

ADVERTISEMENT

\$500 IN CASH PRIZES

OFFERED DURING MILLER-WOHL WEEK STARTING TOMORROW For Best Letters On "Why I Like to Shop in a Miller-Wohl Store"

This excitingly interesting contest will offer every woman in town an opportunity to tell just why she likes to shop in a Miller-Wohl store. Whether it is the values, the styles, the great assortments, the store policies, or the splendid service that offers the attraction, The Miller-Wohl company will pay her well to tell.

Perhaps the readers have had some interesting experience in a Miller-Wohl Store. Write and tell them about it! As a special feature of Miller-Wohl Week, they offer sixty-five attractive prizes for the best letters. Each letter must be brought to the store by each contestant and personally deposited in one of the Letter Contest Mail Boxes, which will be conveniently placed around the stores.

First Prize of \$500

There will be a first prize of \$500.00 in cash; also 26 prizes at \$100.00 each in cash. At least one \$10 prize will be offered in each Miller-Wohl city. There will also be 38 additional prizes of \$50.00 each in cash. Only patrons of Miller-Wohl stores are eligible to compete. The winners will have their letters and photographs published in their home town newspaper, also in the company's house organ "The Miller-Wohl Spirit!" Just think! What fun it will be to compete.

Rules of Contest

1. Letters must not contain over 100 words.
2. Write in ink on one side of the paper only.
3. Letters must be brought to Miller-Wohl store by contestants.
4. All letters must be in by December 1st.
5. Awards will be made in time for Christmas.

Miller-Wohl Week Begins Tomorrow

Great Semi-Annual Thrift Event

Brings Important Savings on New Winter Apparel

Tomorrow morning, in 26 principal cities, "Miller-Wohl Week" makes its official bow to the public. This important event, which is staged but twice a year by The Miller-Wohl Company, never fails to draw happy, enthusiastic crowds. Women throughout the country have come to look forward to "Miller-Wohl Week" as the greatest thrift event on Miller-Wohl's calendar of events. This year's event will positively be bigger and better than any previously staged. And that's saying something! The fashions are absolutely gorgeous, the assortments are truly tremendous, the new colors and novel features are uncountable. Thrifty women will find Coats, Dresses, Fur Coats, Millinery and Accessories at prices that will cause them to rub their eyes in astonishment.

This Time "Double Values"

Miller-Wohl's famous slogan "We Say It With Values" has been changed and greatly strengthened for this event. Here is why. When the buyers went out to purchase merchandise for this sale, they found that manufacturers were more than willing to co-operate with them to make it a banner event. Each manufacturer, to show his appreciation of their year-round business, made some contribution in the form of great discounts from their usual prices. When The Miller-Wohl Company enthusiastically saw just how unusual the values were for "Miller-Wohl Week" they decided to emphasize their slogan to read—THIS TIME "We Say It With DOUBLE VALUES!" Therefore the women who attend this event and expect the utmost in value for their money, will get much more than even they expected.

Miller-Wohl's Greatest Sale of the Year Miller-Wohl has taken much pains to make this their "Greatest Sale of the Year" and it is an assurance that DOUBLE VALUES will serve to draw the greatest crowds of the year. The reason is simple—no woman can afford to miss such savings!

A Suggestion for Winning Cash Prize During Letter Contest

Those who wish proper inspiration to write letters on "Why I Like to Shop in a Miller-Wohl Store" are urged to visit the local store during "Miller-Wohl Week." The styles, the colors, the quality, the assortments, the values offered, the crowds, the service rendered—all will help to inspire a prize-winning letter. So be sure to come in!

WEATHER FORECAST For "Miller-Wohl Week"

WHETHER IT RAINS, SNOWS OR GETS COLDER—THE SALE GOES ON FULL BLAST JUST THE SAME.

"Miller-Wohl Week" Thrifty Classified Opportunities

COATS—An opportunity for wide-awake, thrifty women to purchase winter coats with elegant fur collar and cuff sets at \$9.88.
DRESSES—Of very fine heavy quality satin and Canton crepe at only \$4.88 during Miller-Wohl Week.
FUR COATS—An opportunity for every woman to own a luxurious fur coat at \$68.88. A small deposit of \$5 on Miller-Wohl's convenient lay-away plan makes it easy for every woman to own a fur coat.
MILLINERY—Wonderful opportunity for women to secure seasonable hats at cost of as little as \$1. Your inspection is invited.

SATURDAY IS "BARGAIN DAY" DURING MILLER-WOHL WEEK

Double Values! Novelty Full-Cut Fleecy

Flannelette Gowns 49c

Values to bring crowds pouring in at door-opening! They look, wear and wash like garments costing double. Remarkable!



Lovely Canton Crepes Velvets—Georgettes Cloths and Satins

OFFER AMAZING

SAVINGS in DRESSES

The dipping hem-lines, the graceful drapes, the soft - shirred waist - lines, the capes, are all so stunning! Not to mention the glorious new colorings!

LARGE SIZES, too! See them!

Bewitching Styles at

\$4.88

Whichever You Like—Transparent Velvets, Crepes, Satins, Georgettes, Chiffons or Laces

HERE ARE AMAZING

Dress Values

AT **\$7.77** Each

or **2 DRESSES for \$15**

Silhouette Styles! Tuck-in Suits! Ensembles! Straight-line effects! The new flares! Dipping hem-lines! Shirred waists! All that's new in style and color! Very special!



Gigantic Fur Sets Distinguish

COATS

OF THE HIGHER TYPE! You can tell them instantly by their silky-soft, velvety fabrics... their intricate, expensive stylings... and by the rich bushy furrings piled so high on collars and cuffs. Very impressive values!

