wanted shades, pair .....	<b>89c</b>
CHILDREN'S UNION SUITS, regular \$1.25 values, at garment .....	<b>89c</b>
<b>WOMEN'S RIBBED UNIONS,</b> regular \$1.50 values, now .....	<b>98c</b>
<b>BLANKETS</b> HEAVY GRAY, 5 TO 6 LB. DOUBLE WOOL BLANKETS can now be purchased at .....	<b>\$4.98</b>
PART WOOL BLANKETS, large size, in plaid or bordered effects at, each .....	<b>\$1.95</b>
INFANTS' CRIB BLANKETS, each .....	<b>89c</b>

**Buy Groceries**  
These Prices For 3 Days Only

C. H. PURE CANE SUGAR \$5.65 100 lb. bag now for .....	<b>95c</b>
17 lbs. will sell for .....	<b>95c</b>
CROWN FLOUR, 40 lb. sack .....	<b>\$2.25</b>
BLUE RIBBON FLOUR, 49 lbs. ....	<b>\$1.75</b>
PEABERRY COFFEE, bulk, 3 lbs. ....	<b>\$1.00</b>
CRYSTAL WHITE SOAP, 8 bars .....	<b>23c</b>
PALM OLIVE OR CREME OIL SOAP, priced at 4 bars for .....	<b>23c</b>
GHIRARDELLI'S CHOCOLATE will sell at per 1 lb. can .....	<b>28c</b>
BINGER BRAND CATSUP, bottle .....	<b>14c</b>
FRESH PEANUT BUTTER, 3 lbs. ....	<b>39c</b>
QUICK QUAKER OR ALBERS MINUTE OATS, large size .....	<b>24c</b>

All prices are subject to quantities on hand. We also reserve the right to limit purchases on certain items to make a more equal distribution.

**Director's Department Store :: Salem**