

Next Saturday Morning,

Nov. 8th, rain or shine, we open the biggest, most gigantic sacrifice sale on every item in this house, that has ever been held in this city, and it will not end until December 8th, 1902, at midnight. Come out and enjoy shopping for once in your life.

The Big Unloading Sale

AT

THE LEADER.

For Thirty Days

we pour out sunshine to all of the people, and not the favored few. This store was erected for the masses and not the classes. Your dollar here will do the same work as the millionaire's.

The greatest awakening that this city ever saw. The whole town is in an uproar. The people will be going to and fro like chain lightning. We are going to raise the roof if it is necessary and let in the sunshine that we propose to pour out to the people for the next thirty days as never before by man in this city. The whole house will be ablaze with bargains. Fire, water and smoke, backed by the sheriff, could not make the prices we propose to make for the next thirty days.

There is no getting next of the favored few. We are starting a sale for thirty days commencing November 8th and winding up at midnight, December 8th, that is for the masses and not the classes. Thousands of dollars worth of the highest grade merchandise in this community. The big plain figures reads as the book says \$42,976.31. It will be the greatest upheaval of merchandise within the walls of this city since she came on earth. There is not to be one item held in reserve.

Pizer is directing the big guns, and you can hear the cannon balls falling into the enemy's camp. He is flying, but he cannot escape. The missiles and shells are hitting him which ever way he looks. With us it is an absolute get there sale. We must have cash and that quick; and thirty days is the allotted time for us so do that it would take a year to do in ordinary circumstances.

The whole house is in an uproar. She is ablaze with bargains. We must cut loose. We bought too heavy and we are going to unload right at the time and take our loss when others are figuring for their usual 50 to 100 per cent profit, and the farmer and the workmen get the benefit. You will hear of sales and you will see sales, you will hear of signs and you will see signs, but they will only be signs of distress. There will only be one place here where you will hear the cannonading and where the shells are being delivered into the enemy's camp at the most fearful rate you ever saw. The storming of San Juan Hill won't be a comparison of the way we pour it into the enemy, and they will be falling like flies in December. The city is awake. They are coming from all quarters to attend this sale. They will be here in buggies, wagons, on horse back, a foot, and hundreds of them will be coming in varnished cars. It matters not to us how they come, just so they come down here. We will treat them better than they were ever treated in their lives. You will find here in many lines one dollar will do the work of two dollars elsewhere. It is cut loose now, not later. This store will be a seething mass of humanity. Rain or shine, the sale goes on. Nothing short of a cyclone could stop us and we do not believe, at least we hope they will not have it in these parts during this sale or in the future.

We are going to start out to unload the whole shooting match if we can and get ready for greater, grander and more aggressive merchandise methods. We are not afraid to tell the people what we are going to do, and there is not item in this house when you enter the door but what you can see the red ticket of destruction staring you in the face. The walls will be lined with goods, the counters piled full; boxes, barrels and tables jammed full of goods. Every nook and corner will have bargains in. We are hunting for room to get this merchandise out to display it to the people. In fact, there are 69,000 bargains in this house instead of four or five as you will find others attempting to make, and no one item but what you will buy for less money than you have been buying it in this house and elsewhere. It is the greatest harvest of your lives. It will pay you to come a hundred miles to lay in your supplies for the next six months or a year. It matters not whether you want a suit of clothes, an overcoat for yourself or the boy, a dress pattern or a dozen for your wife and the girls, or whether you want underwear for the whole family; whether it is shoes for yourself, the children or your wife, whether it is a paper of pins, a dress pattern of any kind, silk or satin; whether it is corsets, cloaks or shoes, blankets, comforts, notions of any and all kinds; in fact, we have put them out and we believe we can show you in round numbers 69,000 items and they all go at the most ruinous prices you ever saw. You will hear other merchants on the outside roaring that we are losing thousands of dollars in order to gather in this cash, but we cannot help what they say; we are not going to try to run their institution and we do not believe they will run ours, at least we hope then won't. It is a gigantic undertaking to unload, but we are loaded to the guards and you get the benefit. You will hear them. They will be weeping, but they will weep alone. The farmer and workman will never hear 'em. They know this sale was started; they know the men behind it; their word is their bond, and nothing on the face of this earth can stop them. It will be carried into effect and from the morning of Nov. 8th to Dec. 8th, 1902, you will see the

When you enter this door you enter the door that carries the highest grade merchandise ever carried in this city. We believe that every man, woman and child in the county will vouch for it, and you are now going to buy them for less money than you ever saw trash sold for elsewhere.

