



Help the Clerk. Shop Early in the Day.

# Where to Shop for Christmas

Help the Delivery Man. Shop Early in the Day.

Only 7 Shopping Days Left. Many of the Most Desirable Gifts Have No Duplicates

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| <p><b>Hosiery.</b></p>  <p><b>SILK HOSE</b><br/>For Men or Women<br/>Put up in Xmas gift boxes, pair<br/><b>80c 95c \$1.25</b></p> <p><b>Bath Robes</b><br/>For Men, Women and Children, in the very nicest materials and designs.<br/>Children's Robes <b>\$1.95 &amp; UP</b><br/>Women's Robes <b>\$2.45 &amp; UP</b><br/>Men's Robes <b>\$3.35 &amp; UP</b></p> | <p><b>Gloves</b></p>  <p><b>FOR MEN AND WOMEN</b><br/>Always Please<br/>All Moderately Priced, Kid Gloves and up... <b>\$1.25 \$1.50</b><br/>Knit Gloves <b>25c 35c 50c</b></p> <p><b>Skating Sets</b><br/>Positively the best lines in the city.<br/>1 Lot Separate Scarfs Values up to \$1.00 <b>75c</b><br/>1 Lot Cap and Scarf For Boys and Girls... <b>65c</b><br/>1 Lot Cap and Scarf Worth \$1.50... <b>95c</b><br/>Other lots at Money-Saving Prices.</p> | <p><b>Ties.</b></p>  <p><b>IS HE PARTICULAR?</b><br/>If so he would appreciate the superb qualities and handsome patterns that are a feature in our Great Christmas Display of <b>MEN'S AND BOYS' NECKWEAR.</b><br/>Hundreds of Ties to select from at prices to suit<br/><b>25 35c 50c 65c</b></p> <p><b>Shirts</b><br/>Make the present that's much appreciated. For our Holiday business we have received a new supply, all at special prices. You must see the new line; in men's sizes 14 to 18½ usually sold everywhere at \$1.50, and \$1.75, on sale here at <b>\$1.25</b></p> | <p><b>Waists.</b></p>  <p>New Lot of Plaid Silk Waists, on sale at Real \$7.50 Values <b>\$5.85</b></p> <p><b>Collars</b><br/>In all the newest shapes. New Broadcloth Collars<br/><b>\$1.35 \$1.45 \$1.65</b><br/>Georgette Crepe Collars, particularly suitable for gifts<br/><b>45c 65c 75c</b><br/>Paisley designs<br/><b>95c \$1.25 \$1.45</b></p> | <p><b>Handkerchiefs</b></p>  <p>Certainly make much appreciated gifts. We have them put up in Xmas boxes, some one in a box, others three, six or a dozen in a box.<br/>Handkerchiefs 3 in box <b>10c</b><br/>Handkerchiefs 3 in box <b>25c</b><br/>Handkerchiefs 6 in box <b>35c</b><br/>Handkerchiefs 6 in box <b>50c</b><br/>Handkerchiefs 6 in box <b>65c</b><br/>And Many other grades.</p> |
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## BEFORE CHRISTMAS SALE IN ALL DEPARTMENTS OF THE STORE.

