

DUTCH -- AUCTION SALE

OF WOMENS AND MISSES

Winter Suits, Coats, Dresses, Skirts.

DUTCH AUCTION
SALE STARTS

Wednesday Morning,
Feb. 11, at 9 a. m.

Please Remember

That we are not including all of our Coats, Suits, Dresses in this sale. The Dutch Auction only includes such garments which in our judgement SHOULD NOT be carried over into next season.

In Group No 1 you'll find some Garments that were sold up to \$25.00. In Group No 2 you'll find some Garments that were priced at \$45.00 in the season. In Group No 3 you'll find some Garments that were priced at \$65.00 or more.

Come Early and look them over.

Don't Wait, the best will
go first Days.



DUTCH ACTION
SALE STARTS

Wednesday Morning,
Feb. 11, at 9 a. m.

**Some Curious Thing
Have Happened**

During our January Get the money for Pizer Sale one of the most impressive things was demonstrated very clearly is the fact that the Great Mass of People do not want low priced goods. Had this been other wise, there would have been no necessity for the Dutch Auction Sale of Coats, Suits, and Dresses advertised on this page, which offers a most excellent opportunity to the woman who values a garment more for the bodily comfort in it than for a thing of style only. Low prices as well as high prices are included in Dutch Sale.

We are not in the Business of
Profiteering.

Here is the way the Prices Will Run

GROUP NO. 1.	THE PRICE GOES DOWN A DOLLAR EVERY DAY.	GROUP NO. 2.	THE PRICE GOES DOWN A DOLLAR EVERY DAY.	GROUP NO. 3.
Wednesday, Feb. 11th, choice \$10		Wednesday, Feb. 11th, choice \$20		Wednesday, Feb. 11th, choice \$30
Thursday, Feb. 12th, choice \$9		Thursday, Feb. 12th, choice \$19		Thursday, Feb. 12th, choice \$29
Friday, Feb. 13th, choice \$8		Friday, Feb. 13th, choice \$18		Friday, Feb. 13th, choice \$28
Saturday, Feb. 14th, choice \$7		Saturday, Feb. 14th, choice \$17		Saturday, Feb. 14th, choice \$27
Monday, Feb. 16th, choice \$6		Monday, Feb. 16th, choice \$16		Monday, Feb. 16th, choice \$26
Tuesday, Feb. 17th, choice \$5		Tuesday, Feb. 17th, choice \$15		Tuesday, Feb. 17th, choice \$25
Wednesday, Feb. 18th, choice \$4		Wednesday, Feb. 18th, choice \$14		Wednesday, Feb. 18th, choice \$24
Thursday, Feb. 19th, choice \$3		Thursday, Feb. 19th, choice \$13		Thursday, Feb. 19th, choice \$23
Friday, Feb. 20th, choice \$2		Friday, Feb. 20th, choice \$12		Friday, Feb. 20th, choice \$22
Saturday, Feb. 21st, choice \$1		Saturday, Feb. 21st, choice \$11		Saturday, Feb. 21st, choice \$21

We are Public-spirited enough to want to help solve the present problem by sincere co-operation with the Government in every good and worth while way.

We are co-operating with the work of the committee of seventeen established by the United States Government to hold Prices Down.

We feel it our Duty, as merchants are a legitimate, Honorable factor in the long established time-tested economic plan; That we must supply the things the public wants.

This Dutch Auction Sale of Coats, Suits, Dresses and Skirts will provide the greatest opportunity of the season for a woman who wants quality style and a good Garment at a very low price. You know the idea of a Dutch Auction Sale, the Price Decreases a Dollar Each Day a Garment remains in the store during the Auction. The starting price is so low however that you will be disappointed if you wait. The most desirable will go in a hurry. Your opportunity is here—Come see for yourself.

Other Garments

Not included in Group's one two and three will be sold at one-fifth, one-third and one-half off the Regular Price.

The Leader Mercantile Co
INCORPORATED
WE FIT THEM ALL - MEN, WOMEN & CHILDREN
DRY GOODS - WOMEN'S READY TO WEAR - CLOTHING - SHOES
ONE PRICE TO EVERYBODY J. E. NELSON, MANAGER

We Do Not

Speculate in Merchandise. We can get quicker action in Wall street. Holding Merchandise increases our Problem and Causes Higher Prices.