

Tomorrow—Saturday Is the 2d Big Bargain Event of

Look for
PINK LEADER
DAY SIGNS
All Over
the Store!

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

OVER 300
SAVINGS!

ONLY A FEW
ON THIS PAGE—
SHOP EVERY
DEPARTMENT!

LEADER DAY CODE

- Thousands of Women Know This
- There will be a special sales promotion each month under the heading "LEADER DAYS."
- The prices quoted must be the lowest of the month.
- All merchandise must be fresh, new and timely. In other words, the merchandise time, people other than those who particular
- included.
- No undesirable goods are to be offered.
- All lots are acceptable, providing they offer sufficient quantity to meet the demand.
- All Leader Days merchandise will carry a special "Leader Days" sign.
- In addition to items advertised for Leader Days, departments on sale under the Leader Days sign, but the merchandise office is to be submitted in the same manner as advertised for all items.
- All merchandise remaining from Leader Days shall be either marked up to its regular price or taken off sale.
- All merchandise shall be either marked up to its regular price or taken off sale.



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 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	WOMEN'S NEW SPRING SHOES \$1.88
LEADER DAY ONLY! Made to stand hard wear; all first quality leather. Built-in arch braces. 6 to 12. Leader's Main Floor.	LEADER DAY ONLY! Smart street and dress shoes in new spring tones; also patent leathers. Various styles in high and Cuban heels. Sizes 3 to 8. Leader's Main Floor.
Men's Goodyear Welt DRESS OXFORDS \$1.88	"Treasure Island" Children's SHOES \$1.67
LEADER DAY ONLY! All new styles; narrow, medium and pointed heels. Black or brown. Sizes 6 to 11. Leader's Main Floor.	LEADER DAY ONLY! New patients and white in T- shape. Made of good metal in oxfords. Leather soles and rub- ber heels. 8½ to 2. Leader's Main 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 com- binations. Sizes 5½ to 8 and 8½ to 2. Leader's Main Floor.	LEADER DAY ONLY! Reg. \$1 value! Sturdy oxfords for growing feet in black leather, patent leather; tan and 2-tone com- binations. Sizes 5½ to 8 and 8½ to 2. Leader's Main Floor.

MEN'S FANCY SOCKS 6c Pr. for 35c	MEN'S 25c & 35c SOX & ANKLETS 16c Pr. 7 Pr. \$1.00
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.	LEADER DAY ONLY! First quality: mercerized toes and heels. High quality and double soles. Many with latex tops. Leader's Main Floor.
MEN'S SPRING FELT HATS 1.85	Men's Hand-Made SPRING TIES 3 for \$1.00

Men's NON-WILT Broadcloth SHIRTS 59c	
LEADER DAY ONLY! Regular 89c grade. All with NON- WILT collars. Splendid choice of pat- terns. In blue, tan, grey and green. Sizes 14 to 17. Leader's Main Floor.	LEADER DAY ONLY! Regular 89c grade. All with NON- WILT collars. Splendid choice of pat- terns. In blue, tan, grey and green. Sizes 14 to 17. Leader's Main Floor.

MEN'S SHORTS AND SHIRTS 18c Ea. 3 for 50c	"Oshkosh" Overalls Nationally Advertised \$1.44
LEADER DAY ONLY! Shorts made of vat-dyed cloths. Plain or striped. All sizes. Shirts of combed cloth; full cut. Leader's Main Floor.	LEADER DAY ONLY! Made of 8-oz. blue denim; pre- shrunken; high backs back-tacked. sizes 32 to 42. Union made. Leader's Main Floor.
MEN'S WHITE HANDKERCHIEFS 4 for 10c	Men's "Big-Yank" WORK SHIRTS 52c

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

Brand New Spring Coats and Suits \$10 EA.	
Specially Priced for Leader Day!	THE SUITS — Swagger, Mannish Tailored and Flitted models. Gray, Navy, Brown and Combi- nations. 14 to 20, 38 to 42. Leader's Second Floor.

