

Manufacturers & Jobbers

FORCED

TO LET GO

Leader's Cash Buying Power again does wonders. Need of ready cash forced them to sell new fall merchandise at tremendous sacrifices. Leader brings these savings to Indianapolis. Nationally advertised brands and our own stocks included in this gigantic price-crash!

SATURDAY, STARTING AT 11 A. M.
10c LUX SOAP
Lifebuoy, Palmolive and Camay. While 1,000 bars last, only **5c**
Limit—Main Floor

Saturday night starting at 7 p. m. we will sell 200
25c WATER PAILS
10-Quart, strong galvanized buckets with handles. First quality at only **10c**

Saturday and Monday, 2 to 3 p. m. only
36-In. HOPE MUSLIN
Pure white muslin, cut from full bolts. Yard only **7c**
Limit.

Saturday and Monday, 10 to 11 a. m. only
WILSON MILK
Tall Can. Fresh stock **5c**
Limit—Second Floor

Former \$1 and 50c Values
Men's UNION SUITS
Short sleeves, long legs. Small sizes only. Go on sale while 150 last for... **19c**
Main Floor

SATURDAY 1 TO 3 P. M. ONLY. WE WILL SELL 1,000 PACKAGES
15c CIGARETTES
Old Golds, Camels, Lucky Strikes and Chesterfields **11c**
Limit—Main Floor

New Fall Styles Silk Dresses

Former \$4.95 to \$7.95 Values

Why Pay Higher Prices?

Women accustomed to buying in the exclusive shops are now buying at the Leader, where the same new Fall styles are dollars less.

Smart styles in new silks, satins, tweeds and rayons. All sizes 16 to 20 and 36 to 46 in the better groups.

\$2.93 To \$4.93



Clearance of Women's DRESSES

Actual \$3 Values! We expect every Dress to be sold before the day is over. Clever sport styles in flat crepes and rayons, in prints and pastel shades.

\$1

LADIES' FALL COATS

Actual \$5 to \$10 Values!

Here are coats that you will be glad to buy at these ridiculously low prices. Values only to be found at the Leader.

\$2.87 to \$4.87

NEW! EMPRESS EUGENIE HATS

Actual \$3 to \$1.50 Values!

BE FIRST TO WEAR THIS FASHION There's a dash of elegance in these jaunty modern adaptations of the second-empire millinery that you'll find intriguing! Wear them way down over your right eye. Black and colors. All head sizes.

FINAL CLEARANCE OF Women's HATS Former \$1 and \$2 Values All head sizes. Assorted styles and colors. Exceptional values. Many suitable for fall wear at only **10c**



97c to \$1.79

DOMINO SUGAR

GRANULATED CANE
5 POUND CARTON 15c
BE HERE BEFORE THE DOORS OPEN

NOTICE! LEADER WILL NOT BE UNDERSOLD!

For obvious reasons other stores might attempt to undersell items listed in this advertisement. Our prices will be immediately still lowered regardless of the sale price. Rock Bottom Prices Guaranteed at All Times.

5,000 PIECES INCLUDING NATIONALLY ADVERTISED BRANDS
TOILET GOODS
Actual 10c to 50c Values
Colgate's, Listerine, Pepsodent Toothpaste, Hind's Cream, Face Powders, Perfumes, Toilet Water, Face Creams, Compacts, Bath Salts, Talcum Powders
Hundreds of Other Items Not Listed
6c

1,500 WOMEN'S SMART
\$1 WASH FROCKS
Bewitching styles suitable for all occasions in fast colored prints with fancy pleats and trimmings. All sizes, 16 to 46. Never such values at only **47c**

3,000 PIECES WOMEN'S
RAYON UNDIES
Former \$1 & 50c Val. **15c**
Bloomers, panties, step-ins, teddies, pastel shades. All sizes. Go on sale at only 15c to... First Quality and Irregular

1,500 FORMER \$1.50 AND \$1.00
Men's DRESS SHIRTS
All sizes. Plain and fancy broadcloths, prints and madras. Collar attached and neck bands. Go on sale at only 35c to... Some counter soiled in the lower priced group. **35c**

FORMER 10c TO 30c VALUES
HOSIERY BARGAINS
WOMEN'S RAYON HOSE... **10c**
BOYS' GOLF HOSE... **10c**
CHILDREN'S FULL LENGTH Assorted colors, irregulars... **10c**

Monday Morning Starting at 8:30 A. M. We will sell to the First 200 Women
P. & G. SOAP
WHITE NAPHTHA LAUNDRY SOAP
10 Bars 19c
BE HERE WHEN THE DOORS OPEN

Just Arrived From the Eastern Markets!

1,150 Men's and Young Men's

SUITS

New Styles! New Shades! New Fabrics!

DON'T PAY FROM \$15 TO \$30 FOR THESE SAME GARMENTS ELSEWHERE

\$8.95 to \$11.95 and \$15.95



MEN'S PANTS

335 Pairs Men's Work Pants Former \$1 Values **44c**
All sizes, 30 to 42. Khaki and pin checks. First quality and irregulars. Well made. While they last, pair only...

