

One Million Dollar Moving Sale, Hibbing Venture Planned By Merchants

REMOVAL TO NEW TOWN REASON FOR GREAT STOCK CUT

Buyers Will Be Attracted From Far and Wide to Aid, Bargain Hunters Wait.

One million dollars' worth of merchandise will be sold in Hibbing beginning July 5 regardless of cost.

One million dollars worth of merchandise will be disposed of by Hibbing merchants just so they won't have to move it into their new stores in South Hibbing.

"Help Us Move," is the slogan adopted for the sales event, which is regarded as the most stupendous merchandising program ever attempted by any organization in the northwest country.

Prices Are Slashed.

To attract buyers from all parts of St. Louis and adjacent counties, these merchants have united to slash prices beyond reason. As one expressed it yesterday: "To reduce the prices any more we'd have to give the goods away."

This is essentially a fact. For weeks, range residents have been holding off buying, waiting for this banner sales event.

R. H. Edwards of Chicago, who has had a wide experience in conducting large individual and community mercantile sales all over this country, has been engaged to direct the advertising and promotional work. After going into the whole subject thoroughly, he makes the prediction that the sale will be the biggest thing of the kind ever staged, and a huge success from both the merchants' and the buyers' standpoint.

Events Are Planned.

It is proposed to put on various events to arouse interest in the sale, both before it opens and while it is in progress.

Although no details were announced, it was stated that one of the features will be the giving away of five automobiles.

Not only are profits to be carved off, but cost marks on all merchandise will be disregarded—nothing will be reserved. "We don't want to have anything to move," was the statement of one of the merchants.

It is planned to advertise the sale throughout St. Louis and Itasca counties, and it is believed that Hibbing will be jammed to the point of "standing room only" while it is in progress.

Committees Named.

At a meeting of the merchants the following committees were appointed to have charge of various branches of the work in connection with the big sale:

Executive—Mrs. D. M. Power, L. O. Kirby, Criss Ostdiek, D. D. McEachin, R. M. Lippman, C. C. Edwards, L. H. Milkes, F. A. Klass.

Soliciting—R. M. Lippman, H. L. Nides, Thomas Sachs, E. A. Bergeron, Louis Helstein, S. J. Egge, Mrs. D. M. Power.

Decorating—C. C. Edwards, George Jackson, E. S. Woolfan, A. N. Jershal, Chris Canelake.

Advertising—L. H. Milkes, James Early, Mare Atkinson, Peter Samson, William M. Johnson.

Promotion—F. A. Klass, Joseph Rano, W. H. Day, George M. Fisher, L. C. Sullivan, M. E. Osherman.

Finance—J. O. Kirby, Morton Marshall, Heiman Bloom, T. J. Godfrey, G. L. Thoun.

Entertainment—Chris Ostdiek, Sol Levinson, Morris Rosenberg, Al Lens, Sol Sapers.

Purchasing—D. D. McEachin, N. Nides, John Alden, Con Keppel, Paul Beratto.