

The DAWN of TOMORROW

With New Faith—New Energy—New Vigor—New Strength—New Confidence, we enter this momentous period to build our store Bigger and Better than it even is today. No stone has been left unturned to make this the most amazing and beneficial Demonstration of Superior Values, in Timely and Seasonable Merchandise, Ever Witnessed in Southern Oregon. We Want 1,000 New Patrons Added

AGAIN! Slashing Prices! Greatest Savings of All Time!

Roaring Bargains That Will ECHO Throughout The Country!

MULLINS

TRADE EXPANSION

SALE!

The Call Is Ours—To Treasure High—The Noble Faith—of Rank and File!

DYNAMIC

BARGAINS!

A Stirring Message That Leads You With Happiness Into Gigantic Savings

made possible through the development of public confidence in our store and business. To build confidence is to lay the corner stone to lasting prosperity. Its success depends upon the integrity and reliability of a firm. It has been our constant determination, since the inception of this business, ONE YEAR AGO, to build confidence through the giving of incomparable values in reputable merchandise and a broad measure of service to meet every requirement.

With the inauguration of this MERCHANDISING MASTERSTROKE we demonstrate our Brand of "Good Will" by a Forceful Pointing Out of the Way to Worthwhile Economies, Lasting Satisfaction and a Cementing of Friendships, by the thousands, acquired the past many months.

Hurry for these To \$59.50 transparent Velvet Dress: \$14.95



Store Closed All Day Friday!

We will need this day behind locked doors in order to arrange and mark the sale tags—as every coat, dress, hat and pair of shoes will carry a new low sale price.

Come Early

Extra Special Lot of 30 Dresses. Values to \$24.50. End of season styles. \$7.50

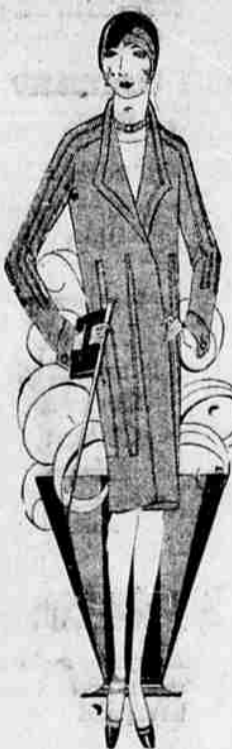
See Our Style Show With Live Models

Saturday Morning, 9 to 10 o'clock

One hour before sale opens. See the dainty new frocks, chic spring coats, new hats and shoes—on living models.

HELP WANTED!—1000 New Customers

To assist our many friends and us build our store bigger and better. We are willing to pay the price—A consistent sacrifice of our profits, plus an actual loss in many instances, during this tremendous drive to expand our business and increase our trading radius—we aim to tell thousands that MULLINS is the place where it pays to trade not only today and tomorrow—BUT EVERY DAY.



SPRING COATS

250 New Spring Coats Fairly Radiating Chic and Value—

They are masterpieces of subtlety—these new coats! They look as simple and straight as the proverbial arrow . . . until you examine them closely. Deft tucking . . . clever godets . . . all the intricate wiles of the designer have gone toward giving these coats the new . . . feminine tailoring! In a variety of chic shades. . . .

Group 1, Coats, \$15.00 Values

\$8⁹⁵

Group 2, Coats, \$18.50 Values

\$11⁹⁵

Group 3, Coats, \$24.50 Values

\$15⁹⁵

Group 4, Coats, \$29.50 Values

\$18⁹⁵

Spring Sweaters To \$4.50 Values Wool and Rayon in novel patterns and pastel shades. Our trade expansion sale price. \$1.95

New Sweaters To \$5.95 Values Very new and attractive pure wool and rayon materials. New designs, new colors. Sale price. \$2.95

Spring Sweaters To \$7.50 Values Excellent quality pure wool and silk. Pretty new styles and colors. Sale price. \$3.95

Lingeries for the Spring Costume



RAYON BLOOMERS, \$1.50 values, in all the new shades. Extra fine quality. 83c
RAYON GOWNS, up to \$2.50 values, in fancy new trimmings. Excellent quality. \$1.39

READY-At The Stroke of Ten Saturday Morning, March 2nd

OUR GOAL!

What We Want To Accomplish

- 1 Add at least 1,000 New Customers to Help Build Our Store Bigger and Better.
- 2 To Thank all Our Old Patrons, in a worth while manner for their Patronage and Support in the past.
- 3 To Expand Our Trading Territory for Miles About—To acquaint more people with the fine merchandise we handle.
- 4 To Increase Good Will—that price-10's possession more valuable than gold and silver.

We have frocks for her entire wardrobe . . . from the time she leaps out of bed into a brief frock . . . until she carefully darkens her lashes and slips into the most fragrant and enticing of evening gowns. A variety of the newest modes, many replicas of Paris models . . . and the most enchanting styles for young girls especially!

Grp. 1, Dresses, \$12.50 Values

\$8⁴⁵

Grp. 2, Dresses, \$16.50 Values

\$10⁴⁵

Grp. 3, Dresses, \$19.50 Values

\$14⁴⁵

Grp. 4, Dresses, \$24.50 Values

\$17⁴⁵

100 New Spring Coats

\$39.50 Values Price with trimmings new for collars; new shades and new styles; all sizes. \$24.95

Hosiery to Complete the Ensemble



75 PAIR GOTHAN pure silk \$1.85 gold stripe hose; real quality, but discontinued. \$1.25
FULL-FASHIONED Silk Hose, all new shades, heavy service weight. Will not run. A splendid value, only \$1.48

Silk Chiffon and Service Weight Hose

Worth to \$1.85 Pair. Broken lines. 48c

Rayon Pajamas

\$2.50 Values Plenty of chic here in these new Rayon Pajamas. New shades, new trimmings. \$1.89

Silk Hose

Allen A service weight silk and silk and chiffon to top; full range of colors. Pair. 79c

All Silk Hose

New fancy heel; all latest shades and new colors; run of size. 98c

Scarfs

Silk and Wool Up to \$2.75 Values Pretty color combinations. Your choice. 95c

Novelty Jewelry

Bracelets, necklace, ear rings, spangle bracelets, etc. Worth to \$1.95. 48c

New Spring Novelty Jewelry

Up to \$2.50 values for only \$1.95

MULLINS 310 E Main Medford