

New Corporation Sale The Leader Mercantile Co.,

J. E. NELSON, Manager,

Succeeds "THE LEADER" Mr. Julius Pizer retires permanently.

And the first step is to dispose of the entire stock of merchandise, regardless of cost, so that carpenters, painters and decorators may do their part in transforming the store into a modern institution, for which an entirely new stock is now being purchased under the most favorable conditions. But let the future take care of itself, it is with the present we deal.

Sale Starts Promptly 8 a. m., Sat'day, July 15

Better be on hand with the opening of the doors; such bargains as these will be quickly snapped up—by sharp, shrewd shoppers, who will realize at a glance that it is once in a life time opportunity.

Articles will be thrown out on the counters as fast as the advertised lots are disposed of—only a few of the many can be quoted in this limited space—you must visit every nook and corner of the big store to appreciate the endless array of matchless bargains.



SHOES FOR THE FAMILY

At 1-2 Price and Less

9c A PAIR FOR INFANT'S SHOES

19c for Infants 25c, 45c and 50c Shoes.

Soft soles—in sizes 1 to 5—blacks, tans, some with fancy tops—the same precisely as sell regularly at 25c a pair.

59c For Infants Finest Shoes.

Including values from 90c to \$1.35—Viel Kid, patent leather, and other leathers—duck, button, and Roman Sandals—sizes 3 to 8.

79c For Children's Shoes Values \$1.40 to \$1.65.

These come in sizes 8 to 11½—Viel Kid, patent leather, and other leathers—likewise Duck—button and strap sandals.

98c For Children's \$1.25 to \$2.00 Shoes.

Sizes 12 to 2—and this lot includes about 50 pair of the most desirable styles in the best leathers.

\$1.47 FOR LITTLE GENTS' SHOES
Sizes from 8 to 13—button and oxford styles—black leathers and tan—actually \$1.75 to \$2.25 values.

\$1.87 FOR YOUTHS' SHOES
Worth \$2.25 to \$2.90.

Sizes 13 to 2—in almost all kinds of leathers—button shoes, lace shoes and oxfords—you are sure to find your size if you come without delay.

\$1.98 FOR BOYS' SHOES
Worth \$2.25 to \$3.50 a pair.

Only about 40 pairs in this lot—sizes 2½ to 5½—blucher button—and some oxfords, chiefly blacks but some tans.



\$1.67 for Women's Shoes
Values up to \$3.50

Sizes 2½ to 7—broken lines—low cuts—including white buck and black leathers—also sandals—an average less than half price.

\$1.98 For Women's Shoes worth up to \$4.25

Sizes 2½ to 7½—blacks and tans—bucks and canvas—some low cuts—some button bluchers—in fact, various styles, all in at one price for quick riddance.

\$2.65 For Men's Shoes worth up to \$3.50

About 30 pairs of High class Dress Shoes—sizes 6 to 11—Blucher and button styles—and some oxfords.
\$2.45 FOR MEN'S WORK SHOES
Values up to \$3.50 a pair—sizes 6 to 11—and other lots included at this one price.



19c FOR MEN'S 35c AND 50c NECKWEAR.

These are four-in-hands, in a splendid array of good silks and pleasing patterns.

55c FOR MEN'S SHIRTS
\$1.25 to \$2.50 Values

In this showing there are all sizes from 14½ to 19 inclusive—some are Wilson Bros. make—some Cluettes—some Monarch—some with military collars, some with neckbands—we have simply gathered all kinds to be thrown out on the bargain counter at this ridiculously low price, eighty-five cents.

19c FOR MEN'S SOCKS
Values 35c to 50c

Blacks, tans, blues, greens, wine color—sizes 9½ to 11.

35c FOR MEN'S CAPS—

Here we have a big assortment of Golf and other styles—and a lot of Silk Hats, regular 50c to 65c qualities.

\$1.45 FOR MEN'S HATS—

All styles shapes and colors—that are marked to sell at \$2, \$2.50 and \$3.00.

23c FOR BOYS' SHIRTS—
75c to \$1.00 Values.

These are slightly soiled from handling—plain white, pleated, striped, figures, all sorts, sizes 12½ to 14.

12½c FOR BOYS' UNDERWEAR

Summer weights—shirts or drawers, that generally sell at 25c and 35c a garment.

25c FOR MEN'S UNDERWEAR—

These are shirts or drawers, in summer weight—regular 50c to 65c values.

35c FOR MEN'S UNION SUITS

Porosknit—sizes 36 to 46—these are the regular 50c values.

25 Cents

FOR CHOICE OF ANY

Straw Hat in the House

Here you have Straw Hats that sold up to \$2.00—about a hundred of them—and they ought to be sold out completely during the first hour.

17c Hosiery

Women's Black Lisle fine soft Maco Yarn—double heel and toe—medium weight—the regular 25c kind for 17c.

29c A lot of Womens 50 Cent Hose

In black and colors—in this sale at 29c.

CHILDREN'S STOCKINGS

Black, fast color—double heels and toes—in all sizes—regular 25c values, in this sale at 17c.

Another lot of lace—in black and colors, 25c values for 9c.

Women's Ready-to-Wear Section

Offers such unusual values that even those who are fully supplied must be tempted to add to their wardrobe. Read and profit.

\$1.98 FOR WASH DRESSES
Values up to \$5.

In this lot we include Voiles, Linens, Tub Silks, etc., sizes 16 years to 42 bust—these are handsomely embroidered or lace trimmed.

\$3.35 FOR WOMEN'S WASH DRESSES
Worth up to \$7.50.

