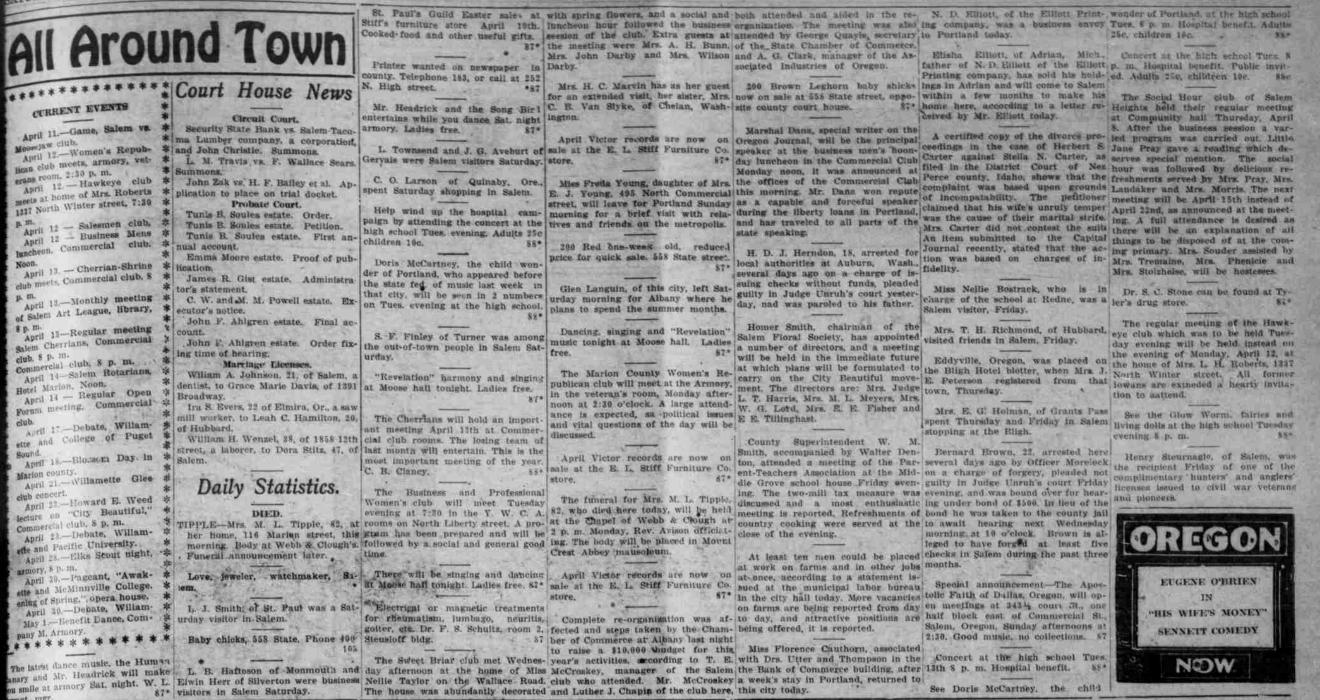
SATURDAY, APRIL 10, 1920.

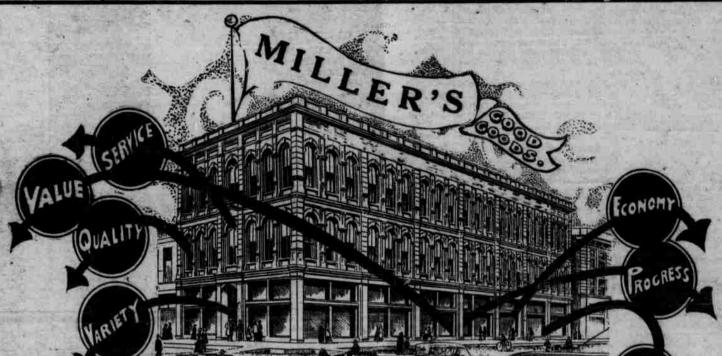
THE CAPITAL JOURNAL



Ouality and Service

History of the Miller Mercantile Co.

