

Extra Special

FIRST WEEK OF SALE.

Each morning the first ten customers will receive 10 yards best Calico for **25c**

THE LEADER

NORTH PLATTE, NEB.

Extra Special

SECOND WEEK OF SALE

The first ten customers will receive 10 yards of Hope Muslin, worth 10c a yard, for **49c**

Men's and Boys' Caps.

Up to 40c values boys winter caps all styles go at... **25c**
 Men and boys heavy caps, sold up to 50c this year style go at... **39c**
 Up to 85c value men's and boys fancy caps for cold weather... **49c**
 Here is the snap in men's extra fine caps for cold weather sold up to \$2.00 special... **98c**

Men's Hosiery

Men's silk socks, all colors 50c values go at per pair... **29c**
 Men's good black cotton 15c hose go at per pair... **11c**

Men's Fifty-cent Fancy Neck Ties, all silk and colors, 19 cents.

Special prices during sale on Men's Fur Coats, largest line in North Platte.

An Unusual Sale

OVERSTOCKED

15 Day Sale begins October 16th and continues to November 1st.

Sale begins October 16th and continues until November 1st.

On account of the late-fall trade and being OVER STOCKED we are compelled to unload our extra large stock of seasonable merchandise at a saving to you from 25 to 75 per cent, with the

winter coming on you can well afford to lay in your winter supplies at the ridiculous low prices we are going to make during this OVER STOCKED SALE.

Our lines never were as complete in every detail as they are now. Clothing, shoes, ready-to-wear garments for ladies; underwear, dry goods, etc. All crisp from the manufacturers, the prices we quote cannot be duplicated by any other store in this part of the state.

As our goods were bought before the advance in prices which always comes late in the wholesale business, a great many merchants cannot afford to buy early as it takes cash to buy early and get the right prices. It has been our method to buy early to save the advance in price.

This Sale Begins Wednesday, Oct. 16, and Ends Nov. 1.

Men's Mittens.

Men's two thumb Flannel Mittens, 10 cent values, per dozen... **80c**
 Men's good Cotton Flannel Mittens, special... **5c**
 Men's Jersey wrist top Cotton Flannel Gloves, per pair... **7c**

Extra Special in Silk Ribbon

We have divided our Ribbons into 3 lots at special cut prices.
 Lot 1—All silk ribbons in all plain colors 5 to 12 been selling up to 15c new per yard... **5c**
 Lot 2—Nos from 12 to 22 values to 25c plain colors per yard... **10c**
 Lot 3—22 to 80 values to 33c plain colors go at per yard... **19c**

Any piece of Embroidery in stock at 33 1/3 per Cent discount.

All Laces in stock go at 25 per cent discount.

1,000 Pair Men's Pants

\$1.75 Men's Heavy Fancy Novelty Pants (dark colors) Special at... **\$1.19**
 Men's Plain and fancy stripe Pants, sold up to \$3.00 per pair, go at... **\$1.98**
 Men's Pants in all colors, plain and fancy weaves and stripes, sold up to \$5.75, go at... **\$3.98**
 Men's Corduroy pants go at... **\$1.89**

Mens' Hats.

25 to 50 per cent saved in buying your new fall hats at this sale. One lot of assorted hats go at **59c**.
 Heavy canvas legging tan, grey, etc. all sizes special **43c** per pair.

MEN'S CLOTHING.

1912-13 models in Men's and Children's Clothing. Lots of navy blue serges are being sold for this fall. Browns are very strong and lots of fancy mixtures are good. The largest line in North Platte selling at this sale at 25 to 75 per cent of a saving.

\$15.00 Overcoats at \$7.98.

Men's Fancy Mixture Overcoats, new, up-to-date styles, \$15 values at this sale for \$7.98, other overcoats for men and boys at a saving of from 20 to 75 per cent.

Union Made Overalls

Extra heavy material, one dollar value, go at **80 cts.** per pair.

Men's Soft Hats

New Style Hats go at a discount of **twenty per cent.**

Boys' Dress Shirts

Light and dark colors, some with two collars, **65c** values for **33c**.

Extra Special in Shoes.

\$4.00 SHOES \$2.19.

About fifty pairs Ladies black shoes in lace and button, Patent and other leathers values up to \$4.00 sale price \$2.19 (Broken sizes)

\$3.00 BOY'S SHOES \$1.98.

One lot of good Shoes for Boys, worth up to \$3.00 sale \$1.98 (Broken sizes).

\$2.75 CHILDRENS' SHOES \$1.79.

Extra special for this sale childrens' dress shoes up to \$2.75 value sale \$1.79 (Broken sizes).

Childrens odds and ends shoes choice **98c**.

Mens' Shoes up to \$4.00 values \$2.19 (Broken size).

All Goods not advertised in this Ad will go from 20 to 50 Per Cent Discount.

