



THREAD
6 Spools 19c
with a purchase of
\$1 in Notions, J.
& P. Coates Best.

8 DAY NOTION SALE

**STARTS SATURDAY MORNING, APRIL 21
ENDS MONDAY NIGHT, APRIL 30**

THREAD
12 Spools 37c
with a purchase of
\$2 in Notions, J.
& P. Coates Best.

FREE OFFER Each day of Notion Sale at 2:30 in the afternoon we will give to the woman attending the sale, that has the biggest foot, a box (3 pair in box) of Best Cotton Hosiery.

BUY NOTIONS During Sale and Save. You'll need them later.

PEARL BUTTONS—We have the finest for that new Wash Dress.

IVORY SOAP During sale with \$1 or over purchase of Notions, **8 BARS 23c**, Procter & Gamble's Ivory Soap.

Gifts and Prizes Given Away to People who Attend This Great Notion Sale

OF UNUSUAL Interest and importance to every woman is this carefully planned event which begins at this store Saturday morning and continues for Eight Days.

COME HERE on one or more days during this Notion Sale. You will find new surprises every day. You cannot help but profit by each and every visit on this occasion.

GIVEN AWAY FREE

\$5 HAT EACH DAY OF SALE Starting Monday, April 23rd.

\$5 Hat of her own selection and style, dress hat, street hat or auto hat. Not compulsory to buy. To the woman who will chaperone and under her care and charge bring to the store on any one day during the Sale (except first Saturday) the greatest number of women to the store and visit our Millinery and Ready to Wear Department. Assembling must be done outside of store. Contest to be at 2:30 each afternoon. **8 DAY SALE. 7 HATS FREE. 1 HAT EACH DAY FREE, EXCEPT FIRST SATURDAY OF THE SALE.**

TEN PRIZES We offer Ten Prizes each of One Dollar Value to people who will send in to us the Best Piece of Poetry about our Notion Sale. The contest closes Monday, 3 p. m., April 30th.

SEWING BOX—This is the opportunity of the year to fill the Sewing Box.

BUYING NOTIONS HERE—Saves Dollars to put in the Bank.

TOILET SOAP—JAP ROSE During sale with purchase of \$1 or over of Notions **4 Bars for 23c**, of Kirk's Toilet Soap.



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EXTRA SPECIAL EACH DAY OF SALE—We will give to every purchaser of \$2 in Notions a Due Bill which will entitle you to special 10 per cent discount on all you buy in any department of the store; on Dry Goods; on Women's and Misses' Suits, Coats, Dresses, Skirts, Petticoats, Millinery, Shoes for the whole family, Clothing for the Father or Son, and on everything else in the Entire Store. This certainly makes it some Bargain Feast.

Women's Suits
New lot direct from the manufacturers in New York. A Big Money Saving Prices.
Buy During This Sale

Soap, Flake White
Laundry Soap
4 Bars 10c
with a purchase of
50c in Notions

The best manufacturers of Notions contribute their wares to this sale

Prices never were lower than in this Notion Sale
This is the Notion Store for Buyers of Notions.

Old Dutch Cleanser
3 Cans 19c
With purchase of \$1 or over in Notions

The Dressmakers can also save money in our big Notion Sale.

Women's Coats
Run in any day and let us show you Coats and plenty of them. Judge the qualities yourself and at the price we sell we know you will buy here. All kinds of coats here that you will admire.

Draperies
Now is house cleaning time. Come to this store and supply your present and future needs at **Notion Sale Prices**. All the materials in all the new colors and designs in rose, gold, greens and other staple shades. The best we have ever shown. Ask to be shown.



Union Suits
ALL SILK KAYSER'S
Best you can buy for women. Buy now at Notion Sale prices.



Ladies House Garments
Convenient two piece outfits consisting of jacket and skirt, made of fine wash fabrics, all pretty styles, Notion Sale Price
\$1.45, \$1.65, \$1.95

Hosiery
ALL SILK
Phoenix, Radmoor, Gotham, Kayser. None better. Buy now at Notion Sale Prices.



