



Miller's

MILLER MERCANTILE COMPANY INC.

Annual Mid-Year CLEARANCE

BEGINNING SATURDAY JUNE 22nd

Cordial Welcome!

Miller's invite you to attend their Ninth Annual Mid-Year Clearance which begins Saturday, June 22nd. They also invite you to take advantage of their service departments such as rest rooms, writing desks, parcels, free mailing, wrapping, telephones, repairing, etc. Meet your friends here Saturday!

MID-YEAR CLEARANCE Fashionable Silks

Odds of values to \$3.50 yd.

Main floor silk section offers all odd length, short pieces, and broken lines of high-grade silks at way under regular prices. Such well known qualities as Mallinsons, Beau Monde, Skinnors and Corticelli are included, many of which formerly sold at \$2.25 to \$3.50 per yard. Printed and plain in the season's popular colors and prints.

\$1.59 yd.

Mid-Year Clearance is here again! It's house cleaning time at Miller's... It's that time of the year when all odds, leftovers, hurts, and broken lines must go! And to accomplish this in the short time of one week, we resort to the price cutting knife as the quickest way out... Unlike some stores who use the knife silently and style themselves "One price store," Miller's frankly admit their losses on this class of merchandise and advertise to the public the advantages to be had in attending Mid-Year Clearances.

Read the story of the department heads and what they have to say regarding their merchandise to be placed on sale.

Department No. 1

"Indeed, I am ready for Mid-Year Clearance. Silks of every description. Why, there's Mallinsons prints worth \$3.50 yard, Beau Monde silks from \$2.25 up and many other odds thrown in for good luck. I really believe it's the best collection I've ever shown at this price, \$1.59 yard." "And you may add that I also have a table of Mallinson's Pussy Willow (the real, not imitation) that sells regularly at \$4.50 yard for only \$2.95 yard. Now isn't that a bargain?"

Department No. 5

"Don't want these advertised! Haven't enough to go around and besides every woman and girl in Salem knows what Knickerknock bargains are! They're lucky to get anything off on these." "When I bought these in green print Sadie was wild about 'em, said she'd sell 'em in three days and here we've had 'em nearly two months." "Make 'em a dollar, guess they'll sell at that!"

Department No. 9

"Funny thing, I just was thinking of coats when you came in." "Wondered how that group of summer coats would go at ten dollars." Make it ten dollars anyway. "You know, the wise and thrifty woman will buy her coat at this clearance if she really has a knack for saving money... look at those bargains there at \$14.85-\$19.75-\$24.75. Sure we'll hold them for the sale!"

Department No. 6

"Just got back from Portland, what's it all about? Clearance Sale?" "Oh yes, sure I've some good bargains. 'Boss's gain' let me sell table mats and covers at 60c." "Oh sure, there are lotsa other bargains."

Department No. 10

"There they are, right there on that rack, new wash silk crepe dresses this season." We've decided to give them their choice for five dollars, hope it's not the first day of the sale, don't you come back here and I'll give you some more dress bargains. Got your pencil? Just make a note... dress values to \$29.50 at \$17.00. Yes it's a special group of good values."

Department No. 2

"What! Woollens this time of the year?" "Yes, Mr. Advertising Department, I am afraid you don't understand. Summer woollens of course, and these are the season's very smartest challis and furthermore they will be marked at 85c yard instead of their usual \$1.25." It's a hot bargain, but how will it look in cold type? "Oh, yes, I almost forgot to tell you that we'll sell corduroy for their beach and summer robes for 50c yard." Just choose the color that becomes."

Department No. 7

"Come over here and take a look at these gloves and bags and see what you think of our Mid-Year Clearance." "Yes sir these bags at a dollar and Perrin gloves at \$2.95. Guess that'll hold you for a while." "Wish I had more table room."

Department No. 8

"We want to get rid of these now before they go bad. You know lace haven't been selling lately." Shame to put these out at a quarter, cost a dollar'n half. Oh well, just tell 'em big bunch lace choice 25c yard."

Department No. 3

"Just tell 'em we have a little bit of everything in the cotton goods department and let it go at that." "Wait a minute, here's some bedspreads and ruffled curtains, the boss said sell at any price. What you say we give 'em away with our best compliments and tell 'em they're guaranteed for life!" "Yes, I think the sale will be a success too. Anyway we'll have everything out on tables soon as Byron gets the cards written."

Department No. 11

"Say they'll stampede if we put those slip-over sweaters out at a dollar." Some of 'em cost six'n half. See here? Soiled from handling. Better get a dollar out of 'em." Oh say, let's have some excitement. "I'll take that rack of wash dresses over there and have Byron make a dollar sign for it." Values up to \$2.85. Come up stairs and I'll give you the hat bargains."

Department No. 12

"They'll all want 'flops' now, can't get enough of 'em." "Three dollars and fifty cents, special buy, nobody can beat it. Got exclusive on 'em." "Some stores are selling 'em at 95c." "Yes, we'll have lots of other hats, just tell 'em to watch the windows."

