

BE YOURSELF

Get Yours—Folks

**Make
The
Grade**

"I know, I know, Miss Harrison—it's almost a crime to mark this stuff down the way we're doing, but 'clearance' means 'clear-OUT' this year. You don't enjoy marking down these new coats and suits any more than Miller enjoys slashing his hosiery or Hall his lingerie prices, but we simply must have the room for the Spring merchandise now on the way here. Mark it down, Miss Harrison—look pleasant, but *mark it down!*"

Ladies! You can well afford to "listen in" to the above conversation, for the Merchant isn't really speaking to the Manager of his Women's Ready-to-Wear Department at all—

The Merchant is talking to YOU!

For once a year the proprietors of our big Department, Style and other Stores are obliged to do just what you're obliged to do—clean house!

Both of you really dread this annual overhauling—but *good* house and store keepers have no other alternative. You must either be down-to-date or down and out.

You don't need the merchant's help to clean your house, but he needs your help to "clean" his. More than this—he pays you well for your time and help.

For Indianapolis' Famous Clearance Sales mean just this to every woman and man who reads these words:

Indianapolis merchants are handing you a big slice of their usual profits during these clearance sales—sometimes they're giving you ALL these profits—in some cases they're even cutting into their cost price!

Walk up, ladies! Walk up, men! Help the Indianapolis stores Annual House Cleaning! They're specially anxious to get their house in order before their Annual Inventory—they'll pay you well to exchange your cash for their merchandise—cash takes less room and is easier to count!

Collect, folks, collect! For you can now Spend-and-SAVE to splendid advantage; you can now Make Profits and **MAKE THE GRADE** at the same time—for you can collect both at this week's **CLEARANCE SALES**.

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90% HOME CIRCULATION
- a Scripps-Howard Newspaper

