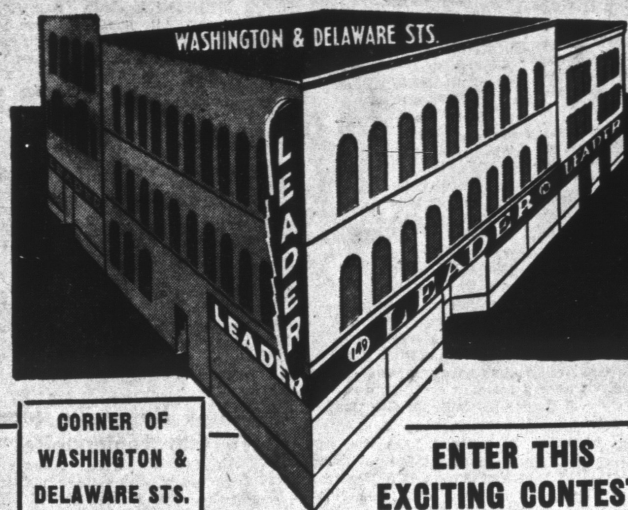


Announcing Our Grand Opening!

YOUR SPACIOUS NEW SHOPPING CENTER

GREATER LEADER



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 & FITTINGER "Night Shade" innerspring mattress and box springs, 2 boudoir lamps, rich chenille spread, 2 pillows, 81"x108" sheet and 2 embroidered pillowcases.

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—on or before Thursday, March 11th.
2. Entries will be judged on the merit of your reason only, and fancy lettering or method of presentation will not count. Just write in your answer, or type it.
3. No employee or relatives of the GREATER LEADER may enter this contest.
4. Entries 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 13th.

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

\$1.98

- ★ 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 spanking 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-In!

★ Factory Seconds
of Actual \$3.50
Qualities!



\$1.97
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

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 magnificent cloths gracing your important dinner table! Beautiful, heavy quality cloths 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 5c
Copper Pot Cleaners.....3 for 10c
Glass-Top Fuse Plugs.....2 for 5c
Furniture Wax & Polish.....Only 19c
18" x 20" Decorated Stove Mats.....40c
HOUSEWARES—SECOND FLOOR

\$3.99



Dress-Up Your Springtime
Windows at Small Cost!



GRAND-OPENING PURCHASE! 600 PAIRS OF BETTER CURTAIN PAIRS

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

2½-Yd. Lace Pairs! Cottage Sets!
Colored Cushion Dot 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

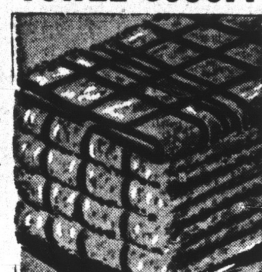
Fine 80-Square Bleached Muslin



36 inches
Wide!
Reg. 49c
VALUE!
Genuine 80 square muslin with that favorite smooth, luxurious finish you like! Fully bleached! A quality that launders lovely, time after time! Limited quantity—so hurry!
Greater Leader—Second Floor

33c

TOWEL SCOOP!

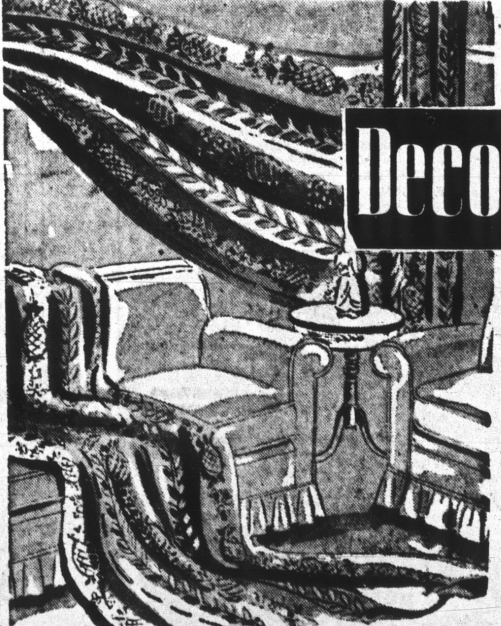


18"x36" PASTEL
TERRY TOWELS
Another group of handy size
towel towels in soft pastel
shades to brighten up your
bathroom. Also some ex-
cellent quality quick towels!
Only—

19c

SPECIAL "GRAND OPENING" PURCHASE
Reg. 98c Up to \$1.29 Yd.