COATES' THREAD

will be sold 7 spools for 25 cents. John Clark's thread, not made, owned or controlled by the trust, and no better thread on earth, will be sold, as long as it lasts, at 2 cents a spool. Pins 2 papers for a cent. Hooks and eyes 2 cards for a cent. Thirty days the battle rages.

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We have a big line of Corsets, an elegant line of Ribbons that all go at this sacrificing cash-getting sale. And we came near forgetting the Tailor made Suits for the misses and ladies, and while our stock is pretty well sold out in this line, whatever is left will be sold at a big sacrifice. There is all kinds of Neckwear, all kinds of knit goods at the most unparalleled prices ever made within the history of this grand little city. Please remember the dates. This sale opens rain or shine, Saturday, November 8th, and continues until December 8th at midnight. There will be battling all along the line, and it is certain somebody will fall if they get in the road of the big guns, because it is cut loose and get cash quick with us.

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greatest merchandise battle ever carried on under the consolidated roofs of this big store you have ever had the pleasure of seeing in your lives, but with us it is cash we want and we want it quick, and it is the duty you owe yourself and family to place your hard earned dollars where they will go the farthest. The harvest is on; the golden opportunity is before you. Will you come and gather in some of the big bargains that are waiting for you and your friends? We believe you will.

CLOTHING DEPT.

We have a nice line of Men's and Boys' Suits and Overcoats and they will go at prices that would even make the sheriff ashamed if he was in charge. We are going to unload here and duck coats here won't cost but little more than overalls elsewhere. Men's Suits from \$2.98 up, Children's two-piece suits from 68 cents up, three-piece suits from \$1.48 up. We are starting in with one line of honest made overalls made by honest hands, there is not a convict's stamp on them; they cost you 39 cents during this sale, and worth 50 to 65 cents in any other store in this community. Then we have some overalls that cost a little bit more money, but they still cost 20 to 50 per cent less than you pay for them elsewhere. And we have over 500 pairs of men's odd pants. You always like to have three or four pairs of extra pants. Here is an opportunity to pick them up at the price of jeans pants elsewhere. Remember, no matter what kind of a suit you want in our big clothing department you will find suits of every description and kind. In fact, our custom-made goods look like tailor-made goods and cost one-half less.

Mothers, we want you to come down and get your wants in the clothing line for the little folks. The golden opportunity is before you. The like was never seen before, and we don't believe ever will be again in this city. The whole store is shaking from center to circumference. It is shaking with the prices that are low enough to make anything shake.

DRY GOODS DEPT.

The whole dry goods side is the liveliest spot in a radius of three hundred miles of here. Everything in the Dress Goods line, of which we have hundreds of bolts, all of fashion's latest, direct from the looms and manufacturers of this country, as well as foreign countries, are at prices that mortal man never say before. Every lady in this vicinity should come out at the opening day, and if they are here that day, it is a certainty they will be here for the next twenty-nine days following it, because we have all the new weaves, all of the new cloths, everything from the finest piece down to the commonest kind that is made. They are here for all of the people and not the favored few. You will be able now to procure two dress patterns at about the price of one elsewhere. Nothing you can ask for but what we have in that line. We are now, always have been and always expect to be, the acknowledged leaders in the dress goods in this city. No one questions that, but the reason we are putting the knife into these goods at this season of the year, right when it is the harvest in profit-making for the average man, is we want cash and we want it bad and we believe the ladies will accept the proposition and come and buy one, two and probably a dozen patterns at the price. We are talking linings just as loud as we are talking dress goods, because the dress findings are things which every one must have. Here you will find findings cost but little. Every piece of flat cambric in this house goes out to the ladies at 3 1/4 cents a yard. It is Slaters the best that is made. All other linings of whatever nature or kind go out in the same ridiculously low way, and Coat's thread while it lasts to all of the people at 7 spools for 25 cents, while we are selling John Clark's famous thread, not owned, controlled or made by the trust at 2 cents a spool, and there is no better thread on the face of the earth.

During this sale, or as long as they last, and we believe it will last through, as we have several hundred gross, you will find pearl buttons at 4 cents a dozen that are absolutely cheap in any other war-priced stores at from 10 to 15 cents a dozen. Pins will be two papers for a cent. Hooks and eyes we have a ten bushel box full of them and they go out to all of the people at two cards for one cent. Did you ever hear of the like? Our notion counter is lined with notions from one end to the other, and 9 cents here will absolutely do the work of 15 cents elsewhere. It is a hot time in the old town now. It is a cash gathering; you may just as well come and get you share, it is here for you.