\$38.88



The crowds of thrifty women who have been attending this great sale demonstrate a lasting tribute to our value-giving policies. Fresh, new shipments have arrived from New York and the values are greater than ever. We urge you to shop early for

THIS TIME

"We Say it With DOUBLE VALUES!"



Special! VELVET, SATIN, CREPE, JERSEY and CLOTH **DRESSES** REMARKABLY PRICED!

When we say that you would be glad to pay double this amount for them — we mean it! Just wait and see!

\$2.88 Each

We've got a hunch that when you see these values, you are going to thank your lucky stars that you attended "Miller-Wohl Week!"

2 DRESSES for \$5

"MILLER-WOHL WEEK" FEATURE!

Your Heart Will Leap With Joy When You See

FUR TRIMMED

WINTER COATS

Priced to Represent "DOUBLE VALUES!"

You Cannot Resist Them at **\$14.88** They're Too Good to Miss!

ELEGANTLY FURRED LIKE THE MORE EXPENSIVE MODELS! YOU'LL ADORE THEM!

They look like double this price! You'll find new low flares, smart side panels, shawl and mushroom collars, deep elbow cuffs. Many wrappy styles! Some straight-line effects! Mannishly tailored models too! In fact, everything that you would expect at a much higher price!



Here's Value! Gorgeous Pastels in Dainty Lace & Tailored

RAYON UNDIES

Bloomers! Combinations! Chemise! **49c** ONLY

Panties! Step-ins! Vests! **49c** EACH!



When Did You Ever See Pastel Crepe de Chine

BLOOMERS AND APPLIQUE PANTIES AND STEP-INS

Excellent quality silk, full cut, in all new pastel shades.

98c



Plaid-Back Navy

Chinchilla COATS \$6.88

Sizes 14 to 38. Smart belted models, some of which are attractively red trimmed. Actual \$10 values.



DOUBLE VALUES!

BLANKET ROBES 98c

For children. Sizes 2 to 14. For boys and girls

FLANNEL SKIRTS \$1.88

Smart and well tailored in new fall colors. Here's where you save real money.....

Leatherette, Tweed and Novelty **RAIN COATS \$2.88**

Trench styled, many of which are suede lined; attractive and storm proof; newest shades of the season

Only 21 **FUR COATS \$24.88**

Many of these coats formerly sold to \$79.50, but are especially reduced for quick clearance

Mannishly Tailored Tweed **SPORT COATS \$9.88**

A most practical coat at a most desirable price; included in this group are smart looking belted models

CHINCHILLA COATS \$2.98

FOR CHILDREN Double-breasted styles and trimmed with brass buttons



Almost Too Good to Be True! Fine Worst-Ed Jersey **SLIPOVER SWEATERS 98c**

Look! Only



Miller-Wohl First Quality Full-Fashioned Top-to-Toe **SILK HOSE 98c**

Every Pair Perfect

NEW HATS

Have Just Arrived in Time for Saturday's Selling

PASTEL FELTS! FALL SHADES! BLACKS AND BROWNS! METAL TRIMS! VELVETS! \$1.85

Fall hats! New off-the-face styles! Long side pokes! Short front cloches! Long back brims! Assorted colors! Stunning Misses and matrons in regular and extra sizes.

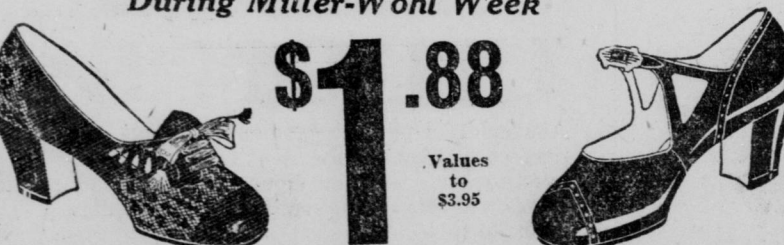
SPECIAL SALE

8:30 A. M. TO 11:30 A. M. **Felt Hats 98c**

Well worth \$2 and even more, but this is "bargain day" during Miller-Wohl week.



We Say it With Values! THE MILLER-WOHL CO. 45 EAST WASHINGTON STREET



DOUBLE-VALUE SALE SMART STYLE SHOES During Miller-Wohl Week

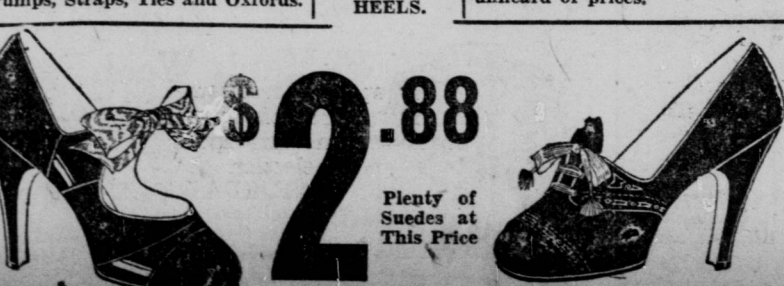
\$1.88

Values to \$3.95

NEWEST FALL AND WINTER MATERIALS Black and Brown Suedes; Velvets, Brocaded Satins, Black and Brown Kids, Patents, Calfskins in Pumps, Straps, Ties and Oxfords.

ALL SIZES AND WIDTHS. SPIKE, CUBAN AND FLAT HEELS.

GREATEST SALE OF THE YEAR For this event we have purchased a complete new stock of Fall and Winter shoes to be sold at these unheard of prices.



\$2.88

Plenty of Suedes at This Price