Sheets and Pillow Cases
Now is your time to lay in the summer's supply. Pillow Slips 15c and up. Sheets, full size 65c up.

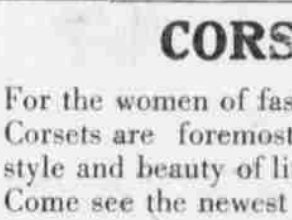
SILKS
A new lot just received, mostly in 36 inch goods. What now is so much in demand and most popular in all the combinations, in stripes, plaids, paisleys and pongees. Georgette crepes to match. Buy now at Notion Sale prices. Be wise and you'll buy.

Camisoles
In silk and crepe de chine wash satin. Buy now at Notion Sale prices.



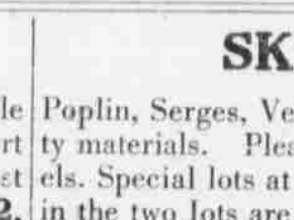
Brassieres
The form fitting kind in lace and embroidery trimmed. Buy now at Notion Sale Prices.

CORSETS
For the women of fashion, the R. & C. Corsets are foremost in correctness of style and beauty of lines. **\$1 to \$3.50**. Come see the newest modes.



UNDERWEAR
E. M. C., the new cool and comfortable union suit for women. Perfect comfort with freedom in every movement most practical. On sale at **\$1, \$1.50, \$2.**

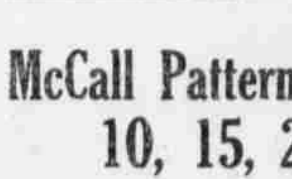
SKIRTS
Poplin, Serges, Velours and other novelty materials. Pleated and tailored models. Special lots at **\$3.35 and \$4.90**. In the two lots are skirts worth double.



Phoenix Hosiery on Sale Here

The Notion Sale saves money for you in every Dept. of the Store.

McCall Patterns
10, 15, 20c



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

Phoenix Hosiery on Sale Here



Phoenix Hosiery on Sale Here

Phoenix Hosiery on Sale Here

One Day Optical Service

By the installation of a complete lense grinding plant under the supervision of a competent optician we are now in a position to give our patrons a most satisfactory service. We can now make in our own factory a new lense or match any old lense from the broken parts same day as order is given. We guarantee our optical work.

You are invited to avail yourself of this service. Our business is growing very rapidly and we have the good will of hundreds of satisfied customers.

If your eyes need attention our optometrists are thoroughly competent and you may rely implicitly on the satisfactory results of our advice and the glasses we prescribe.

HARRY DIXON
Registered Optometrist and Optician,

LOCAL AND PERSONAL

Mrs. A. M. Seibert left Tuesday afternoon for Omaha to visit for several days.

Mrs. Geo. Shindle left a few days ago for Cheyenne to visit with relatives.

Dr. Morrill, Dentist.

Miss Elaine Bundy will begin work in the Brooks' studio the first of next month.

Mrs. Sanford Hartman has returned from a short visit with friends in Omaha.

For quick action and satisfactory sale list your land with Tholsecke.

Mrs. M. H. Douglas and niece left a few days ago for Omaha to spend a week.

A baby girl was born the first of this week to Mr. and Mrs. James Mason.

Mr. and Mrs. Charles Lierk visited relatives at Brady the fore part of this week.

Mrs. Harry Bybee has been seriously ill at a local hospital for several days.

Bring in your battery and have it repaired for the summer use. Willard Service Station.

Rev. and Mrs. Satchell, of Hershey, spent the fore part of the week here visiting friends.

Now is the opportune time to buy your Suit absolutely at cost.
E. T. TRAMP & SONS.

Mrs. Martha Schlevitz, of Omaha, visited last week with her brothers Messrs. Thomas and Florin Muchlinski.

Miss Florence Stack went to Lexington Wednesday to attend the Stuart-Kjar wedding.

Mr. and Mrs. Ben Beckins, who had been visiting in Stapleton for several days, have returned home.

Mrs. Payton, of Sutherland, who visited Mrs. J. D. Cox for several days, has returned home.