We are stacking out lace curtains and bed spreads, bins full of them, boxes full of them, at prices that would reach the hearts of every lady in this city and surrounding country. You never saw the like. Two bed spreads at the price of

one elsewhere. Lace curtains at about the same price. We haven't said much about table linens, but we are going to talk loud and straight from the shoulder. We have an invoice direct from the looms of old Ireland, and namely Belfast, and as long as there is one piece in this house and napkins to match, you will buy them at but little more than others would charge you for oil cloth. It is facts in cold print and we can show you in outing flannels we have been the leaders, carrying an assortment of all kinds and colors ranging at 4, 5, 6, 7 and 8 cents that caps the climax of anything you ever saw in this city; while in calico and ginghams, they are absolutely cheaper than others would charge you for wrapping paper or wind elsewhere. The big red marks are on them and you will be down here to buy a dozen calico dresses. We want you to come early and stay late. It would nearly pay you to bring your lunch baskets with you.

Our millinery department is one of the most attractive in this big store, and ladies hats during this sale, trimmed and untrimmed, will be at prices that will bring every lady and every child that wears a hat out to attend this sale. The milliners will be glad to see you, they will treat you nice and you know our trimmer is among the best of the land. Taste, trimming and style are the leading features of our millinery department. Our carpet department is a great center in this store. You will find here all wool ingrain carpets worth 75 and 85 cents at 58 cents per yard, in fact many of them for less than others would ask and charge you for rag carpets. We have some rugs and they go out at the same ridiculously low prices you ever saw, and we want to show you table oil cloths. We carry no seconds, but the firsts go out at about the price the other fellow asks for seconds. It doesn't peel off when you look at it, or the sun hits it, or when you are drying it. We carry nothing but high grade goods.

All of our shoe stock for the ladies and men are the best, as you know. The reputation of this house has stood at a straight 100 per cent since the house was built, and the reputation of this store has been won on good honest shoes. But with us now every shoe in this house must move if prices will move it at the price of trash elsewhere. One big bin piled full of shoes at 96 cents for misses and boys that would be considered cheap in any other of these war-priced stores at \$1.25 to \$2.00. Another bin piled full of men's dress shoes at \$1.19 worth double in gold and the shoes we are selling for the men and women at \$1.48 are worth anywhere you go \$2.25 to \$2.75. We still have another lot of men's shoes at \$1.98 and one for the women at the same price that are worth \$2.75 to \$4.50 in any other store in a radius of a 100 miles of here. Then we have shoes for the children and shoes for the babies and they cost but little here. Now is the opportunity of your life for getting shoes enough to last you for next year or two and fit the whole family out at about the price of one pair elsewhere. It is the shoe harvest of your lives. The counters are piled full of Hats and Caps. A lot of hats at 98 cents, never was sold and never will be by any other merchant in this city under \$1.25 to \$2.00, and another lot at \$1.48 that they cannot sell for less than \$2 to \$2.75, and the hats we sell at \$1.98 have wakened them out of their slumbers to see the people crowding in buying hats that they get \$3 to \$4 for. It is facts in cold print. Men's Suspenders here will be sold at the price of boys' elsewhere. Rockford Socks here start at 4 cents a pair, and we have got the biggest line in this community. All of the Handkerchiefs, Hosiery and everything you find out and on display where you can find each and every article at prices which never met the eye of man before. You will buy Handkerchiefs for the children at two for a cent, some at 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 15, 17, 19 and 25 cents that are worth double in any store in this town, and the way we are selling Hosiery for the ladies at 8, 12, 19 and 23 cents is the wonder of modern times. You will be here, we believe to buy your entire wants.

Our Undewear specialties consist of everything that is in this house, nothing held in reserve. The 23c kind is worth 35c at any of these war priced stores, and the 39c kind war-priced merchants get 50 to 60 cents for, while the kind we sell for 48c is worth in any of these war-priced stores 75 cents. We still have some better lines at the same ridiculously low prices.

CLOAK DEPARTMENT.

When you see the piles of cloaks on the first and second floors for ladies, misses and children, also dress skirts, you will think there is a half dozen garments for every woman and child in the county. We have them in three-quarter lengths, automobiles, short coats, and every style manufactured. A big line of Furs and Collarettes and they too suffer the big reduction.

TWENTY-FIVE

extra sales people will be here to wait on you and we are going to do our level best, whether it is raining or the sun shining. The harvest for the people starts next Saturday morning, November 8th. Come be with us. You are welcome.

THE LEADER, J. PIZER, Prop., North Platte, Neb