

# C. A. LOCKHART <br> Originator of The "Mill End" Sale 

## The Little-Long Co. Charlotte, N. C.

## Dear Sirs:

Your Mill-End sale is to open Tuesday, January 14th, and I will be at the opening without fail We will show the public that "Pandora is a god dess still" and the Mill-End sale is Pandora' only living rival.

The business organs of the United States are rolling forth solemn notes of warning; they articu-late- in full round notes until the sensative ear of the business world trembles as it listens; these or gans enunciate distinetly and are never out of tune.

It's not buitton, button who's got the button, but the cry is money, money, who's got the money All students of political economy admit the de pression is artificial, created without reason, and except for the ready cash to produce the stean force under the boilers there would not be a cloud in sight on the business horizon of America.

Business goes round and round in a cylinder of groved rollers, as it were, When this cylinder
vorking perfectly it is almost neiseless, but let he stillness be broken by a sudden muffled sound the first movement is to turn off the source of its power, which is money

The big mills want to keep going; they wil do so even at a loss, rather than see a great army of unemployed roving the country in despair, but the mills must have money to meet the big weekly pay rolls and other fixed charges of expense. The banks would be only too glad to be free to help, but they, too, must watch with an eagle's ey their cash balance, lest the thoughtless, timid, ex citable depositors should prefer their cash, rather than the interest backed by the very safest se curities in the world. When a people get panicky all is disorder to them-the funny-bone gets cracked, there is a vehement passion to get money at any cost, regardless of the results. These are some of the peculiarities to be faced, by the banker

Our mills want money every day in the year; they must have it, therefore I am acting this season under strict orders to move more Mill-Ends; bigger lots must go. I shall administer the "precepts in your city as never before by cutting even Mill-End cost mercilessly

Your customers will indulge, without restraint, in much greater assortments at prices never approached before. I might even add, if it were not for the shortage of cash, the mills would buy the goods back at a greater price.

Publish far and wide the time of the Mill-End sale at your store and all your people will bless you for supplying them with this mighty oppor tunity to save money

Yours very truly
C. A. LOCKHART.

