

The Big Sale
of ALL Sales

Toledo's REAL

The Big Store's
Biggest Event

MILL END SALE

at the GREATER Tiedtke's



Begins Monday, Feb. 9th

The Most Important, Most Welcome Sale Event of These Critical Times

An Unparalleled Offering of Immense Quantities of Specially Purchased Merchandise of Good Reliable Qualities,
In Many Cases, at or Below Today's Wholesale Prices--Toledo's Semi-Annual Bargain Event Supreme!

UNDER PRESENT CONDITIONS, we are as proud to announce Toledo's Real Mill End Sale as YOU are glad to hear about it. Its welcome is assured, like that of an old friend among friends—all tried and true. It will send such an electric thrill throughout this entire section that folks will be on the tip-toe of expectation and enthusiasm—just WAITING IMPATIENTLY for the sale to begin.

Toledo's Real Mill End Sale is held as a matter of duty to the public. These critical times demand that PRICES BE LOWERED. It is a task for the stout heart and the strong arm of a GIANT!—and "The Big Store" has thrown the full weight of all its strength into this mighty smashing effort. Undismayed by a market of sky-high prices and appalling scarcity of merchandise at any price, "The Big Store" practically canvassed America for these Mill End Sale purchases placing contracts months ago at prices which are now utterly out of the question. We bought for this sale with the power of many stores buying as ONE—buying ANY quantity, no matter how large, provided only that the QUALITY be good, the goods desirable and the price low enough to mean GENUINE SAVINGS for our Mill End Sale customers.

We bought at such low prices that other merchants would like to buy these goods at these Mill End Sale retail prices, and make a profit selling them to you again at today's retail prices. But we hold this sale for YOUR benefit. In many instances

in this Sale, YOU can own your own goods at practically the same prices that other stores must PAY TODAY.

These are not the kind of bargains that need an auctioneer at \$500.00 a day, or extravagant advertising, funny talk and pictures, and clownish, schoolboy antics. What bargains (?) those must be that require such frantic efforts to sell them! Such heavy expense MUST be added to the prices, by hook or crook. O, No! Toledo's Real Mill End Sale Bargains will SELL THEMSELVES. Our only concern will be how to wait on the crowds fast enough.

Toledo's Real Mill End Sale will be an appropriate "opening" of our enlarged store building, What could be more fitting! We built a "greater" Tiedtke's because the enormous increase in public patronage DEMANDED more room. Even in the additional space, we are wondering if there will be room enough for the CROWDS AND CROWDS that will throng to this great sale.

Unless you possess unlimited wealth, or are wilfully wasteful of your money, you cannot afford to miss this great chance. Your future prosperity is in your own hands. Come and HELP YOURSELF!

These are Just "Samples" of Mill End Sale Bargains Picked from Hundreds and Hundreds!

Bargains are Heaped High on Every Table and Counter! You Ought to Just Come and SEE Them and See the CROWDS—Even If You Think You Don't Need a Thing!

Silk Crepe de Chine, yd. \$1.78
Every thread pure silk, 36 and 40 inches wide; light and dark shades; way below wholesale.

35 inch Black Taffeta, yd. \$2.19
Heavy pure silk quality, compare with others' \$2.75 grades, limit 10 yards.

Novelty Dress Plaids, yd. 44c
Pretty designs and color combinations in plaids and checks; 75c value

72x90 inch Muslin Bed Sheets \$1.37
Good quality, 3-inch hem, center seam, today's \$1.69 quality

Famous Makes of Dress Gingham 29c
Such as Red Seal, York, Everett Classics. Mill lengths, sells for 39c in full bolts.

Large Size Huck Towels, each 22c
Fancy border, heavy quality, will launder well. On today's market would sell for 30c

2450 Yards Fancy Flannel 26c
Mill lengths, 2 to 10 yards, in full bolts would cost 39c. Mill End Sale yd. 26c

Standard Apron Gingham, yd. 24c
5400 yards, mill lengths, 10 to 30 yds., various checks, fast colors, Mill End, yd. 24c

32 Inch Fancy Percales, yd. 24c
3900 yards, light grounds, stripes, dots, figures, fast colors, today's 32c grade

3000 Yards Fancy Calicoes, yd. 17c
Dark and light grounds, neat shirting patterns; costs more at wholesale today, yd. 17c

Plain Blue, Fast Color, Chambray 28c
3700 yards blue Chambray Gingham, 30-in. wide, 8 to 15 yard lengths, why pay 39c yd., 28c

Bleached Crash Toweling, yd. 18c
Linen finish; heavy good wearing; worth 25c on today's market.

