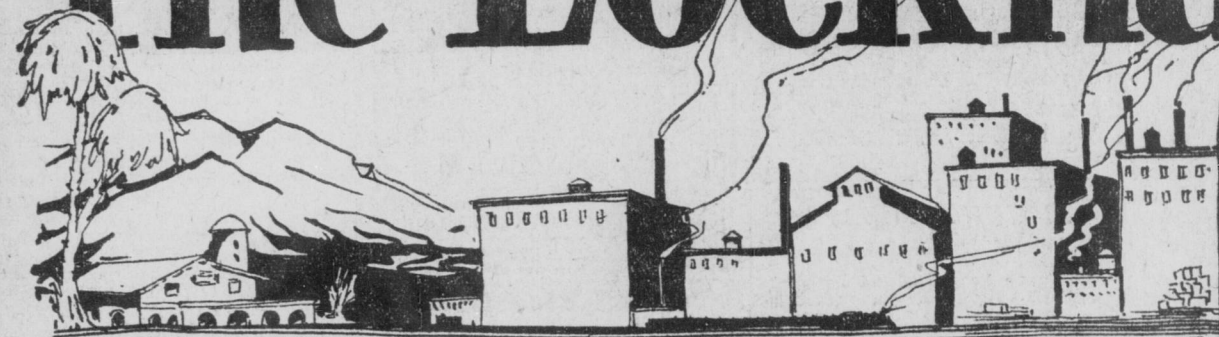


*Its fame has spread from the sunny slopes  
of the Sierras to the Rock-bound coast of Maine*

# The Lockhart Mill End Sale



## C. A. Lockhart, the Guiding Genius of the Mill End Sale

Out of the smoke of the factory chimneys more than a score of years ago, was born an idea which has saved millions of dollars for the people of this country.

The idea was the Mill End Sale. The originator was C. A. Lockhart.

In these years the fame of the Lockhart Mill End Sales has become nation-wide. From coast to coast thousands of people plan each year to attend the Lockhart Mill End Sales, for they know the wonderful values that follow in the wake of this man.

We are proud to present Mr. Lockhart again to the people of Indianapolis. While his past records at this store have been records of wonderful success we feel confident after reviewing the plans, that the 44th Mill End Sale will surpass every other effort made.

Economy is now the national watchword. It is preached by the government and by the press. The Lockhart Mill End Sale makes thrift more than a doctrine and more than a word. It makes it a fact.

Monday is the day set for the opening. Be here to grasp your opportunities.

—Pettis Dry Goods Co.



The  
44th  
Lock-  
hart  
MILL  
END  
SALE  
Begins  
Monday  
at the  
Pettis  
Dry  
Goods  
Co.

## Thoughts On My 44th Trip to Indianapolis

I want to talk to you tonight as I would talk to you if we were sitting face to face in your home. For my heart warms to you people of this great city.

Since I first came to Indianapolis twenty-two years ago, you have fused into my life an enlarged understanding of the value of friendship in business.

It is a transcendent expression of your good will to find each Mill End Sale greater in volume than its predecessor. It warms my heart to find all the old familiar faces and hundreds of new faces each time I come to the Pettis Dry Goods Co.

The 44th Mill End Sale which begins Monday, has been prepared with all the zeal this great store's splendid organization can command, to which I have added my best assistance.

See my big advertisements in tomorrow's paper and next week's evening papers, which will tell you of the wonderful things that have been prepared for you; and the very dream of my life will come true if all my readers lend their presence on Monday, the opening day of the 44th Lockhart Mill End Sale.

—C. A. Lockhart

Every Department in the Store  
Participates in This Event

**PETTIS DRY GOODS CO.**  
THE NEW YORK STORE EST. 1853

All Merchandise in the Sale is  
of the Most Desirable Quality