

MEETING THE CONDITION OF TODAY

Every Consumer Should Read this Announcement.

The Reason

To quickly effect adjustment to present day conditions, meaning lower prices on all merchandice.

Prices

In a sale of this magnitude is impossible to give detailed prices and description.

We have not only adjusted prices to latest manufacturing cost; but in many instances---we are making arbitrary selling price, without regard to cost when the goods were bought.

Remember

We were first to start on lower prices.



THE GREATEST COMBINATION OF STORES IN THE WORLD.

ORGANIZED TO REDUCE THE COST OF LIVING BY MANUFACTURING THEIR OWN GOODS, THUS SAVING TO THE CONSUMER ALL THE PROFITS WHICH HERTOFORE HAVE BEEN RETAINED BY MANUFACTURERS AND WHOLESALERS.

ALL GOODS WITH THE ABOVE LABEL ARE SOLD AT THE SAME LOW RATE BY EVERY FIRST NATIONAL STORE THROUGHOUT THE COUNTRY. THE LOW PRICES ARE PRINTED IN PLAIN FIGURES ON EVERY TAG. THE RECOGNIZED FIRST NATIONAL STORE IN THIS COMMUNITY IS

Consumer

We want you to realize that this great sale is your opportunity to buy your needs at prices that mean Dollars in your pocket.

Come Here

All what wonderful savings we are offering you---Buy your requirements for the season, as you'll find we are selling lots of merchandice at prices much below the market and such goods that there will be no change in price.

Buy Of Us

At the lowest new price level.

Every Item in the Store Reduced from--Pins and Needles to Fur Coats.

TRUTHFULLY NO MARK

In Business there is presumed to be such a thing as a "White Lie" but, regardless, of its color, we're of the strong opinion that it leaves a Black Mark.

(THE MANAGER.)

The Leader Mercantile Co
INCORPORATED

WE FIT THEM ALL--MEN, WOMEN & CHILDREN

DRY GOODS & WOMEN'S READY TO WEAR & CLOTHING & SHOES
ONE PRICE TO EVERYBODY

J. E. NELSON, MANAGER

IF THE TRUTH--

In unadulterated form cannot serve as a messenger for this store's utterances to the public. We are going to shut up both our mouths and our business.

(THE MANAGER.)

LOCAL AND PERSONAL

Doris Dunn left Thursday for Sutherland.

Mrs. Gus Chamberlain arrived Wednesday from Denver to visit relatives and friends.

Mrs. G. B. Dent will leave Saturday for a visit in Omaha and other eastern points.

John Koontz left yesterday morning for Douglas, Wyo., to visit his daughter for the next two weeks.

Mrs. D. Besack left yesterday for a visit in Gothenburg.

Mrs. W. Vanarsdall left Thursday for her home in Hershey.

Jack Crook, of Paxton, spent a few days in the city this week.

Mrs. Marion Carrier left yesterday for a visit in Gothenburg.

Sharpley Thompson, of Hershey, spent Wednesday in this city.

Misses Cora, Helen and Ethel Souser will leave Sunday for Omaha.

Mrs. Cool returned Tuesday from an extended visit in eastern points.

Mrs. Alfred Mallan, of Hershey, was a business visitor in the city yesterday.

Charles Dixon left Wednesday for Omaha where he expects to transact business.

Mrs. Casey resumed her duties at the Depot News Stand after a few days vacation.

Mrs. Sam Richards, of Omaha, a former resident is visiting in town this week.

Rev. Fred Wertx, Assistant Pastor of Kountze Memorial Lutheran Church, Omaha, will supply the pulpit at the Lutheran Church this coming Sunday morning and evening.

Fay Brewer, of Hershey, transacted business in this city Thursday.

Mrs. Owen Jones will leave soon for Denver where she expects to spend the winter.

Mr. and Mrs. Bryon Sellers, of Wellfleet, were business visitors in the city Wednesday.

Mrs. C. F. Jennings, of Detroit, Mich., is visiting at the home of Mr. and Mrs. A. F. Streitz.

Miss Olive Miller left Thursday for Southern California where she expects to spend the winter.

Mr. Stamp left the latter part of the week for Omaha where he expects to transact business.

Mr. and Mrs. H. A. Farrar, of Wellfleet, transacted business in the city the latter part of the week.

A baby boy was born Monday evening to Mr. and Mrs. James VanNoy. All concerned are doing nicely.

Harry Dixon arrived home Tuesday evening from Omaha where he transacted business and visited his daughter Mrs. Conlin.

The small son of Mr. and Mrs. J. Hohnis, of Roscoe, Nebr., was operated on Thursday morning at the Platte Valley Hospital.

Grace Allan and Agnes Mikleson, of Broadwater, who have been visiting at the home of Mrs. E. Pierce left yesterday for their home.

Rev. C. F. Koch went to Omaha yesterday to attend the Executive Meeting of the Nebraska Synod. He will return Monday morning.

Allan Robb arrived home Friday morning from Hampton Roads, Virginia, where he has been stationed for sometime in the service of the army.

Mr. and Mrs. Homer Peterson arrived home Wednesday after spending the past two weeks in California. They will reside in this city in the future.

Next week Tuesday and Wednesday, George Barr McCutcheon's "City of Masks" is coming to the Crystal screen with Robert Warwick and Lois Wilson in the leading roles. The story is a very well known one and carries the idea of lost identity in the hurrying throngs of a great city. One never knows their neighbors and in lowly positions may be found persons of noble birth and vice versa. The story is full of romantic adventure. With it each night will be shown a good comedy.

Mr. and Mrs. F. G. Millet left yesterday for a visit in Sedgwick, Col.

Leave your piano tuning orders at 914 West 4th St. Phone 334. Satisfaction guaranteed. WYLIB WALKER, City. 85-2

DOUGLAS FAIRBANKS IN

"The Matrimanic"

A typical Fairbanks picture.

Saturday Comedy--Fatty Arbuckle in "Back Stage." A new comedy that hits the laugh speed limit.

Monday Comedy--ALICE HOWELL in "His Wooden Legacy."

Crystal Theatre,
Saturday and Monday.

SATURDAY SPECIAL!

Swifts Premium Hams

38c per pound.

McGovern & Stack,

Phone 80

FREE DELIVERY