36-inch Unbleached Muslin, yd. 21 1/2c
Bought 6 months ago for this sale; 25 yard lengths; compare it with other stores' 29c grade

340 doz. Bleached Huck Towels 12c
Fancy red border, medium size for ordinary use, will cost more later, each 12c

Unbleached Outing Flannel, yd. 22c
4600 yards heavy soft fleecy; you'll pay 29c and 32c for this quality soon

Women's, Misses' Suits, only \$16.66
Correct styles in wool serges, navy and black; suitable for Spring wear

Women's Fine Plush Coats \$33.33
Guaranteed 1 linings, late models with kimono sleeves, belted front, full cut

Childs' Coats, 2 to 6 years, \$3.55
Neat mixtures, belt and pockets, full lined, very special Mill End Sale price \$3.55

Children's Dresses 2 to 6 years 77c
Good quality plain color Chambray, with pockets and collar. Extra Mill End Special 77c

Big Lot of Muslinwear, Choice \$1.29
Gowns, Petticoats, Envelope Chemise, all well made, all remarkable bargains

Women's Gingham House Dresses \$1.88
Plaids, stripes and plain shades; regular and extra sizes. Save a dollar

New Spring Hats for only \$3.79
Crepe-and-Straw, Satin-and-Straw, all Straw, all Satin, newest colors and trimmings. \$4.98 to \$6.50 values

Infants' Pretty Sweaters 99c
50 dozen; white, rose, open; 1 to 4-year sizes; all fresh and new, Mill End Sale 99c

Crisp, Clean Voile Waists, \$1.66
Embroidery and lace trimmed; round, V or square neck, regularly \$2.25 to \$2.98, Mill End Sale \$1.66

House Dresses and Aprons \$1.33
Plain and striped gingham; regular and extra sizes, light and dark shades

O. N. T. Crochet Cotton, per ball 3 1/2c
O. N. T. Luster Cotton for crocheting, knitting, embroidering; white, cream and colors, limit 6 per ball 3 1/2c

Fancy Buttons, per card 6c
All shapes, colors and sizes, for dresses, waists, coats, etc., regularly 25c to \$1.50, card of 2 to 6 for 6c

Highland Linen Stationery 29c
Less than half the present prices; a splendid purchase; Mill End Sale, box 29c

Women's Fine Shoes at only \$4.29
Big variety of styles and leathers; the equal of any \$7.00, \$8.00 or \$9.00 shoes

Children's Good Shoes only \$1.88
High grade Shoes for misses, children, youths and little girls; slightly imperfect

Men's Rubber Hip Boots, Pair \$4.69
Government and Firestone in red, gray or black, equal to any \$7.50 quality

Women's Good Hosiery only 26c
Black, white and colors, good dependable quality, about half price

W. B. Nuform Corsets for \$2.58
This style in the new Spring lines sells for \$4.00; good coutil; high bust, long skirt

Women's Good Coutil Corsets \$1.00
Long skirt, low bust, elastic top; also medium bust, a big Mill End Sale bargain \$1.00

Men's Suits and Overcoats \$16.85
Not one in the lot could retail today at even \$30.00; materials guaranteed

Men's Well-Made Pants at only \$2.00
Why a pair of good overalls cost a dollar more! Sizes 28 to 42 waist. Only \$2.00 pair

Suits, Overcoats, Mackinaws, \$6.85
For Boys—Suits, 3 to 17 years; Overcoats, 3 to 10 years; Mackinaws, 8 to 17 years; Garments that would sell for \$10 to \$12.50, Mill End Sale, choice \$6.85

Men's Heavy Winter Socks, 18c
Cashmerette; well known "Wholesale" brand, fast black, sizes 10 to 11 1/2; 29c grades

