

ALL  
NEW  
GOODS  
IN  
EVERY  
DEPT.  
AT  
THE LEADER



SAVE  
25  
TO  
50  
PER CENT  
BY  
TRADING  
AT  
THE LEADER

# Announcing The Opening

of

# THE NEW LEADER, Inc.

## HENDERSONVILLE, North Carolina

2 Doors from State Trust Co.-----Building Formerly Occupied by Scruggs Drug Store

A COMPLETE STOCK OF BRAND NEW SPRING AND SUMMER MERCHANDISE, BOUGHT AT PRICES 25% TO 50% LOWER THAN USUAL PRICES BECAUSE OF BUSINESS CONDITIONS. THESE LOW PRICES ARE BEING PASSED ON TO OUR CUSTOMERS.

Save Here on New, Fresh Merchandise---A Few Specials for our Opening!

<p><b>CRETONNES</b> Bright New Cretonnes--36-inch. Opening Sale price</p> <p><b>15c yd.</b></p>	<p><b>WASH DRESSES</b> Ladies' Fast Color Print Wash Dresses - Opening SPECIAL</p> <p><b>94c each</b></p>	<p><b>CHILDREN'S SHOES</b> Solid Leather Oxfords, Pumps, Straps, all sizes up to 2, at</p> <p><b>98c pair</b></p>	<p><b>LADIES' SHOES</b> Sport Oxfords, Pumps &amp; Straps, low, medium and high heels</p> <p><b>\$1.95</b></p>
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**LADIES' DRESSES**  
New Printed Silks, Flat Crepes and  
Silk Shantung - Opening price

**\$2.94 each**

**LADIES' HOSE**  
Pure Silk, full fashioned Hose --  
Service wt. and Chiffon, \$1.50 val.

**69c pair**

We carry a complete line of **PETERS  
DIAMOND BRAND SHOES** for Men,  
Women, Children at New LOW Prices.  
**SEE US FOR SHOES**

We carry a complete Line of **LADIES'  
READY-TO-WEAR, MILLINERY, Etc**

**OUR MENS CLOTHING**  
NEWEST, MOST COMPLETE MEN'S CLOTH-  
ING DEPARTMENT IN HENDERSONVILLE

Men's all wool Worsted Suits in-  
cluding Blue Serges -- Special at... **\$12.50**

Men's 16-ounce Blue Serge Suits ----  
Specially Priced for Opening at ... **\$14.85**

**OTHER SUITS PRICED**  
**\$10.00 to \$29.50**

Men's Solid Leather **WORK SHOES**  
Specially priced for opening, per pair **\$1.94**

Men's **WORK SHIRTS**, Heavy Triple  
Stitched --- A REAL Buy at ..... **49c**

**MEN'S OVERALLS** ---- Extra Heavy  
220 Denim, triple stitched --- at per pair **89c**

**UNDERWEAR SPECIALS**  
Rayon Knit Bloomers and Stepins.  
Opening Sale price

**25c each**

**EXTRA SPECIAL**  
40-inch Pure Silk Flat Crepes, new  
prints and solids, all shades, at only

**98c yard**

PRESENTING  
A NEW COMPLETE  
**INFANT DEPARTMENT**  
Everything for the Baby from the first  
day until he is six years old. **INSPECT**  
this New Department, you can find any-  
thing you want.

**SPECIAL PURCHASE**  
Men's Broadcloth Shirts,  
Collar Attached, all sizes

**49c each**

**THE LEADER**  
HENDERSONVILLE LEADER, Inc. ALEX PATTERSON, Mgr.

**TABLE OIL CLOTH**  
NON-BREAKABLE  
Special for Opening Sale

**19c yard**