

# Announcing Our Grand Opening!



CORNER OF  
WASHINGTON &  
DELAWARE STS.

ENTER THIS  
EXCITING CONTEST!

## YOU CAN WIN A COMPLETE 14-PC. BEDROOM OUTFIT

INCLUDING massive waterfall walnut veneer 4-piece bedroom suite featuring 5-drawer vanity with oversize circular mirror, deep drawer chest with fluted metal and simulated tortoise pulls, full panel bed and upholstered vanity bench, custom-built POWERS & PITTINGER "Night Shade" innerspring mattress and box springs, 2 boudoir lamps, rich chenille spread, 2 pillows, 81" x 108" sheet and 2 embroidered pillows.

### CONTEST RULES

1. You do not have to be present to win—just write your answer on the entry blank and drop in the contest box at THE GREATER LEADER, 11th or before March 11th.

2. Entries will be judged on the merit of your reason only, and fancy or ornate handwriting presentations will not count. Do not write in your answer, or type it.

3. No employees or relatives of the GREATER LEADER may enter this contest.

4. Entrants must be over 18 years of age. No entries received by mail.

5. All entries become the property of the GREATER LEADER. The decision of the judges is final. Duplicate awards in case of ties.

6. Winner announced in newspapers and in store Saturday March 23rd.

### TEAR OUT NOW...

### FINISH THIS EASY SENTENCE!

I enjoy shopping at the Greater Leader because ...

.....

Name.....

Address.....

City.....

Spectacular "Grand Opening" Purchase!

## Springtime Cottons

- ★ YOU'LL KNOW WE'RE ALL OUT TO GIVE YOU REAL VALUES WHEN YOU SEE THE STYLES AND FABRICS!
- Button-Front COAT STYLES!
- New Shirtwaist FASHIONS!
- Smart SIDE-BUTTON TYPES!

★ All Sizes in Group  
14 to 20, 38 to 44

- ★ Large Florals
- ★ Small Florals
- ★ Paisley Prints
- ★ Pastel Plaids
- ★

The flowers that bloom in the Spring are bright soap-and-water loving cottons that take you off to market to shop or to keep you in sparkling freshness the live-long day in the home! You'll find rack after rack of "fresh-as-the-dew" fashions—many with adorable sweetheart necks, square neckline treatments and cute collar styles! Buy your entire summer supply tomorrow!

NEW BUDGET SHOP — FIRST FLOOR

"GRAND OPENING" SPECIAL! GROWING GIRLS' & WOMEN'S HIGHER PRICED FOOTWEAR

● Jaunty Jesters! Moccasins! Leisure Slip-Ins!

★ Factory Seconds  
of Actual \$3.50  
Qualities!

191  
PAIR

Only a "Grand Opening" could bring you such remarkable shoe values! A tremendous selection of comfort-loving casuals that are easy to slip into and out of—yet have style built right into them! Hurry—they're sure to sell fast—tomorrow! Sizes 3 to 9!

● FOOTWEAR  
LEADER, FIRST FLOOR

YOUR SPACIOUS NEW SHOPPING CENTER

# GREATER LEADER

TOMORROW — WEDNESDAY — WE'VE SELECTED A HAND-PICKED LIST OF GRAND-OPENING SPECIALS TO KEEP THE CROWD COMING FOR EXTRA SAVINGS!

## LUXURIOUS LACE CLOTHS

- EXQUISITE QUALITY FORMERLY SOLD AT \$5.88!
- Attractive Lacy Designs!
- Heavy Quality Rough Weave!
- Richly Toned Ecru Shade!

You'll be a proud hostess—inexpensively, too, with one of the magnificently cloths gracing your important dinner table! Beautiful, heavy quality cloth that accent your best silver on every festive occasion! Lovely lacy pattern in soft blending ecru shade that launders—beautifully!