Sample Sweaters at only \$2.00
Samples from Marshall Field & Co., Chicago; made to retail at \$3.50, \$4, \$5; Mill End Sale \$2.00

Boys' Full Cut Knicker Pants 95c
Good wearing mixtures; sizes 6 to 17 years; \$1.50, \$1.69, \$1.98 grades; pair 95c

Mill Lots of Women's Hose 16c
Black and white; mill lots of higher priced Hose; good qualities; Mill End 16c

Child's Fine Elastic Rib Hose 24c
Double heel and toe; mostly black, slight irregulars or would be 35c. Mill End Sale 24c

Pretty Sash Curtains each 25c
New beautiful voiles; lace trimmings, worth double the Mill End Price, each 25c

Sample 36x36 Grass Rugs 66c
Salesmen's samples, beautiful, heavy, substantial; at least double value, each 66c

36-inch Drapery Silkolines, yd. 25c
5000 yards; mill lengths, 10 to 20 yds., rich colors; (sell for 39c in full bolts)

Yard Wide Curtain Nets, yd. 21c
Off full bolts, rich open Mission patterns; if you care to save, buy for Spring; yd. 21c

9x12 ft. Axminster Rugs, \$39.50
They are so scarce that merchants are clamoring for them at \$43.20 wholesale. In the Mill End Sale only \$39.50

11 1/4 x12 Seamless Rugs, only \$59.50
Wilton Velvets; beautiful soft nap, save \$20 on these Rugs in the Mill End Sale

Famous Congoleum, square yd. 57 1/2c
Advertised in magazines to retail at \$1.00 a yard; 2 yards wide, thick heavy quality

Special Bargains in Cleaners
One 10c can Fairbanks Polly Prim Cleaner, one 10c pkg. Colgate's Octagon Washing Powder, both for 14c

Outside White House Paint \$1.95
Less than cost to make; limit 10 gallons, Mill End Sale, gallon \$1.95.

Battleship Gray House Paint \$1.69
Also moss green and ivory shade; remarkable wearing paint, big bargain, \$1.69 gallon

U. S. Filet Net Curtains \$1.55
They're the most stylish thing a-going. Beautifully made; worth one-half more

Zinc Front Wash Boards 69c
"Our Best" brand; good zinc front; soap saver top; big Mill End Sale bargain 69c

Heavy Rubberoid Roofing—Special
108 sq. ft. in roll, 10, 8 and 5-year guarantee; roll \$2.98, \$2.49 and \$1.98.

O-Cedar Mop and O-Cedar Oil 98c
Regular \$1.00 size O-Cedar Mop and regular 25c bottle of O-Cedar Oil; both for 98c.

Carload of Gray Enameled Ware
The best make in America; some slight imperfections; very low Mill End Sale prices

Complete Gas Lights for 49c
Heavy all-brass, needle point burner, silk fiber mantle, half frosted globe

Don't Plunge Yourself Head Over Heels Into Debt to Buy New Home Furnishings
Don't get caught in some foxy credit-selling "plan" or "club" scheme that only gets you into debt. It would be better to draw money from the bank and pay cash, for our low cash prices will save you more than any credit selling scheme that was ever invented to high-sounding names but behind the mask you'll find the crafty villain "Debt." DON'T GET INTO HIS CLUTCHES.



WATCH THE NEWSPAPERS FOR NEW BARGAINS on sale each day in Toledo's Real Mill End Sale. It is UTTERLY IMPOSSIBLE to tell the WHOLE STORY in this one page of your home newspaper. There are such countless numbers of them that HUNDREDS of Mill End Sale bargains can never even be mentioned at all—but they are HERE, like nuggets in a gold mine, rich treasures, worth looking for. The best plan is to come EVERY day. Then you won't miss anything.

We Have Issued a Big 4-Page Newspaper

—telling more of the wonderful Mill End Sale Bargain story, which we have placed in the hands of as many people in this section as possible. If you have not received one, we will be glad to send it to you. Just write your name and address (and as many of your friends' names as you can) on a postal card and mail it to us. Address "Advertising Department, Tiedtke Bros. Co. Toledo, Ohio.