The beginning of the Miller Mercantile Co., dates back eighteen years when the "Miller Boys" came to Oregon from Nebraska. Their first store was located in McMinnville and was opened during the year 1902. This was a general store and was continued until 1909, when the store was disposed of to a Mr. Measner. A short time afterwards, during the same year, a new A short time allowards, during the which in reality is store was opened at Newberg, Ore., which in reality is the parent store of the present organization, and is today the headquarters of the company. The first branching out towards larger business was in 1913 branching business to the parton prewhen they took over a going store in Dayton, pre-viously owned by a Mr. Shippey, his son being retain-ed as manager, which position he holds today. In 1915 they purchased another going business at Monmouth. they purchased another going business at Monmouth. This store had been held for six years by an estate-being managed by Mr. E. C. Cole, who was retained in this capacity, which position he still holding in 1913 may took into the organization their present store in McMinnville, which was located in the same room supled originally by the Millers as their first store in Oregon., This was a going business owned by Smith and Sisson, Mr. Smith retiring, and Mr. Sisson being relained as manager, which position he held until this week, when he was transferred as manager of the Salem store. In the Spring of 1919 they added a store at Sheridan, known as the King Smith Department store. This store had been conducted for a number of years by the two Smith Brothers, who became stockin the Miller corporation, Mr. King disposing of his interests. The Smith Brothers were retained to manage the Sheridan store. Later, during the same year, they added a store at Yamhili, formerly owned a Mr. Gist, who had just recently died. It was Mr. list's personal wish that the Millers take over bis business. This store was managed for a little over a pearby Mr J. B. Plerce, until this spring, when Mr. Frank Miller, son of General Manager U. S. G. Miller. was elected manager. The last store to be added to the list was the H. W. and M. L. Meyers store of this city, which became the property of the Miller Merqualite Company, Mon-day, April 5th of this year, and which purchase was made possible by both the Meyers Brothers desiring to retire from active business for the time being. With the exception of the Meyers brothers retiring the en-



MEET ME AT MILLERS

Miller's Store Policy.

Quality and Service

See Doris McCartney, the child

The store policy of the Miller Mercantile Company can be summed up very briefly, it being:

"Good Goods", sold under a positive guarantee of satisfaction to the purchaser, coupled with the very cest STORE SERVICE.

By "Good Goods" we mean a combination of QUALITY and STYLE, so combined as to give the purchaser lasting satisfaction. In no instance will we feel satisfied until every customer has received full value in wear and service, for every dollar spent with us,

By STORE SERVICE we mean that nothing will remain undone that we can do to enable us to serve you in the best manner possible.

Long years of experience makes the Miller Company well acquainted with the best markets, and QUALITY has always been, and always will be the first consideration, in our purchases,

It is our alm, to so establish our regutation in Salem that the remark will be often heard upon our streets, "IF YOU GET IT AT MILLERS, YOU KNOW ITS RIGHT, AND THE PRICE WAS RIGHT."

We believe in a "No Sale" policy, feeling that honest business today demands that everybody get SQUARE DEAL.

When we see a garment advertised as worth \$160 reduced to \$67.50, we are inclined to think that some-body Hed. No merchant can romain in business unloss

tire personnel of the store remains with the new owners, with one or two exceptions. It has never been the of the Millers to establish new, competitive stores, but rather to take over going concerns, and in nearly every instance retain the organization intact. The company is entirely an Oregon institution,

dollar's worth of stock being owned by local people, and in no instance will stock be sold to out-Every manager is a stock holder in the comsiders. pany, and each store remains a purely local institution, always ready to back up any local work, truly be lieving in the slogan, "Your Home Town First."

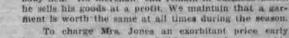
DRESS GOODS

In all the new things ENGLISH TWEEDS SILVERTONES GOLD TONES

HOME SPUNS KENNEDY TWEEDS

VELOURS, SERGES,

POPLINS BROADCLOTHS



To charge Mrs. Jones an exotinate price early in the genson so that Mrs. Smith can get here at a big reduction later on, and by so doing make our average profit. Is not our way of doing business. To mark our goods "RIGHT" at the beginning, so that Mrs. Jones and Mrs. Smith will both get a "SQUARE DEAL" is our polley.

We feel sure that as the years go by we shall win a warm spot in the hearts of Salem people. We are only human, and will make mistakes, but we assure you that they will be mistakes of the head and not of the heart.

We are one of you. We want you to be LET'S GET ACQUAINTED!

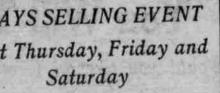
5 cents

The Smartest Millinery **3 DAYS SELLING EVENT** Next Thursday, Friday and Saturday 10.00We shall specialize on \$10.00 hats.

> They will be shipped to us by express, and a showing made in the Millinery Window Tuesday morning. Every hat in the win-

Toilet Sundry Section

You will find this section handling the best and most dependable TOILET AR-TICLES manufactured. We "special ize" on QUALITY and SERVICE.



Eleanor Briggs is now away procuring the greatest possible values that can be sold for \$10.00.

dow will be included in the \$10 selling event.

Beautiful and Dainty Laces and Embroideries from the expert looms and needles of European Craftswomen. Keep this department in mind, when planning graduation and spring gowns.

Laces and Embroideries





The showing in our READY-TO-WEAR SECTION, will be found superior to any ever before made in Salem. The materials are of the HIGHEST QUALITY, in the desired shades and weaves, and the STYLE and WORKMANSHIP absolutely correct and perfect-and the prices are reasonable.

BIG SPECIAL EVENT-While they last-

Extra Quality Terry Cloth

WASH CLOTHS, to close