

DOLLAR DAYS SPECIAL

3—BIG BARGAIN DAYS—3

Beginning Thursday Morning, December 12 and Continuing Until Saturday Night, December 14.

Every line of business in Baxter Springs is offering a great trade treat for the last three days of this week, Thursday, Friday and Saturday. Every line of business in Baxter Springs is making it worth while to come several miles on these days to take advantage of hundreds of bargains that will be offered to the trade. Seventy-four out of 80 stores in Baxter Springs are offering the trade a list of bargains for \$1. This includes department stores, clothing stores, drug stores, groceries, meat shops, music stores, theatres, barber shops, photograph galleries, electrical supply companies, automobile accessory stores, cafes, hotels, garages, gasoline stations, lumber companies, plumbers, mill and elevator companies, and other lines of business too numerous to mention for the space we have.

Baxter Springs is co-operating as one business on this great co-operative sale—every line of business and every article of merchandise listed in the Baxter retail catalogue, can be purchased cheaper than it can any place else in the country on these three days. Every store has a number of leaders listed in this edition which can be bought at \$1. In some cases the leader represents one item upon which the price has been cut for the occasion. In others the dollar's worth is several items bunched together and sold for \$1.

THE REASON WHY

Why is this being done? It is being done to establish a closer business relationship between yourself and the merchants of Baxter Springs. It is going to cost the town some money to put on this great all-town sale, but the merchants believe that if they give you bargains on staple merchandise of every kind—make you at home when you come and show you a material saving on all of your purchases you will come again.

Baxter merchants want to be just as frank with you—The Trade—as they are with each other. They think there is a great deal of trade that Baxter Springs should have that we are not getting. They want this trade and to get it are willing to make trade sacrifices to make trade acquaintance. This three days sale staged by the entire town is a demonstration—that they want a chance to prove to you that Baxter Springs can and will undersell any other town in this district. All money that, following the usual custom, would have been spent in celebration of some nature has been turned right on to the counters in bargains for the trade for the fellows realize that the bigger bargains they can give you the more likely you are to return and make Baxter Springs your trading point.

Everything in stock will not be sold below cost by the merchants, but a great number of dollar leaders will be sold by each store at or below the cost price. You can buy any thing from a pound of beans to a diamond ring at striking bargains on the trades days.

This sale is not a profit sharing sale, a stock unloading sale, or a sale of any of the ordinary character of sales. It is a trade treat. The fellows have pledged each other that their bargains will be genuine on those three days. The merchants are not trying to move slow sellers, but have made special inducements of the articles of stock that are most in demand.

This is the second of the two largest newspapers that were ever published in Baxter Springs, which are sent out to the district to advertise the big Dollar Days. Even the space in these issues has not been nearly adequate to advertise all the bargains that will be offered. The merchants have contented themselves with the mention of only a few of their leaders for \$1 and will point out hundreds of others to the trade when in their stores.

MAKE UP YOUR LIST

Take this paper, or if you have the first big Dollar Days Special, take either and read the advertisements carefully. Take a lead pencil and a piece of paper and make out a list from the ads of the things that you are going to need, about the house, the table clothes—just any thing that you need, and you'll find that you will have made a splendid days wages if you buy but a small amount of merchandise.

We had at first intended running a list of the bargains and the prices that will be offered; but this proved too big a job. The merchants of Baxter Springs are not going to disappoint you on the Dollar Days. On the other hand we believe that you will be surprised to see just how far they have "gone the limit" to make it profitable for you to do some trading in Baxter Springs Thursday, Friday and Saturday of this week.

MAKING A BID FOR BUSINESS

The merchants of Baxter Springs want it understood that the big drawing card of the entire program is the prices that will be offered. They want to make it well worth while to come here for purely business reasons; but you will find that they will go out of their way to make it pleasant to do your Christmas shopping here. There is no camouflage about this all-town sale. It is a co-operative bid for future business.

THEY ALL OFFER BARGAINS

Even the Elite theatre, which business might be considered outside the regular retail line of business, has three special programs for the three days at special prices for feature bills. The cafes are making some wonderful meal rates for the Dollar Days so don't bring your dinners with you. Auto filling stations are making bargains. Even the barber shops are making inducements. The groceries have outdone themselves in making bargains. Look over the advertisements and see some of the bargains the groceries are making. The department and clothing stores have dipped away down in the price to make special offers for the Dollar Days. If you don't attend this sale you will be throwing away some real hard cash, because a \$5 bill will buy \$10 worth on those days.

It will be noticed that the meat shops are making special offers that must attract the consideration of everybody. The hardware stores are offering some very nice little inducements. It will be noticed that the lumber yards are also making inducements. Two of the three furniture stores in town will offer you special trade inducements on the Dollar Days—Kettler-Hooper and Porter Clark.

Many other lines of business are co-operating to give the trade a treat on the Dollar Days. Some member of each family should spend one of the days shopping in Baxter Springs.