Only about 50 in this lot—Voiles, Crepes, Tub Silks, Rice Cloths and other materials. All beautifully trimmed, some with silk girdles.

If the Suit is marked \$15—
You pay the saleslady \$7.50

And so on—just one-half the marked price for any suit you select.

NOTICE

In the above showing there is a new lot of sample Suits model garments—which will share no better fate than the regular stock one-half price for which ever suit you may select.

Moderate Charges will be made for alterations.

MEN AND BOYS' CLOTHING



An entire new stock having been ordered—every individual garment must be disposed of in this sale—the prices we ask are less than the cost of the cloth alone.

A slight charge will be made for alteration if any is necessary.

MEN'S SUITS—

\$8.50 to \$11.50 qualities are thrown in at one price—to make the assortment of sizes more complete—take your pick at \$4.85.

\$12 TO 16 SUITS, SALE PRICE \$7.85

\$16.50 to \$21.50 SUITS

SALE PRICE \$11.35

\$22.50 TO \$27.50 SUITS

SALE PRICE \$14.85.

In the above showing staple blue serges share the same fate as the more hazardous fancy weaves.

CHILDREN'S SUITS—

The entire stock of about a hundred suits, choice ½ price.

Which means the \$5 suits cost you \$2.50; \$7.50 Suits for \$3.75.

And so on from the lower price to the higher price—just ½—two suits for the price of one.

BOYS' LONG PANTS SUITS

The same story—half price.

Sizes 14 to 18 years—The Leader's tickets remain on—pay the salesman just ½ what they call for.



\$4.98 For Women's Dresses.

This is a classy lot—many different styles and materials—Challies, Mesalines, Gaberdine Crepes, Silk Nets, Silk Poplins, Voiles, all over lace. These are all beautifully trimmed and stylishly modeled.

\$2.98 FOR WOMEN'S SKIRTS
Worth up to \$7.50.

\$1.95 FOR WOMEN'S SKIRTS
Worth up to \$12.50.

All Women's Suits at One-Half Off.

In this showing we include Palm Beach—white Serge, Linen, Woolen Suits—Gaberdines—Silk Poplins, Taffetas, the prices ranging from \$4.75 to \$65.

If the Suit is marked \$10—
You pay the saleslady \$5

Dry Goods

A lot of Waistings Silks—in stripes—figured and plain colors, in widths running from 20 to 36 inches—goods that usually sell at from 95c to \$1.25 per yard—now on sale at 69c.

Another lot of Silks—similar styles—suitable for Waists—in this lot you will find a great many pieces in dress lengths—goods that sell everywhere at \$1 to \$1.50 per yard—in this sale at 87c.

WOOL DRESS GOODS
Wool Batiste, Sublime, fancy stripes and plain shades—values up to 65c—in this sale at 39c.

Another lot of Crepes—in evening shades, also a lot of silk stripes—in this sale at 87c.

WOMEN'S AUTOMOBILE AND CRAVETTE COATS AT A BIG DISCOUNT

A lot of Women's House Dresses, Values \$1.25 to \$1.45, in this sale at 87c.

A lot of Children's Wash Dresses, values up to \$1.25, in this sale at 79c.

A lot of Children's Wash Dresses, values up to 65c this sale at 37c.

TABLE LINEN

Floral patterns, Table Damask, full 65 inches wide, and up to 65c values, on sale at 43c.

A lot of Pure Irish Linen Table Damask, 72 inches wide, in beautiful patterns—regular \$1.50 values—in this sale at 87c.

WASH GOODS

All the wash goods in the house

to be closed out completely, Crepes, Organdies, Voiles, Tub Silks, Marguissettes, Linens, silk stripes, plaids—

Lot 1—all the 12½c, 15c, 16 2-3c, 18c for 9c.

Lot 2—all 20c, 22½c, 25c, 27½c for 13c.

Lot 3—all 30c, 35c, for 19c.

Lot 4—Values up to 50c for 29c.

BED SPREADS

Cut corners, scalloped, some with fringe, crochet weave Marseilles patterns, values up to \$3, in this sale for \$1.95.

Another lot at \$1.23.

Another lot at \$2.47.

A lot of 15c Percales for 9c.

A lot of 45c Curtain Scrims—19c.

A lot of Amoskeag Apron Gingham for 7½c.

1 CENT NOTIONS

- Button Hole Twist, spool1c
- Agate Button, card1c
- Cotton Tape, bolt1c
- Pins, paper1c
- Safety Pins, card1c
- Pearl Button, card1c
- Hooks and Eyes, card1c
- Mourning Pins, box1c
- Embroidery Cotton, skein1c
- Basting Thread, spool1c

3 CENT NOTIONS

- Hook and Eyes, dozen3c
- Safety Pins, card3c
- Pearl Buttons, dozen3c
- Crochet Hooks, each3c
- Knitting Cotton, ball3c
- Thimbles, each3c
- Skirt Fasteners, card3c
- Collar Stays, card3c
- Corticell Silk, spool3c
- Hair Curlers, each3c

7 CENT NOTIONS

- Rick Rack Braid, bolt7c
- Wilson Dress Hooks, card7c
- Featherstitch Braid, bolt7c
- Bone Collar Stays, card7c
- Fine Pearl Buttons, dozen7c
- Fine Hair Combs, each7c
- Barbour's Linen Thread, spool7c
- Crochet Thread, mercerized, spool7c
- Brass Pins, package7c
- Bias Tape, bolt7c

The Leader Mercantile Co.,

North Platte, Neb. J. E. NELSON, Manager.