BIG REDUCTION IN OUR READY-TO-WEAR DEPARTMENT.

This department is acknowledged by every one to be the best in North Platte. Come see the new models in Coats, Suits and wool and silk Dresses. 20 to 50 per cent saved in this Dept.

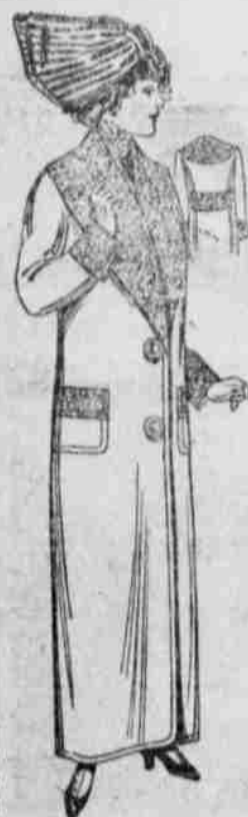
One lot of Ladies' Tailored made skirts in panamas Serges, Voiles, and fancy mixtures colors blue and brown only \$10 values... **\$3.50**

Ladies' black Caracul coats, sizes 16 to 46 all lined, a beauty for \$12.50 this sale... **\$6.98**

\$18 ladies' blue serge suits, lined with Skinner's satin 1913 models, worth 18.00 this sale... **\$12.**

200 Ladies Messaline and silk taffetta petticoat all colors worth 5.00 this sale... **\$2.48**

Ladies crush plush coats, skinner satin lined 20.00 value this sale... **\$12.48**



Dress Goods and Silk Reduction.

No end to the cut we have made in this department. New goods at a big sacrifice

Wool dress goods 36-inches wide, serges, panamas, mohairs, nuns veiling, etc., in plain and fancy, all colors, including white, up to 75 cent values... **48c**

1.00 to 1.35 values in 42 to 48 inch serges, panamas, fancy stripe novelties, etc., almost all shades... **85c**

Yard wide taffeta silk changeable in different colors, all the go now... **90c**

Yard wide plain color messalines up to 1.50 values, greys, black, green, tans, in about all colors... **89c**

Fancy messaline silk 27 inch wide suitable for party or evening dresses... **78c**

Other Silks too numerous to mention will be on sale from 20 to 50 per cent discount.

27 inch whip cord. These silks are strictly up to date being used extensively every where as the correct cloth to make up. 95c a yard. All plain colors.

All silk taffeta black Shirt Waists at thirty three and one-third per cent discount. New flannel shirts for ladies \$1.50



Big Reductions in Domestic

3000 yds extra fine dress ginghams (red seal brand) plaids, checks and stripes 15c values now per yard... **10c**
 27 inch dark percales, black, Blues, Red and other colors 10 to 12 1/2 values per yard... **8c**
 Amoskeag apron gingham all size check 10c value... **7c**
 Fancy curtain madras printed borders and allover 15c values per yard... **8c**
 15c dark and light outtings... **9c**
 10c dark and outtings... **8c**
 Up to 75c bleached table damask 70 inch wide good patterns per yard... **52c**
 Regular 8c outing dark colors specials... **5c**
 15c value heavy toweling per yard... **10c**

Mens, Ladies and Children's Winter Underwear.

Men's heavy wool fleeced shirts and drawers... **69c**
 Men's heavy fleeced underwear all sizes go at... **39c**
 Boy's heavy fleeced union suits sizes to 34, 65c value suit... **48c**
 Boy's fleeced underwear all sizes 50c value... **29c**
 One lot of childrens fleeced vests and pants up to 35c values... **19c**
 Ladies fleeced union Suits all sizes 1.00 value per suit... **80c**
 All other underwear not advertised at 20 per cent discount.



The P. N. and American Beauty Corsets sold up to \$1.25. Special at 79c.

Comforts and Blankets Reduced

10-4 gray or tan Cotton Blankets, full size, German finish, per pair... **43c**
 Best all-wool blanket on the market, extra heavy, plaids, white with color stripe borders, have been selling at \$7.00, now... **\$5.50**
 12-4 extra heavy German finish cotton blankets, gray or tan, \$1.75 value, per pair... **\$1.29**
 Extra heavy fancy comforts, full size, different patterns to select from, at... **99c**
 One lot of ladies long sweaters 10.00 values go at... **\$3.50**
 Other Sweaters at twenty per cent discount.
 \$1.50 Ladies black mercerised petticoats fancy tucked etc... **69c**
 All other petticoats 20 per cent discount.

NOTICE.

On account of the low prices we are making on these, seasonable goods, we are compelled to sell everything for cash. **NOTHING BUT CASH GOES.**

SPECIAL NOTICE.

We do not mark up goods in order to cut prices; especially for this sale, anybody saying we do know more about it than we do.

The Biggest, Best and Cheapest Store in Western Nebraska.

THE LEADER, Julius Pizer, Prop.