

Tomorrow—Saturday Is the 2d Big Bargain Event of

Look for
**PINK LEADER
DAY SIGNS**
All Over
the Store!

Thousands of Women Know This
LEADER DAY CODE

1. There will be a special sale promotion each month under the heading "LEADER DAYS".
2. The prices quoted must be the lowest of the month.
3. All merchandise must be fresh, new and timely. In other words, the merchandise that people want most at that particular time.
4. Positively no undesirable goods are to be included.
5. Small lots are acceptable, providing they offer sufficient quantity to meet the demand.
6. All Leader Days merchandise will carry a special "Leader Days" sign.
7. In addition to items advertised for Leader Days, departments may also place unadvertised items on sale under the LEADER DAY sign, provided this merchandise is to be sold in the same manner as advertised items.
8. All merchandise remaining from Leader Days sales shall be either marked up to its regular price or taken off sale.

Sorry. No Mail or Phone Orders on Leader Day Specials.

OVER 300 SAVINGS!

ONLY A FEW ON THIS PAGE—SHOP EVERY DEPARTMENT!

LEADER DAYS

The Last "LEADER DAY" Before Easter—and Your Last Opportunity to Buy Easter Fashions at **LOWEST PRICES** of the Month!

Thousands of "Thrifty Shoppers" who attended our first "LEADER DAYS" last month, "acclaim" it as the two outstanding Bargain Days in Indianapolis! They know... because they were here and purchased! If you've never been to one, then by all means start at once and see how much you really can save! Scores and scores of money-saving specials in every department.

The invariable rule for LEADER DAYS is that every item printed and every group of merchandise shown under the LEADER DAY SIGNS, must be marked at a REAL SAVING! The LEADER DAY SPECIALS described on this page are BRAND NEW for spring and Easter! Look for unadvertised LEADER DAY SPECIALS under the PINK SIGNS in the store!

Store Open
Saturday to
9
P. M.

Lowest Prices of the Entire Month!

**Men's All-Leather
POLICE SHOES**
\$2.65

LEADER DAY ONLY!
Made to stand hard wear; all first quality leather. Built-in arch brace. 6 to 12.
Leader's Main Floor.

**WOMEN'S NEW
SPRING SHOES**
\$1.88

LEADER DAY ONLY!
Smart street and dress shoes in new spring tones; also patent leathers. Variety of styles in high and Cuban heels. Sizes 3 to 8.
Leader's Main Floor.

**Men's Goodyear Welt
DRESS OXFORDS**
\$1.88

LEADER DAY ONLY!
All new styles; narrow, medium and pointed heels. Black or brown. Sizes 6 to 11.
Leader's Main Floor.

**"Treasure Island"
Children's SHOES**
\$1.67

LEADER DAY ONLY!
New patents and white in T-strap, white and gun metal in oxford. Leather soles and rubber heels. 8½ to 12.
Leader's Main Floor.

**Brand New Spring
Coats and Suits**
\$10 EA.

Specially Priced for Leader Day!

THE SUITS — Swagger, Mannish Tailored and Fitted models. Gray, Navy, Brown and Combinations. 14 to 20, 38 to 44.
Leader's Second Floor.

THE COATS — Swagger, Chesterfields, Strollers, and Fitted Belted models. Also plain backs! Plaids, checks, monochromes and fleeces. Sizes 14 to 20 and 38 to 44.
Leader's Second Floor.

**LEADER
HEALTH SOAP**
6 for 15c

LEADER DAY ONLY!
Regular 3½-ounce bar. Carbolyzed health soap. Regular price after Leader Day.
Leader's Main Floor.

**NEW SPRING
NOVELTY JEWELRY**
25c

LEADER DAY ONLY!
While 1000 pieces last! Necklaces, clips, bracelets, pins, earrings, etc.
Leader's Main Floor.

**Girls' New
Spring Coats**
\$5.77

LEADER DAY ONLY!
Smart new Spring styles tailored of new plaids; checks and plain fabrics. Swagger and fitted styles; some with purses and hats to match. Sizes 3 to 14.
Leader's Second Floor.

A Leader Day "Give-Away!"
1,000 Pr. Boys' and Girls' OXFORDS
68c

LEADER DAY ONLY!
Reg. \$1 value! Sturdy oxfords for growing feet in black leather, patent leather, tan and 2-tone combinations. Sizes 5½ to 8 and 8½ to 12.
Leader's Main Floor.

WOMEN'S & MISSES' SPRING DRESSES
\$3.76

LEADER DAY ONLY!
Checks! Dots! Florals! Pastels and plain colors! Shirtaist and jacket styles. Sizes 14 to 20 and 38 to 44.
Leader's Second Floor.

Women's & Misses' SPRING BLOUSES
\$1.89

LEADER DAY ONLY!
Smartly styled blouses of silk and crepe with long and short sleeves. Paisley, floral and plain colors. 20 to 40.
Leader's Second Floor.

**CHIC, New
Spring HATS**
88c

LEADER DAY ONLY!
You'll be amazed at the values offered by our new Millinery Department. Every hat new! Your choice of headlines, straw cloths, felts and shiny straws in the new Homburgs, Bretons and Sailors. New spring colors.
Leader's Second Floor.