LACE CLOTHS—SECOND FLOOR

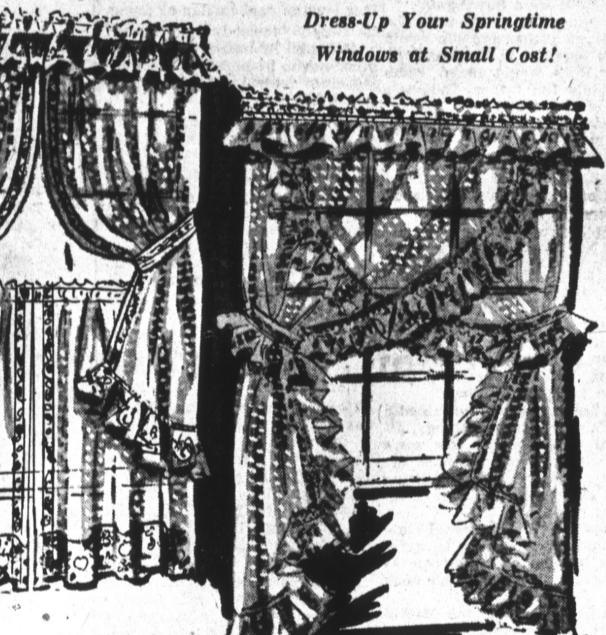
### Second Floor SPECIALS

Wooden Clothes Pins.....24 for 50  
Copper Pot Cleaners.....3 for 100  
Glass-Top Fuse Plugs.....2 for 50  
Furniture Wax & Polish.....Only 19c  
10" x 20" Decorated Stove Mats.....40c  
HOUSEWARES—Second Floor



\$3.99

Dress-Up Your Springtime Windows at Small Cost!



## BETTER CURTAIN PAIRS

● Expect to Find Regular \$2.98 to \$3.98 Values!

2½-Yd. Lace Pairs! Cottage Sets!

Colored Cushion Dob Priscillas!

Tailored Nets! Pin-Dot Priscillas!

CURTAINS FOR EVERY ROOM IN

YOUR HOME—At a thrilling value-packed price to please every homemaker on a limited budget! Styles to delight you! Qualities to excite you! Colors to blend with the furnishings in your home! Give your windows that fresh, new look—NOW!

CURTAINS AND DRAPES — LEADER SECOND FLOOR

\$1.99  
PAIR

SPECIAL "GRAND OPENING" PURCHASE

Reg. 98c Up to \$1.29 Yd.



Decorator Fabrics!  
49c  
YD.

● The Very Same Kind of  
Materials Used by Well-  
Known Decorators for  
Slip Covers, Fine Drapes,  
etc.

Here's a grand opening value every thrifty home-maker will remember a long time! Excellent quality, heavy fabrics that drape and fold as only higher-priced materials do! Choose from a host of the most attractive patterns and color combinations you've seen! Come early for the first-best selections—tomorrow! All 36 inches wide!

Sofa Bed & Studio Couch Covers.....Special, \$4.98  
\$2.98 Goose & Turkey Feather Pillows, Only, \$1.98  
24 x 45 Inch Looper Clip Rag Rugs, Only, \$1.49  
Large Sheet Blankets, White or Plaid, Only, \$1.49

GREATER LEADER — SECOND FLOOR

### GRAND OPENING SPECIAL!

#### FEATURE! LACE-TRIM RAYON SLIPS

- Selected Irregulars of Regular \$1.98 Quality!

\$1.25

Greater Leader—First Floor

### GRAND OPENING SPECIAL!

#### "FULL-FASHIONED" NYLON HOSIERY

- Selected Seconds of High-Priced Grades!

69c

Greater Leader—First Floor

### GRAND OPENING SPECIAL!

#### REGULAR 39c SWEATER ANKLETS

- Every Pair is Strictly Perfect Quality!

19c

Greater Leader—First Floor

### GRAND OPENING SPECIAL!

#### Children's "Animal Character" ANKLETS

- All First Quality Reg. 29c to 35c Values!

24c

Greater Leader—First Floor

### GRAND OPENING SPECIAL!

#### MEN'S ATHLETIC SHIRTS AND BRIEFS

- Celebration Value — for Grand Opening!

38c  
EACH

Greater Leader—Second Floor

### GRAND OPENING SPECIAL!

#### MEN'S FANCY BROADCLOTH SHORTS

- A Special Group of Fine Quality Shorts!

59c  
PAIR

Greater Leader—First Floor

### GRAND OPENING SPECIAL!

#### WASHABLE CLOTH WINDOW SHADES

- Complete, With Easy-Working Rollers!

69c  
PAIR

Greater Leader—Second Floor

### GRAND OPENING SPECIAL!

#### SALE! BETTER READY-MADE DRAPES

- Formerly Sold at \$4.98 up to \$7.98 a Pair

\$2.98  
PAIR

Greater Leader—Second Floor

### GRAND OPENING SPECIAL!

#### 1800 YARDS OF BETTER DRESS GOODS

- Just in Time for Your Spring & Easter Sewing!

69c  
YD.

Greater Leader—Second Floor

### GRAND OPENING SPECIAL!

#### LOVELY DECORATED WATER GLASSES

- Placed on Sale Tomorrow — While They Last!

6 Glasses  
for 25c

Greater Leader—Second Floor

### GRAND OPENING SPECIAL!

#### 5% WOOL PLAID DOUBLE BLANKETS

- Placed on Sale While 85 Pcs. Last — Tomorrow!

\$2.99  
PAIR

Greater Leader—Second Floor

BUILT ON VALUE... GROWING ON GREATER VALUE