

THE BIG SALE OF ALL SALES

ASHLAND'S GREATEST

The Underselling Store's BIGGEST EVENT

# MILL END SALE!

ASHLAND' PEERLESS SEMI ANNUAL BARGAIN EVENT

—AND JUST IN THE NICK OF TIME

It matters little what we say in this small space. Ashland's Real Mill End Sale is so familiar to most folks that they will note that the sale begins Saturday, September 24th and plunge into reading the bargains, well knowing that values are what really make a sale. So we have given most of the space to other bargains themselves. They are greater than anything we can say about them. Ashland's Real Mill End Sale is based not on talk, but on merchandise—not on bragging, but on bargains—not on words, but on deeds. The High Cost of Living is America's biggest problem and the main concern of every family. Again after a temporary lull, the newspapers are filled with talk of high prices to come. Ashland's Real Mill End Sale is filled with talk of LOW PRICES now and with bargains that back up the "talk." It comes just in the nick of time to afford relief just when most needed.

## BEGINS

# Saturday, Sept. 24

PROMPTLY AT 8:30 A. M. LASTING 10 DAYS ONLY

## The Under-Selling Store

ASHLAND, KENTUCKY

IT'S DIFFERENT FROM ANY SALE ANYWHERE  
IT DOESN'T FOLLOW OR IMITATE

Ashland's Real Mill End Sale is arranged by the Underselling Store's own department store organization—buyers and distributors of merchandise who have intimate expert knowledge of their goods and their markets. Their constant effort is to raise standards of merchandise quality and lower prices—and to give more for your money. It has taken months of planning, far ahead contracting and immense quantity cash buying to obtain these bargains. While there have been temporary "breaks" in the market, we were quick to take advantage of them before the situation tightened up again. It was a giant task even backed by cash buying power of this organization equal to that of many stores buying as one to get goods of good dependable quality at such prices as would offer genuine savings to you.

21c  
OUTING FLANNEL  
Pink and Blue Striped  
per yard  
**10C**

\$3.00  
Men's All Leather  
WORK SHOES  
**\$1.98**

\$8.00  
Children's All Wool  
WINTER COATS  
**\$4.69**

\$5 and \$6  
Women's FALL HATS  
**\$2.29**

\$2.00  
Cotton BLANKETS  
**\$1.48**

19c  
40 inch wide  
UNBLEACHED MUSLIN  
per yard  
**9C**

50c  
Men's Leather Palm  
WORK GLOVES  
**23C**

2,000 yards  
CALICO  
per yard  
**7C**

Men's Triple Stitched  
OVERALLS  
**98C**

Our **DOUBLE** Guarantee  
Goes With Every Purchase

Your Money Back if Any  
Purchase Fails to Please

### THE BARGAINS IN READY-TO-WEAR GOODS ARE SENSATIONAL

Women's Winter Coats up to \$18.....\$8.95  
Women's Fall Coats up to \$20.....\$9.95  
Women's Fine Velour Coats up to \$22.....\$11.95  
Women's Broadcloth Coats up to \$27.....\$14.95  
Women's Black Plush Coats up to \$35.....\$11.95  
Women's Black Plush Coats up to \$30.....\$14.95  
Women's Black Plush Coats up to \$35.....\$16.95  
Women's Black Plush Coats up to \$37.50.....\$19.95

### WOMEN'S SAMPLE SUITS

Women's all-wool Serge Suits to \$22.50.....\$11.95  
Women's all-wool Serge Suits to \$25.00.....\$13.95  
Women's all-wool Tricotine Suits to \$30.....\$16.95  
Women's all-wool Tricotine Suits to \$35.....\$18.95  
Women's all-wool Velour Suits to \$27.50.....\$14.95  
Women's all-wool Velour Suits to \$32.50.....\$17.95

### WOMEN'S FALL DRESSES

Women's Serge Jumper Dresses to \$5.50.....\$3.98  
Women's all-wool Serge Dresses to \$12.50.....\$6.98  
Women's all-wool Serge Dresses to \$17.50.....\$8.95  
Women's all-wool Tricotine Dresses to \$22.50.....\$11.95  
Women's all-wool Tricotine Dresses to \$32.50.....\$14.95  
Women's Satin Sample Dresses to \$15.00.....\$7.95  
Women's Silk Messaline Sample Dresses to \$16.00.....\$8.95  
Women's Silk Crepe de Chine Dresses to \$27.50.....\$14.95  
Women's Black Charmeuse Dresses to \$29.00.....\$14.95

### WOMEN'S DRESS SKIRTS

Women's Fancy Plaid Fall Skirts to \$5.00.....\$2.48  
Women's all-wool Serge Skirts to \$6.00.....\$2.89  
Women's Worsted Plaid Skirts to \$6.50.....\$3.39  
Women's French Serge Skirts to \$7.00.....\$3.89  
Women's all-wool Plaid Skirts to \$8.00.....\$4.89

### CHILDREN'S WARM COATS AND DRESSES

Children's all-wool Coats up to \$8.00.....\$4.69  
Children's Velvet Coats up to \$8.50.....\$4.99  
Children's all-wool Coats up to \$9.00.....\$5.69  
Misses' Wool Coats up to \$11.00.....\$6.69  
Misses' Wool Coats up to \$12.50.....\$7.69  
Misses' Wool Coats up to \$13.50.....\$8.69  
Misses' Wool Coats up to \$16.50.....\$9.95  
Misses' Serge Dresses up to \$6.50.....\$3.69  
Misses' Serge Dresses up to \$7.00.....\$3.98  
Misses' Serge Dresses up to \$8.50.....\$4.98

### SUCH SHOE BARGAINS!!

#### Ashland Aroused as Never Before

Folks will buy a dozen pairs at a time, 3,000 pairs for Men, Women and Children. People know the quality of shoes we handle. These prices are astonishing. All mail orders will be filled on day received.