Decorator Fabrics!



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

49c
Yd.

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 com-
binations 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 Leaper Clip Rag Rugs.....Only, \$1.49
Large Sheet Blankets, White or Plaid.....Ea. \$1.49
GREATER LEADER — SECOND FLOOR

GRAND OPENING SPECIAL!

FEATURE! LACE-TRIM RAYON SLIPS

• Selected Irregulars of Regular \$1.98 Quality!

Novelty woven rayon slips in dainty
tearose shade. Bias cut. Attractive
lace yoke and adjustable shoulder
straps. All sizes 32 to 40. Each

\$1.25

Greater Leader—First Floor

GRAND OPENING SPECIAL!

"FULL-FASHIONED" NYLON HOSIERY

• Selected Seconds of High-Price Grades!

A special "Grand-Opening" group of
excellent, sheer quality genuine nylons
in good spring colors! All sizes 8½ to
10½! Priced to sell in a hurry—tom-
orrow! Pair

69c

Greater Leader—First Floor

GRAND OPENING SPECIAL!

REGULAR 39c SWEATER ANKLETS

• Every Pair is Strictly Perfect Quality!

Excellent quality, perfect fitting misses
anklets in popular high pastel shades
and plenty of whites! Snug elastic
cuffs! Sizes 8 to 11.

19c
3 Pair, 55c

Greater Leader—First Floor

GRAND OPENING SPECIAL!

Children's "Animal Character" ANKLETS

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

Amusing, neat animal pictures on
cuffs! Fine mercerized anklets in soft
pastel shades or practical dark colors!
A real value—tomorrow! Sizes 6 to 8½.

24c
3 Pairs, 70c

Greater Leader—First Floor

GRAND OPENING SPECIAL!

MEN'S ATHLETIC SHIRTS AND BRIEFS

• Celebration Value — for Grand Opening!

Snug-fitting, fine white cotton shirts
and elastic waistband knitted cotton
briefs in all regular sizes! A special
value for men!

38c
EACH

Greater Leader—Second Floor

GRAND OPENING SPECIAL!

MEN'S FANCY BROADCLOTH SHORTS

• A Special Group of Fine Quality Shorts!

Full-cut and well-made broadcloth
shorts with elastic waist inserts and
gripper fasteners! Clear-cut, fast-color
fancy patterns!

59c
PAIR

Greater Leader—First Floor

GRAND OPENING SPECIAL!

WASHABLE CLOTH-WINDOW SHADES

• Complete, With Easy-Working Rollers!

Fine oil opaque finish that cleans easily.
Size 36 inches x 6 feet! Smooth-run-
ning rollers. Ecru or green. Slight
imperfections of better quality!

69c
3 for \$2

Greater Leader—Second Floor

GRAND OPENING SPECIAL!

SALE! BETTER READY-MADE DRAPES

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

A huge selection of brilliant splashy
floral patterns and best solid colors in
fine quality twills, crashes and rayons!
48 to 90 inches wide to the 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!

A tremendous selection, including
butcher linens, rayon gabardines,
printed spun rayons, printed sheers,
better gingham and sanforized cham-
brays!

69c
Yd.

Greater Leader—Second Floor

GRAND OPENING SPECIAL!

LOVELY DECORATED WATER GLASSES

• Placed on Sale Tomorrow — While They Last!

Thin-blown, yet sturdy qual-
ity water glasses at a real
bargain price! Each one
decorated with attractive
floral design!

6 Glasses for 25c

Greater Leader—Second Floor

GRAND OPENING SPECIAL!

5% WOOL PLAID DOUBLE BLANKETS

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

Slight seconds of better qualities you've
found priced much higher! Warm 5%
wool content in a deep nap and strong,
firm weave! Full bed size, too!

\$2.99
PAIR

Greater Leader—Second Floor

BUILT ON VALUE... GROWING ON GREATER VALUE