

# Manufacturers & Jobbers

# 100% OFF

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.

### 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.

### 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.

### 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-century millinery that you'll find interesting! 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



Saturday Morning Starting at 8:30 A. M. We Will Sell to the First 200 Women Entering Our Store

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 other 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, Peppermint Toothpaste, Hinda's Cream, Face Powders, Perfumes, Toilet Water, Face Creams, Compacts, Bath Salts, Talcum, Powders, Hundreds of Other Items Not Listed

1,500 WOMEN'S SMART  
\$1 WASH FROCKS

Switching styles suitable for the season in fast colors. All prints with fancy plackets and trimmings. All sizes, 16 to 46. Never such values at only 47c

3,000 PIECES WOMEN'S  
RAYON UNDIES

Former \$1 & 50c Val.

Bloomers, panties, stockings, reds, blues, pastels, etc. All sizes. Go on sale at only 15c to 15c

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 35c

Some garments sold in the lower priced group.

35c

FORMER 15c TO 30c VALUES  
HOSIERY BARGAINS

WOMEN'S RAYON HOSE... BOYS' RAYON HOSE... CHILDREN'S FULL LENGTH

Go on sale, pair only. 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  
\$11.95  
\$15.95

Shades of grey, brown, tan, green, blue and wine. Cloths of serges, worsteds and cashmeres. All sizes, 34 to 50, in stout, stumps, slims and regulars for men and young men.

Free Alterations!



### MEN'S PANTS

335 Pairs Men's Work Pants 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 \$1.69

Match your coats. All sizes. Wool tweeds, cashmeres and worsteds. Go on sale at only \$2.69 to...

Candy Kisses Handkerchiefs Fresh Salted Pretzels

POUND Men's, in red and blue colors. Irregulars.

7c 2c 10c Candy Dept.

2,000 Pairs 25c Men's FANCY RAYON HOSE 5c Pr.

Irregulars. Limit

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 only 37c to...

1,200 Boys' former 69c to 39c Shirts and Blouses All sizes, 6 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

4c

Van Camp's Scott County and Home Style, Fresh CANNED GOODS

RED BEANS SUGAR PEAS TOMATO SOUP PORK AND BEANS

4c

Other Items Not Listed on This Bargain Table—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  
romantic 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.

Brown Kids, Patents, Reptile Trims  
and Combinations

97c  
to  
\$1.97

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—  
Hundreds of useful items too numerous to mention.  
Some counter sold.

Second Floor

**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 11 1/2 to 2 1/2 to 6.  
97c  
to \$1.47

1,200 Boys' former 69c to 39c  
Shirts and Blouses

All sizes, 6 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

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