

THERE WILL BE

MUSIC

and decorations—and a display of the newest and best merchandise direct from the leading fashion centers, it will be a gala day and a gala event—and we trust, kind reader, that you will grace the store and the occasion with your presence and accept from us in return one of the beautiful souvenirs as a token of our sincere appreciation. The quantity of these souvenirs being limited, those that come late, we fear will be disappointed.

THE NEW MILLINERY DEPARTMENT

is under the supervision of the **McVicker Sisters**

That you may as well be out of the world as out of style is a superfluous statement as far as this department is concerned, where Dame Fashion's latest creations are so temptingly priced.

SPECIAL FOR WEEK

We offer in this department a Big Bargain, and a Hat that you usually pay \$5.00 for in season. It's Silk Velvet in the leading colors, including black. During Opening week **\$2.50**

FANCY PLAID RIBBONS

A new lot just goes on sale in Fancy and Plaids, some run as much as 6 inches wide, big line of colors to select from, values from 25 to 35c yard; During Opening Week **19c**

GRAND SOUVENIR FALL OPENING

THE

LEADER MERCANTILE CO

WEDNESDAY, SEPT. 27th.



When twenty-five hundred of these beautiful decorated china oat meal dishes will be presented to visitors

Absolutely Free

No buying is necessary, no buying is expected—the object being to introduce to the people's notice the new improvements made by the new management, the increased stock in all departments—the better facilities.

Every adult visitor will be presented with one of these beautiful souvenirs in return for favoring the store with a visit on the opening days, lasting all week. That these are the most costly souvenirs ever given out or distributed by any establishment in this section you will admit when you receive yours. They are not offered as an inducement to bring you in to buy, but merely to bring you in to look—no buying is required, the courteous and accommodating salespeople are here to show you merchandise, upon request and special offerings have been provided for this occasion, so that those who wish may make the day not only enjoyable, but profitable too—the store is yours to roam around as you see fit—to admire the many beautiful things on display, to note the moderate prices of the new management, to buy if you wish, or come back some day to trade at the store where service and quality will be the keynote of the store's assured success.

THIS WILL BE A DEMONSTRATION OF—

LEADERSHIP

To convince the people that we are here to serve them faithfully, loyally and efficiently, and that the new management has left nothing undone to secure the world's best from the world's greatest fashion centers, for our sake and your own, attend—we assure you the pleasure and profit will be mutual.

Furnishings

In this limited space we will combine the information that our stock of furnishings is complete and replete with everything desired and required by

MAN, WOMAN and CHILD

EXTRA SPECIAL Women's Union Suits. Bleached Fall and Winter weight, medium neck and elbow sleeves, all sizes 34 to 44, 50 and 60c values **43c**

EXTRA SPECIAL Women's New Collars in all the newest shapes and styles, 50, 65 and 75c values **47c**

EXTRA SPECIAL RIBBONS 15 and 20c values **9c**
This is certainly a big bargain. In this lot you will find all the staple colors, blues, reds, blacks, browns, whites, some up to 4 inches wide.

FOOTWEAR FOR THE FAMILY

From the tiniest tot to the biggest man in town, for planters, for fashionable femininity in every respect the showing is complete and the values the best that North Platte has ever enjoyed.

EXTRA SPECIAL SHOES

For little ones in sizes 5 to 8 good \$1.25 value **95c**

SHOES

Sizes 8½ to 11½
Good, serviceable shoe and something that will wear, on sale \$1.75 Value **\$1.45**

SHOES

Sizes 12 to 2
In button or blucher cut—strong and good style, \$2.00 value, on sale at **\$1.65**

EXTRA SPECIAL SHOES

For Little Gents
In sizes 8½ to 2, good strong leather, button style, \$2.25 and \$2.50 values **\$1.95**

SHOES

Work Shoes
Men, the kind that wears, and not too heavy, \$3.50 in most stores, **\$3.00**

SHOES

Women's Dress Shoes
A Special Bargain of Shoes in Button and Lace styles, most all leathers, mostly \$3.50 values, on sale **\$2.65**

Souvenir Specials FOR THE OPENING DAYS ONLY

A list of new wantable, desirable merchandise to be sold for the opening days at around the wholesale cost prices. In order to give you practical demonstration of appreciation—to those who by their presence help making the day a gala event—needless to say that no one will be permitted to buy in quantities or to confiscate the entire showing, in order that each and every applicant may get his or her share, and that no one leaves the store disappointed.

SOUVENIR SPECIAL NO. 1
MEN'S NECKWEAR
25c and 35c qualities **19c**

These being pretty silks in the new four-in-hand, beautiful gentle patterns.

SOUVENIR SPECIAL NO. 2
WAIST SILKS
\$1.25 and \$1.45 qualities **89c**

New Fall Styles in beautiful Plaids and Fancy Silks—Suitable Silks for Waists and Dresses, mostly 27 inch Silks.

SOUVENIR SPECIAL NO. 3
36 INCH WIDE SILKS
\$1.75 and \$1.95 qualities **\$1.47**

In this lot you will find all the newest Plaids in the most stylish combinations of colors.

SOUVENIR SPECIAL NO. 4
BED SPREADS
\$2.75, \$3.00 and \$3.25 values, **\$1.98**

This is a new lot of Crocheted Spreads, all Fringed, large full size, with cut corners and in beautiful Marseilles patterns.

SOUVENIR SPECIAL NO. 5
HUCK TOWELS
25 and 35c values **19c**

A better towel than this was never sold by and merchant less than 25 to 35c each; very heavy and measure full 20x40 inches, figured and fancy huck.

SOUVENIR SPECIAL NO. 6
HOPE BLEACHED MUSLIN
10 and 12½c value everywhere **7½c**

Everybody knows this famous brand made by Lonsdale Company Providence R. I. The sale of this is limited to 10 yards to each customer.

SOUVENIR SPECIAL NO. 7
BOYS' AND GIRLS' STOCKINGS
All the stores figure this a 20c value. **12c**

It's the noted Jack & Jill brand manufactured by the Paramount Knitting Company, ribbed, fast colors.

Women's Outer Apparel

The newest in women's Suits, Coats, Furs and Dresses, Waists a veritable style show. We expect you to come and see it—but by way of giving vent to our enthusiasm, it may not be amiss to mention a few of the many attractive offerings.

Dresses

A big showing of street Dresses in all shades, including Blacks, Gaberdine, Poplins, Serges, and other materials, up to \$8.50 values **\$4.95**

Coats

The Sport and Three-quarter Length kind, in a nice variety of Patterns, Misses and Women's sizes, up to \$9.00 values **\$5.85**

Petticoats

Soft Taffeta Silk in a good line of colors—and of the very latest cut; qualities up to \$6 values, on sale **\$3.65**

Furs

Space will not permit us to quote price. A very liberal discount on all Furs to all who purchase early.

MEN'S CLOTHING

We figure that in these days of doubtful dyes and difficulty in securing the reliable, dependable cloths—it would be best by far to secure our men's clothing from the best known makers, most substantial and dependable wholesale tailoring establishment in the land—

Hirsh-Wickwire and Alco Brands,

Curtailing our profits, however, in order that we may offer these superior makes in competition with the less worthy—and gentlemen visiting this department will find many agreeable surprises.

CORSETS

A new arrival of all the latest shapes. Ask the saleslady to show you \$1, \$2 and \$3 models. Just arrived.

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

SWEATERS

We fit your whole family from the little tot up to father and mother size. Be sure and be shown when in the store.