#### Children's Shoes

All Styles—Astonishing Values  
**\$1.19, \$1.39, \$1.48**

#### Misses', Youths' Boys' Shoes

Various Leathers—Mostly Samples  
**\$1.69, \$1.98, \$2.39**

#### 400 Women's Sample Shoes and Oxfords

All Leathers and Styles—Low, Medium and High Heels  
**\$1.98, \$2.48, \$2.98, \$3.98**

#### Men's Shoes at 1913 Prices

Men's \$3.50 Work Shoes at.....\$1.98  
100 pairs Men's \$5.00 Brown Calf Dress Shoes at.....\$3.29  
125 pairs Black Vici Dress Shoes up to \$6.50 at.....\$3.69

#### Men's High Grade Sample Shoes

Stamped at the Factory to sell up to \$12.00. Divided into three Price Smashing Groups  
**\$3.98, \$4.69, \$4.98**

#### THESE MILL END BARGAIN SNAPS won't last through the first week.

7c Silk Hose, swim back.....45c  
15c Women's Lisle Hose, per pair.....10c  
Men's \$1.50 Dress Skirts.....25c  
35c Extra Wide Hair Ribbons.....21c  
\$5.00 Silk Crepe de Chine and Georgette Blouses.....\$2.98  
1.00 Women's Pink Camisoles.....48c  
1.50 Children's Gingham Dresses.....98c  
1.00 Gingham Rompers.....48c  
65c Boys' Blouse Waists.....29c  
35c Boys' Suspenders and Belts.....19c

### 1,000 PAIRS OF MEN'S TROUSERS

Men's Blue Serge Pants up to \$2.50.....\$2.39  
Men's Gray Mole Skin Pants up to \$2.00.....\$1.99  
Men's \$4.00 Trousers, Mill End Price.....\$2.99  
Men's \$4.50 Trousers, Mill End Price.....\$3.39  
Men's \$6.00 Trousers, Mill End Price.....\$3.98

### MEN'S SUITS

Men's \$18.00 Serge Suits.....\$11.95  
Men's \$25.00 Serge Suits.....\$16.95  
Men's \$27.50 Worsted Suits.....\$17.95  
Men's \$29.50 Cashmere Suits.....\$19.95  
Men's \$35.00 two-pants Suits.....\$22.99  
Men's Odd Coats.....\$6.00

### BOYS' SUITS AND KNEE PANTS

\$7.00 Boys' Suits, Mill End Price.....\$4.98  
\$8.00 Boys' Suits, Mill End Price.....\$5.98  
\$9.00 Boys' Suits, Mill End Price.....\$6.69  
\$10.00 Boys' Suits, Mill End Price.....\$7.69  
\$15.00 Boys' Knee Pants, Mill End Price.....\$9c

### MEN'S, WOMEN'S AND CHILDREN'S UNDERWEAR SAMPLES AND MILL ENDS

Men's Ribbed Union Suits, Fall weight.....99c  
Women's Ribbed Union Suits, Fall weight.....79c  
Misses' Ribbed Union Suits, Fall weight.....69c  
Boys' Fleeced Union Suits, Fall weight.....69c

### DRY GOODS—MILL END—REMNANTS

21c Blue Sheviot Shirting, Mill End Price.....15c  
15c Calico, Mill End Price.....7c  
21c Outing, Mill End Price.....10c  
15c Curtain Scrims, Mill End Price.....10c  
20c Percale, Mill End Price.....16c  
19c Straw Ticking, Mill End Price.....12c  
40 inch Brown Muslin, Mill End Price.....9c  
35c Huck Towels, Mill End Price.....15c  
19c Dress Gingham, Mill End Price.....12c  
\$2.50 all-wool Serge, 59 inch.....\$1.29

### MEN'S HATS AND CAPS

Men's \$3 Sample Hats, Mill End Price.....\$1.69  
Men's Broad Brim Hats, Mill End Price.....\$1.98  
Men's \$6 Silk Lined Hats, Mill End Price.....\$2.69  
Men's \$2 Caps, Mill End Price.....98c  
Boys' 75c Serge Caps, Mill End Price.....48c

\$19.50  
Women's All Wool  
FALL SUITS  
**\$11.95**

\$2.50  
Men's Sample  
FELT HATS  
**\$1.69**

\$3.00  
Men's Gray or Brown  
SAMPLE PANTS  
**\$1.89**

\$1.00  
MEN'S WORK SHIRTS  
**63C**

\$2.00  
CHILDREN'S SHOES  
Sizes 3 to 8  
**\$1.29**

\$3.25  
Boys' Brown Calf  
DRESS SHOES  
**\$2.29**

5,000 yards of 20c  
PERCALE  
per yard  
**16C**

BOYS' SCOUT SHOES  
Black Elk Hide  
Sizes 2 to 5 1/2  
**\$1.69**

\$15.00  
Women's Satin and Silk  
Messaline DRESSES  
**\$7.95**

## Warning! Warning! Warning!

YOU MUST BUY YOUR NEEDS NOW OR PAY MORE LATER!!

Owing to condition of the Cotton Market, and with mills advancing raw materials from 10 to 25 per cent and still going up, we advise you to buy your Winter needs for the whole family NOW. In order to avoid the rush of the vast crowds that will heed this warning, and to be sure of getting your share of the Bargains advertised, be here early on the opening day. Bring this along.

The Store  
That's  
Always Busy

You Must Buy Your Winter Needs Now or Pay More Later  
**The UNDERSELLING STORE**  
Next to Powers' Jewelry Store  
114 West Greenup Ave. Ashland, Kentucky

Most for Your  
Money or  
Your Money  
Back