George Wilkins, of Gothenburg, visited his cousin, Perry Carson, a few days this week.

Rev. Anthony, of Chester, Pa., who visited here last week with Archdeacon Bosker, left Tuesday evening.

A Suit at cost; now is the opportune time.
E. T. TRAMP & SONS.

Walter Ellis, of Omaha, is expected here this afternoon to visit his sister Mrs. Edward Elcasser for a few days.

Mrs. David Crockett will return to Grand Island tomorrow after visiting her son Arthur Howard for a week.

Miss Mae Winters, of Oshkosh, who had been visiting her sister, Mrs. Earl Lambert, left the fore part of this week.

Mr. and Mrs. Earl Souser, of Lincoln, who were visiting the former's mother, Mrs. C. E. Souser, will leave today.

Miss Margaret Sullivan, of Grand Island, is expected here next week to visit her sister and attend the May Ball.

Mrs. Erma Scherbacker left the first of the week for Hastings and Guide Rock to visit relatives for a couple of weeks.

Mrs. Thomas Green and daughter Catherine left Tuesday afternoon for Grand Island to visit relatives until Sunday.

Mrs. J. Walter Adams, who recently moved to Omaha, came a few days ago to visit Mrs. A. W. Shilling and other friends.

Wanted to trade—Piano for good milk cow, Holstein preferred. Call any day but Saturday, or phone Red 951.
Mrs. B. F. Sunderland.
28-11

A number of neighbors and friends tendered a surprise party to Mrs. Ell Monday afternoon. The ladies spent several hours in Kensington work and social conversation.

Optometry can't give you new eyes, but it can bring your present ones to the highest efficiency. Harry Dixon, Jeweler and Optometrist.

The remains of R. C. McGavie, a traveling salesman who died the first of this week at a local hospital, were sent to Omaha Tuesday.

Mrs. Elmer Maston who has been visiting relatives near Greeley, Colo., for several weeks will return the latter part of this week.

Miss Ethel Stegall, of Omaha, arrived here a few days ago to spend a fortnight or longer with her brother William Stegall and family.

Burdett Wright, who had been making his home with his aunt Mrs. M. H. Douglass, left Tuesday evening for Lincoln to remain indefinitely.

Roy Ames, who had been employed on a ranch in Provo, Utah, for several weeks, returned here Tuesday and will enlist in the regular army.

Mrs. Jack Carroll and children left Tuesday afternoon for Fremont to visit her mother Mrs. Frank Winkelman, who formerly resided here.

Have your painting, paper hanging and decorating done now by Landgraf Hoga. We also do sign work. Phone Blk 692.
15-1f

The A. T. and T. company have taken the rooms in the Walmath building formerly used by the Crook Real Estate Co. and Burke clothing shop.

Wiley Crane, of Omaha, who had been visiting his sisters for a week, left last evening. He is now employed with a large sign painting company of Omaha.

Mrs. J. M. Bryant, daughter Maude and son Millard, of Council Bluffs, who had been visiting Mr. and Mrs. Millard Hosler for some time, left Tuesday afternoon.

Headache is one of the great enemies of mankind. Fifty per cent of all headaches come from eyestrain. Harry Dixon, Jeweler and Optometrist.

Mrs. Victor Anderson, who was called to Cheyenne last week by the illness of her husband who was injured, has returned, leaving Mr. Anderson greatly improved.

If you need a house dress or house apron, why worry to make it when you can get such nice ones ready made at
E. T. TRAMP & SONS.

Attorney George Gibbs who left recently for Great Falls, Mont., on business was taken ill while there with typhoid fever and is taking treatment in a hospital of that city.

Dr. J. S. Twinn was called to Stapleton Tuesday evening to attend Mrs. Goldie Belcher who was injured that day when her car turned turtle. She suffered a dislocated hip and severe bruises.

Dr. and Mrs. Allen, of Chicago, enroute home from Japan, stopped over in town yesterday to visit Mrs. C. F. Iddings. Mrs. Allen was formerly Miss Julia Conklin, at one time a resident of North Platte.