2,500 Pairs Men's Dress Pants Former \$5 to \$3 **\$1.69**
Match your coats. All sizes. Wool tweeds, cashmeres and worsteds. Go on sale at only \$2.69 to...

Candy Kisses 7c
Handkerchiefs 2c
FRESH Salted Pretzels 10c
2,000 Pairs 25c MEN'S FANCY **RAYON HOSE 5c Pr.**
Irregulars. Limit

Hurry! Hurry, for these Bargains
50c Women's Undies
Porto Rican Gowns... **19c**
Knit Union Suits...
Princess Slips...
Go on sale at only...

5,000 Yards 36 and 39-Inch
15c WASH GOODS
36-In. Cretomes... **8c**
36-In. Fancy Prints...
39-In. Unbleached Sheeting
Cut from full bolts.

750 HIGH GRADE NOVELTY
Women's Footwear
Former \$2 and \$3 Values
Pumps, straps, ties. All leathers. Assorted styles. High and low heels. Counter soiled. While they last, pair only... **50c**

Former \$1 and 50c
Women's Pocketbooks
A large assortment of fancy handbags in novelty styles and trimmings. Go on sale at only 39c to... **25c**

1,350 FORMER \$1.50 TO 75c
Girls' SCHOOL DRESSES
All sizes, 7 to 14. Assorted styles in fast colorful prints and broadcloths, with pleats and trimmings. Go on sale at only 39c to... **39c**

Sale of 3,500 Yards
10c YARD GOODS
12-IN. SHELF OILCLOTH... **4c**
27-IN. CURTAIN SCRIM...
27-IN. FANCY GINGHAMS...
36-IN. BROWN MUSLIN...
Cut from full bolts.



Children's Strap and Oxfords
Former \$2 and \$1.50

All sizes, 5 1/2 to 11. 1 1/2 to 2-patents, black and tan kids and two tones
77c to 97c

Children's Sandals and Oxfords
Former \$1 Values

Patents, black and tan leathers, assorted styles. Broken sizes from 5 1/2 to 2. Pair only... **49c**



SENSATIONAL BARGAINS IN OUR
RUMMAGE BOOTH
Values Up to \$1.00
Children's dresses, children's union suits, boys' waists, infants' wear, women's blouses, underwear...
5c-10c-15c
Hundreds of useful items too numerous to mention. Some counter soiled. Second Floor

NEW FALL STYLES in Women's Novelty FOOTWEAR

NOT A Summer Clearance, But NEW ARRIVALS at a Price to Stagger Competition!

Former \$3 to \$5 Values
Savings are greater than ever before in this tremendous sale of high grade, guaranteed all-leather novelty shoes. Styles for every occasion in pumps, straps and oxfords. Arch support and growing girls' styles included.

\$1.47 to \$1.97

Boys' Sturdy OXFORDS
Former \$2.50 to \$2.00 Values
Black and tan dress oxfords. Sizes 1 1/2 to 7 and 2 1/2 to 6. **97c to \$1.47**

LEADER
CUT-PRICE DEPARTMENT STORE
WASH. and DELAWARE STS.

MEN! New Fall Oxfords

Former \$3 to \$4 Values

Men, why pay more? Leader's cash buying power saves you money. Black and tan leathers and composition soles. Assorted styles in all sizes, 6 to 11.

\$1.47 to \$1.97

Boys' Sturdy OXFORDS
Former \$2.50 to \$2.00 Values
Black and tan dress oxfords. Sizes 1 1/2 to 7 and 2 1/2 to 6. **97c to \$1.47**



Mothers, Attention, Children's
Wash Suits and Dresses
Sizes 2 to 6. Assorted styles. Play suits. Rompers included at only 19c to **9c**

300 Pairs former 75c to \$1 values
Boys' School Pants
Sizes 8 to 16. Fall tweeds and cashmeres in assorted colors and patterns. Go on sale at pair only... **50c**

1,200 Boys' former 69c to 39c
Shirts and Blouses
All sizes, 8 to 16. Plain and fancy broadcloths and prints. Collar attached. Go on sale at only 37c to... **19c**

Men Save at the Leader
MEN'S FELT HATS
Former \$3.00 to \$1.50 Values
All sizes, tan, black, brown and 'grey' shades. Assorted styles, go on sale at only \$1.48 and... **88c**

\$1 Plaid BLANKETS
Assorted colors. Large size, 60x76 in. While 300 last, go on sale at only... **49c**

Van Camp's Scott County and Home Style, Fresh
CANNED GOODS
RED BEANS... **4c**
SUGAR PEAS...
TOMATO SOUP...
PORK AND BEANS...
Other Items Not Listed on This Bargain Table—Second Floor

5,000 PIECES OF WHITE AND COLORED
CHINAWARE
Former 10c to 25c Values
Dinner Plates, Cereal Bowls, Cups and Saucers, Dessert Dishes, Soup Plates, Baby Dishes...
1c-3c-5c
The finest selection we ever offered at such low prices. Many items not listed. Main Floor

OPEN SATURDAY NIGHT TILL 9:30

OPEN SATURDAY NIGHT TILL 9:30