**GIRLS' NEW
SILK FROCKS**
\$2.77

LEADER DAY ONLY!
Chic new spring styles made of prints, crepes and plain colors. Pleated and princess styles. Whites included. Sizes 7 to 16.
Leader's Second Floor.

**GIRLS' NEW
WASH DRESSES**
87c

LEADER DAY ONLY!
Checks, striped, printed and plain colors. Guaranteed fast colors. 7 to 16½ years.
Leader's Second Floor.

**MEN'S FANCY
SOCKS**
6c Pr. for 35c

LEADER DAY ONLY!
Men! If you think you've seen values before... then see these socks. All sizes to 12. Full sized.
Leader's Main Floor.

**MEN'S 25c & 35c
SOX & ANKLETS**
16c Pr. 7 Pr. \$1.00

LEADER DAY ONLY!
First quality! Ankle socks and heels. High spliced heels and double soles. Many with latex tops.
Leader's Main Floor.

**MEN'S SPRING
FELT HATS**
\$1.85

LEADER DAY ONLY!
Becoming new styles for men and young men; all new colors; nicely lined. Sizes 6½ to 7½.
Leader's Main Floor.

**Men's Hand-Made
SPRING TIES**
3 for \$1.00

LEADER DAY ONLY!
New spring pastels, plaids, checks, stripes and prep designs in all colors. All hand-made and neatly finished.
Leader's Main Floor.

A Leader Day Special!
**Full-Fashioned
SILK HOSE**
43c 3 Pr. \$1.25

Chiffon and Service Weight
NEW SPRING COLORS!
ALL SIZES!

Classed "Subs"—69c to 89c if first quality! There's only 500 pair in this lot, so our advice is to get here early!
Leader's Main Floor.

**BOYS' BROADCLOTH
DRESS SHIRTS**
44c

LEADER DAY ONLY!
Guaranteed fast color broadcloth in plain and fancy patterns. Sizes 8 to 14½.
Leader's Second Floor.

**Boys' Full-Length
RAINCOATS**
\$1.00

LEADER DAY ONLY!
Extra well made raincoats with raglan sleeves and double seams for durability. Sizes 6 to 16.
Leader's Second Floor.

**Boys' 6 to 16 Years
WASH KNICKERS**
51c

LEADER DAY ONLY!
Made of dark gray and brown wash fabrics with knit grip bottoms. Full cut. Well made.
Leader's Second Floor.

**Boys' "Honor-Bright"
PLAY SUITS**
49c

LEADER DAY ONLY!
Well made, full cut. Sizes 3 to 8. Hickory stripes and blue, brown and gray covert cloth. Double stitched.
Leader's Second Floor.

**3 Outstanding Values in
SLIPS**
55c

All Guaranteed RIP-PROOF!

- 1—"Seamstrong Taffeta"
- 2—"Non-Cling-Magnolia"
- 3—"Loomcraft" Fruit-of-Loom!

More than 10 different constructions; BUILT-UPS! BODICE! V-TOPS! LACES! EMBROIDERED! TAILORED! Sizes 34 to 44.
Leader's Main Floor.

**Men's NON-WILT
Broadcloth SHIRTS**
59c

LEADER DAY ONLY!
Regular 89c-grade. All with NON-WILT collars. Splendid choice of patterns. In blue, tan, grey and green. Sizes 14 to 17.
Leader's Main Floor.

**LADIES' NEW
SPRING NECKWEAR**
22c

LEADER DAY ONLY!
Many worth 39c and more! All the newest spring styles that will flatter your new ensemble.
Leader's Main Floor.

**Women's Pure Silk
CHIFFON HOSE**
22c

LEADER DAY ONLY!
A practical every-day hose of durable quality, and sheer to your liking. Irreg. of 39c value! 13 different colors. Sizes to 10½.
Leader's Main Floor.

**Women's Rubber
Reducing Garments**
\$1.00

LEADER DAY ONLY!
14 and 16-inch steps with side laces. Sizes 27 to 36. A regular \$1.50 value!
Leader's Main Floor.

**NEW SPRING
HANDBAGS**
52c

LEADER DAY ONLY!
Slight irreg. of \$1.00 value! Popular styles and predominating spring colors. Buy them to match your spring outfit!
Leader's Main Floor.

**Boys' 3 and 4-Pc.
Spring Suits**
\$5.44

LEADER DAY ONLY!
WITH 1 LONGIE and 1 KNICKER

A wonderful "buy." Mothers! They're well made, full lined and pinch-back coat styles. Single and double breasted models. Brown and gray check mixtures. Also 2-KNICKER SUITS in the lot! Sizes 6 to 15.
Leader's Second Floor.

**CLARK'S O. N. T.
BOUCLE THREAD**
16c

LEADER DAY ONLY!
100-yd. ball of 7-thread rayon. Pastel shades.
Leader's Main Floor.