MID-YEAR CLEARANCE Full Fashioned—Pure Silk HOSIERY

1000 Pairs

Hosiery sections in center aisle gather all broken lines of high-grade silk hosiery in Hobeproof, Theme, Kayser, and other well known brands in sheer silk chiffon, service chiffon and service weight silks into one big group, many of which formerly sold at \$1.95 per pair, placing them on display with card: "Your choice during Mid-year Clearance \$1 per pair."

\$1. pr.

MID-YEAR CLEARANCE SILK DRESSES

Main floor apparel departments announce unusual clearance of wash silk crepe dresses at \$5. This is made possible by the fact that a well known manufacturer granted a concession amounting to several dollars on many of them because of an overstock condition. Summer fashion's newest are included in this special group.

\$5.

Department No. 13

"Say Stan, when's Mid-Year Clearance? June 22nd? Lotsa time yet, got a knockout of a shimmy shirt for men." "Traveling man told me a big store sold a thousand dozen in one day." "Let me see is that twelve hundred or twelve thousand." "Whoopee! Twelve thousand men in shimmys... boy we can sell 'em just as cheap. Didja ever wear rayon Stan? It's the slickest thing goin' for summer. Come back after lunch, gotta whole lotta things I want to advertise." "Oh, yes, I'll have Byron make a card for these shirts 59c."

Department No. 16

"What'll I do? cut the price on Enna Jetticks? No stree, lose 'em if we do. Nobody cuts the price on Enna Jetticks... can't get enough as it is." "Well you what I'll do on odds and ends. Put 'em out on tables at a low price and let 'em choose to their heart's content."

Department No. 18

"Can't possibly get you the advertising till tomorrow. Think I'll put those coats out and get rid of 'em at a price." "No use carrying them over. Might as well make some little girl happy with a new coat." "Hats at half price and a big group of children's print dresses at a dollar." "Come back tomorrow and I'll give you the ad."

Department No. 19

"Let's get rid of these before the barclay season, comen." "Don't mention anything about Hobeproof, Theme or Kayser. Just tell 'em we're going to take all the odds and ends of well known brands and make a whole of a clearance." "Do you think they'll buy \$1.95 hose at a dollar?" "Be sure and mention the brands, might get us in bad with manufacturer."

Department No. 20

"Give 'em a thrill? What, sell those rayon stepins and panties at 60c? "Say, do you know any more funny jokes. Why they can't be bought from the mills at that price." "Well, there's only a handful of 'em left, go, head and advertise 'em."

Department No. 21

"Did the boss say that was alright?" "Didn't think he'd let it go through." "Oh, well, we only have a few of them anyway and besides it better to get rid of 'em now than wait till Christmas." "Just say silk and velvet pillows to close out at \$2.50, they'll know what we mean." "No use putting regular price on 'em they might think there's something wrong with 'em."

Department No. 23

"Stan, the basement is goin' to show the main floor how to put on a real clearance. Come over here I'll show you." "See these tables? We're goin' to stack 'em this high with odds and ends and broken lines." "I am taking one big table and having a sign made." "Your choice 10c and what we'll put on that table is simply nobody's business." "Come down tomorrow an' I'll give you the big story."

Department No. 27

"What's the good of waiting till holidays? Folks are buying gift things and decorative pieces every day." "That's why I think we should take all odds and ends. No, no, no, book ends, odds and ends, and put them on a table at a ridiculously low price. Say, twenty-five cents, anything to get them out of the house before the new stocks arrive."

BASEMENT CLEARANCE of Odds and Ends

Bastists, Dimities, Voiles Values to 35c **15c** Yard

600 Fancy Bath Towels (Seconds) **19c** Each

Colorful Cretonnes Regularly to 29c **19c** Yard

24 Inch Turkish Toweling 5 Yds. for **\$1**

Cotton Challies Regularly 19c **15c** Yard

Men's Work Sox 8 Pair for **\$1**

Unbleached Sheeting Nine Quarter 2 1/2 Yds. for **\$1**

Children's Play Oxfords **\$1** Pair

Rayon Dress Fabrics **1/2 PRICE**

Men's Shaker Sweaters **LESS 1/3**

66x80 Plaid Blankets **\$1** Each

Men's Brown Work Shoes **\$1.98**

MID-YEAR CLEARANCE

Men's Pull-Over RAYON SHIRTS

Slip into the men's department Main Floor and see these rayon slip-over undershirts at 59c. White and colors. Rayon as you should know is just about the coolest, most comfortable summer underwear it is possible to manufacture. If you are not already wearing rayon, try them, break away from the conventional and know real summer comfort.

59c each
2 for \$1.00

MID-YEAR CLEARANCE Curtain Marquisette

Main floor yards goods sections will feature a complete clearance of 36 inch curtain marquisettes in the blue and pink checks. Regularly they sell for more than double this price. That's why we call it a complete clearance. You'll be able to call early for this bargain as the quantity is limited.

15c yd.