

BUYERS' STRIKE

THE BUYERS' TUNE

The Greatest January Sale
DAY MORNING, JAN. 8, AT 10:30



People
 Know

TO OUR PATRONS
 The Buyers have spoken—the Merchants have spoken—the Manufacturers have spoken.
 It was plain that prices had to come down, and so every factor in production rushed to meet the new state of mind.
 While there was this instability and uncertainty this Store—waited—refused to buy—until the prices had reached their lowest point and settled, and market tendencies have become defined.
 At this time we bought goods at our own prices—prices so low that we did not believe it possible for the manufacturers to let loose of their Merchandise at the offers we made them.
 Cotton Goods—We believe priced the lowest right now until another crop is raised.



Waivers and Coffee Served to attend Sale from 10 a. m. to 5 p. m. MUSIC	GREENCLOTH Un-bleached 7e Yard	CALICO Simpson's Quality 7e Yard	Standard Apron GINGHAM 19e Yard	LONG CLOTH Good Snow White 19e Yard
LOW APRONS like they last 69e e paid \$1.25.	TICKING 8 ounce Feather proof 27e Yard	TOWELING 16 inch Bleached 12 1/2e Yard	RIBBONS All Silk 5 to 6 ins. wide 39e Yard	SILKOLINE Good Patterns 15e Yard

REMNANTS



Wool Goods Prices Back Down to Earth Again

The slashing of prices to less than production cost, consequent upon the race of the retailers to liquidate their stocks, which began some time back, is spreading across the country.
 Here this month the public will be offered bargains which, when selling price is compared with the actual cost, may not be possible again in years.



Dress Goods
GEORGETTE CREPE \$1.89
 40 Inches
CREPE-DE-CHENE \$1.69
 40-inches wide
 Extra quality fine silk yarns. Good weight.
 You've been paying \$3.00 to \$3.50 yard.

CHARMEUSE 40-inch Goods All colors, best quality \$3.45 You've been paying—\$6.00 to \$6.50	SERGES 36 INCHES WIDE French Serge Leading colors \$1.89 You've been paying—\$3.50 to \$4.00	MESSALINES 36 INCHES WIDE Heavy Silk Black, colors \$1.75 You've been paying—\$3.50	SERGES ENGLISH Part wool, fast colors 65c You've been paying—\$1.35 a Yard
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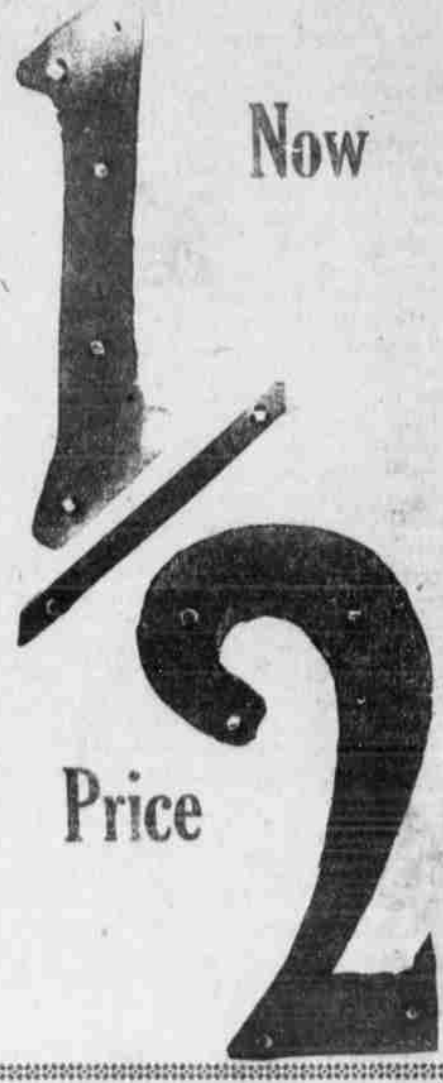
CLOTHING

BUY NOW a High Grade SUIT OR OVERCOAT at ONE-HALF PRICE. It's a GOLDEN OPPORTUNITY, and there is a worth while saving.

ALL GO AT HALF

\$35.00 Grade Overcoat or Suit	\$17.50
\$45.00 Grade Overcoat or Suit	\$22.50
\$65.00 Grade Overcoat or Suit	\$32.50

AND SO ON THROUGH THE LINE



Suits and Overcoats Rightly Tailored
 NATIONS BEST MAKERS

Shoes for the Family

INFANTS ON SALE 45c 75c 98c	CHILDREN'S ON SALE \$1.95 \$2.45 \$2.95	MISSES ON SALE \$2.95 \$3.45 \$3.95 Peters Brand
BOYS ON SALE DRESS SHOES \$3.45 \$3.95 \$4.45 Peters Brand	MEN'S ON SALE DRESS SHOES \$4.45 \$4.90 \$5.95	WOMEN'S ON SALE DRESS SHOES \$4.90 \$5.85 \$6.15 Peters Brand



Children's Hosiery
 19 Cents per Pair

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