**CLARK'S
O. N. T. THREAD**
3 for 11c

LEADER DAY ONLY!
No. 40, 50 and 60 in black and white. Limit.
Leader's Main Floor.

**KNITTING YARN
1½-OZ. SKEINS**
21c

LEADER DAY ONLY!
Fine grade of knitting yarn that usually sells for more. Choice of more than 12 colors.
Leader's Main Floor.

RUBBER APRONS
21c

LEADER DAY ONLY!
Good quality rubber aprons in plain colors and printed designs.
Leader's Main Floor.

**MEN'S SHORTS
AND SHIRTS**
18c Ea. 3 for 50c

LEADER DAY ONLY!
Shorts made of vat-dyed cloths. Plain and printed patterns; all sizes. Shirts of combed cloth; full cut.
Leader's Main Floor.

**"Oshkosh" Overalls
Nationally Advertised**
\$1.44

LEADER DAY ONLY!
Made of 8-oz. blue denim; pre-shrunk; high backs; bar-backed. Sizes 34 to 42. Union made.
Leader's Main Floor.

**MEN'S WHITE
HANDKERCHIEFS**
4 for 10c

LEADER DAY ONLY!
Full size handkerchiefs, made of soft white cotton. Good names. (Limit).
Leader's Main Floor.

**Men's "Big-Yank"
WORK SHIRTS**
52c

LEADER DAY ONLY!
Full cut work shirts with double vented back, triple stitched; coat style with patented cigarette pocket. Sizes 34½ to 44.
Leader's Main Floor.

**Men's "Pontiac" Athletic
Button-Shoulder
Union Suits**
55c 2 for \$1.00

LEADER DAY ONLY!

Made of fine combed yarn; a quality comparing with actual \$1.00 retailers. Sizes 36 to 52.
Leader's Main Floor.

**GROCERY
SPECIALS**

COFFEE, fresh 9c
roasted, pound
PICKLES, Dill, 9c
dozen
COOKIES, fresh 9c
baked, pound
GAIFFE Toilet 31c
tissue 32c
Butter, 23c
32-oz. jar
Sugar, pure cane, 48c
10-pound bag

No Mail or Phone Orders on Leader Day Specials
Leader's Basement

**FIRST QUALITY
ENAMELWARE**
19c-39c

LEADER DAY ONLY!
First quality "Black Diamond" brand. Priced higher after Leader Days.
Leader's Basement.

**25c 6-FOOT
Electric IRON CORD**
15c

LEADER DAY ONLY!
Approved rayon and cotton cord with patented pull plug to prevent burnt fingers. Bakelite plug.
Leader's Basement.

**LEADER DAY SAVINGS ON
Curtains**
53c Pr.

New Spring Patterns!

2½ yd. tailored; 2½ yd. ruffled; 2½ yd. Cottage Sets!

Flock dots; figured dots; candlewicks, etc. on marquisettes, nets and other materials. ALL COLORS!
Leader's Basement

MEN! Here's a Leader Day Smash!
**WORK and
DRESS PANTS**
\$1.37

LEADER DAY ONLY!

What a value, men! They're well made of fine quality moleskins; trojans, whipcords and novelty patterns. Sizes 29 to 44.
Leader's Main Floor.

**SEAMLESS
BED SHEETS**
66c

LEADER DAY ONLY!
3 sizes, 81x99, 72x90, 63x90, with wide hems. Bleached and closely woven.
Leader's Basement.

**36-IN. BLEACHED
MUSLIN**
7c Yd.

LEADER DAY ONLY!
Closely woven, snow white quality. Fine for sheets, pillow cases, quilting, etc.
Leader's Basement.

**Stevens All Linen
TOWELING**
11c Yd.

LEADER DAY ONLY!
Bleached and unbleached with colored borders. Short lengths from 1 to 3 yards.
Leader's Basement.

**TABLE CLOTHS
All Fast Colors**
47c

LEADER DAY ONLY!
Crashes, linens and novelty cloths, etc. 48x48, 51x51 and 52x70. Reg. 69c value!
Leader's Basement.

LEADER DAY PURCHASE!
**New Spring Dress
PRINTS**
9c Yard

LEADER DAY ONLY!

All guaranteed fast to washing; cut from FULL BOLTS (No Remnants). Attractive Spring patterns and colors. Also plaids.
Leader's Basement.

**HEAVY QUALITY
Cotton PLAID RUGS**
34c

LEADER DAY ONLY!
Heavy quality; bright plaid colors. Guaranteed fast colors and reversible.
Leader's Basement.

**7-Pc. WATER SETS
ALL 1ST QUALITY**
29c Set

LEADER DAY ONLY!
Set of 6 9-oz. tumblers and 1 pitcher in green or rose.
Leader's Basement.

**7x36 WASHABLE
WINDOW SHADES**
33c

LEADER DAY ONLY!
Heavy quality oil cloth shades. All perfect. Green and tan.
Leader's Basement.

**36-INCH
RAYON DAMASK**
29c Yd.

LEADER DAY ONLY!
New spring colors, rose, red, rust, blue, green, gold, eggshell, mulberry, etc.
Leader's Basement.