WOMEN'S & MISSES' SPRING DRESSES \$3.76	WOMEN'S & MISSES' SPRING BLOUSES \$1.89
LEADER DAY ONLY! Checks! Dots! Pastels and plain colors! Shirtwaist and jacket styles. Sizes 14 to 20 and 38 to 44. Leader's Second Floor.	LEADER DAY ONLY! Smartly styled blouses of silk and crepe with long and short sleeves. Prices to 40. Leader's Second Floor.
Women's & Misses' SPRING SWEATERS 73c	Women's & Misses' ALL-WOOL SKIRTS \$1.89

A Leader Day Special! Full-Fashioned SILK HOSE 43c 3 Pr. \$1.25	
LEADER DAY ONLY! Chiffon and Service Weight 3 Pr. \$1.25	NEW SPRING COLORS! ALL SIZES!

LADIES' NEW SPRING NECKWEAR 22c	Women's Pure Silk CHIFFON HOSE 22c
LEADER DAY ONLY! Many with 36c and more! All the newest styles that will flat- ten your new ensemble. Leader's Main Floor.	LEADER DAY ONLY! A practical everyday hose of dur- able quality, and sheer to your lik- ing. Prices of 39c values! 13 differ- ent colors! Leader's Main Floor.
Women's Rubber Reducing Garments \$1.00	NEW SPRING HANDBAGS 52c

Men's "Pontiac" Athletic Button-Shoulder Union Suits 55c 2 for \$1.00	
LEADER DAY ONLY! Made of fine combed yarn; a quality com- paring with actual \$1.00 retailers. Sizes 36 to 52. Leader's Main Floor.	LEADER DAY ONLY! WITH I LONGIE and I KNICKER A wonderful "buy", Mothers! They're well made, like "line" and "hush-hush" 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.

SEAMLESS BED SHEETS 66c	36-IN. BLEACHED MUSLIN 7c Yd.
LEADER DAY ONLY! 3 sizes, 81x99, 72x90, 63x90, with wide hem. Bleached and closely woven. Leader's Basement.	LEADER DAY ONLY! Closely woven, snow white quality. For sheets, pillow cases, quilting, etc. Leader's Basement.
Stevens All Linen TOWELING 11c Yd.	TABLE CLOTHS All Fast Colors 47c

LEADER HEALTH SOAP 6 for 15c	NEW SPRING NOVELTY JEWELRY 25c
LEADER DAY ONLY! Regular 3½-ounce bar. Carbolated health soap. Regular price after Leader Day. Leader's Main Floor.	LEADER DAY ONLY! While 1000 pieces last! Necklaces, clips, bracelets, pins, earrings, etc. Leader's Main Floor.

50c Dr. West Toothbrush Large Size Dr. West TOOTHPASTE BOTH FOR 45c	Fresh, Wholesome ORANGE SLICES 7c Lb.
LEADER DAY ONLY! Choice of hard or medium bristle brush. Leader's Main Floor.	LEADER DAY ONLY! Pure, wholesome candy—orange flavored. Leader's Main Floor.

BOYS' BROADCLOTH DRESS SHIRTS 44c	Boys' Full-Length RAINFOATS \$1.00
LEADER DAY ONLY! Guaranteed fast color broadcloth in plain and fancy patterns. Sizes 8 to 14½. Leader's Second Floor.	LEADER DAY ONLY! Extra well made raincoats with sleeves and double seams for durability. Sizes 6 to 16. Leader's Second Floor.

Boys' 6 to 16 Years WASH KNICKERS 51c	Boys' "Honor-Bright" PLAY SUITS 49c
LEADER DAY ONLY! Made of dark gray and brown washable with anti-slip bottom. Full cut. Well made. Leader's Second Floor.	LEADER DAY ONLY! Well made, full cut. Sizes 3 to 8. Hickory stripes, blue, brown and gray cover cloth. Double stitched. Leader's Second Floor.

GROCERY SPECIALS	
COFFEE, fresh roasted, pound	9c
PICKLES, Dill, dozen	9c
COOKIES, fresh baked, pound	9c
GAUZE Toilet towel	3½c
Peanut Butter, 32-oz. jar	23c