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| <p><b>Women's Suit Sale</b></p>  <p>About 100 Suits to be closed out before our inventory at prices unheard of in this section. Divided in 4 lots to close.<br/>Lot 1—Suits, some that sold up to \$23.00, your pick <b>\$9.65</b><br/>Lot 2—Suits, some in the lot sold up to \$28.00, your pick now <b>\$11.85</b><br/>Lot 3—Suits, some in lot sold up to \$47.00, your pick now <b>\$14.85</b><br/>All other Suits in the store not included in these lots at prices you never heard of before.</p> | <p><b>Dresses</b></p> <p>On sale now at much less than the cost of material; all trimming and labor to make thrown in. Just this morning we received from New York a manufacturer's sample line, which goes in with our present stock.<br/>Dresses—Value that sold from \$6.50 to \$14.50 <b>\$4.85</b><br/>Dresses—Value that sold from \$10 to \$12 <b>\$6.35</b><br/>Dresses—Value that sold up to \$16, on sale <b>\$9.65</b><br/>Dresses—Others not included in these lots all go at <b>ONE-FIFTH OFF</b></p> | <p><b>Skirts</b></p> <p>You nor no one else here at North Platte ever saw skirts sold as cheap as you can buy now during this sale.<br/>Lot 1—Skirts—Some that sold up to \$6.50, on sale <b>\$3.65</b><br/>Lot 2—Skirts—A big lot, some that we have sold up to \$13.50 on sale at <b>\$4.90</b><br/>Other Skirts not in these lots at Big Money Saving Prices.</p>                     | <p><b>Women's Coat Sale</b></p>  <p>This sale giving you an opportunity to buy at January Sale Price. Our inventory comes the last of this month. All Coats must be sold by that time.<br/>We have one lot up to \$10 values, this sale <b>\$5.85</b><br/>We have one lot up to \$15 values, this sale <b>\$9.35</b><br/>We have one lot up to \$20 values, this sale <b>\$12.35</b><br/>Other lots at <b>\$14.85</b><br/>Other lots at <b>\$20.85</b><br/>Other Coats not in these lots at January Sale Prices.</p> |
| <p><b>Dress Goods</b></p> <p>Just today arrived direct from the LaPorte Dress Goods Mills at LaPorte, Indiana.<br/>These goods should have arrived in September, and now on account of the late arrival, this lot of Dress Goods will be sold to you at <b>20 PER CENT DISCOUNT</b>. You will find all the new Shades and Fabrics. Prices sure to interest you.</p> <p><b>Waists</b></p> <p>Special New lot just arrived in most all materials, Crepe de Chine, Georgette Crepe and other silk materials. Worth up to \$7.50, on sale at <b>\$4.65</b></p>                                 | <p><b>Men's Suits and Overcoats</b></p> <p>Certainly the most appreciated gift. Now is the time to buy a Suit or Overcoat. We have the agency for the best clothing that's made in America—such world-known makes as Hirsch-Wickwire &amp; Co.'s, the Alco Brand, The L System and other High Grade Clothing. For the Christmas trade <b>20 PER CENT OFF PRICE</b></p>   | <p><b>Boys' Suits and Overcoats</b></p> <p>Get your boys fitted during this Before-Christmas Sale. You will find here Suits or Overcoats for the boys suitable for Dress or School wear.<br/>The Boys' Suits we offer at <b>\$3.90 and \$4.90</b>, with extra pair pants <b>FREE OF CHARGE</b>. All the Boys' Suits and Overcoats are now being sold at <b>20 PER CENT DISCOUNT</b>.</p> | <p><b>Silks</b></p> <p>A choice lot of new Silks have just arrived, in the most handsome patterns and colorings. All most suitable for Waist or Dress Patterns. <b>SPECIAL PRICES FOR CHRISTMAS SHOPPING</b><br/>One lot all up to \$1.25 values, on sale <b>87c</b><br/>One lot, some up to \$1.75 values on sale <b>\$1.37</b></p> <p><b>Furs 20 Per Cent Off</b></p> <p>Never was there a time that you could save as much money as you can at this store on Furs. All our stock of Furs was bought before the advance.</p>  |

# 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

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| <p><b>BLANKETS</b></p> <p>The greatest bargains in the town you will find here. Special for week <b>\$2.47</b><br/>A real \$3.00 value.</p> | <p><b>BED SPREADS</b></p> <p>Make fine gifts. We have a big assortment in all sizes for single or double beds.<br/>Special for Xmas Sale <b>\$1.45, \$1.95, \$2.25 and up.</b></p> | <p><b>TRAVELING BAGS</b></p> <p>Make a nice present. We have all kinds of Bags or Suit Cases. Special for Christmas sale at <b>20 PER CENT OFF.</b></p> | <p><b>VESTS</b></p> <p>Women's Quilted Vests in Silk or Satin, in black or white, sizes 36 to 42, Special <b>\$1.25 and \$1.45.</b></p> | <p><b>HAND BAGS</b></p> <p>A most complete line. You will find this store with the best line. Special Price for the Week.</p> | <p><b>PARASOLS</b></p> <p>For men or women, put up in Christmas boxes; the collapsible kind that you can carry in your grip. For Christmas sale <b>10 PER CENT OFF.</b></p> | <p><b>KIMONAS</b></p> <p>Women's all silk Kimonas in all sizes and colors, all new patterns will be sold at special <b>10 PER CENT OFF.</b></p> | <p><b>FUR COATS</b></p> <p>In this before Xmas sale we will sell all Fur Coats or any of the Fur Lined Coats at a special Christmas Discount of <b>10 Per Cent</b>. Buy now and save money.</p> |
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