

TE YOU TO ATTEND

Sylva's New Daylight Store

# LEADER'S OPENING SALE

## HERE'S GOOD NEWS FOR YOU --READ EVERY WORD

The New Deal is bringing back "Good Times" with workers going back to their jobs in various industries. New jobs are being created for thousands and thousands of people all over the country. One new industry is responsible for thousands of new jobs and millions of dollars in revenue for the government.

...With the advancing prices of cotton, grain, etc. other commodities will naturally advance accordingly. In fact the manufacturer and wholesale houses are beginning to advance their prices too.

We are thankful indeed that our new Spring Merchandise was purchased at the lowest prices which enables us to pass these wonderful values on to our friends and patrons.

We truly believe the depression has run its course and we are now on the high road to prosperity and normal conditions. Now is your great opportunity to avail yourselves with the many bargains provided for you in our big opening sale. Spend your dollars while they have their greatest purchasing power.

10c  
Spool  
COTTON

A genuine bargain (100 yards) spool cotton at less than wholesale price. 10c value. Opening Sale, per spool

5c

### About Our New Store

A new store--modern in every detail--another step forward for an old reliable firm. Our business has grown to the extent that we need more room to properly display the fine line of merchandise demanded by the public.

It has been the policy of the Leader Dept. Store to please its patrons and to display the newest styles of quality merchandise at fair prices; that policy and the loyal support of our friends and patrons made possible our success and rapid growth. As Sylva grows we grow.

Big achievements in business are the direct results of confidence in man or company. Our six years of successful merchandising in Sylva is a conspicuous example of what can be accomplished through Reliability, Service and Fair Prices.

We are indeed proud of our new home and the fine new Spring Merchandise in every department. You are cordially invited to attend our big opening and supply your needs while these extremely low prices prevail.

### Men's and Boy's Overalls

"Red Arrow" and "Red Axe" Brands, heavy weight (220 Denier) Triple stitched, full cut with double pockets and double cross suspenders. For Opening sale only

44c

59c

### Ladies Hose

Alluring new spring shades. Full fashioned of pure thread silk chiffon and service weight. Reduced for the opening

44c

### Thrilling

Are these values in Ladies Rayon Silk Hose. All wanted shades. Well worth 25c. NOW

10c

### Millinery

Things are happening to our new Spring Hats--Charming Things--Spring calls for new hats. Many delightful changes in the styles and you'll be pleased with our wonderful selection. Priced for our Grand Opening at

49c

98c

\$1.98

### Ladies Suits and Spring Coats

Ladies Suits and Spring Coats in an array of new styles and beautiful new shades. New arrivals just in time for our big Opening Event.

Specially Priced at

\$4.95

### ANKLETS

Children's Anklets, Rayon, Silk and Mercerized. From the smallest to the largest sizes. Very desirable colors. SPECIAL AT

10c

### PLAY SUITS

Genuine "LADDIE" play suits, cover-all style, made of solid color chambray and hickory striped materials. SALE PRICE

44c

## SPRING'S FASHION FAVORITES

### Smart New

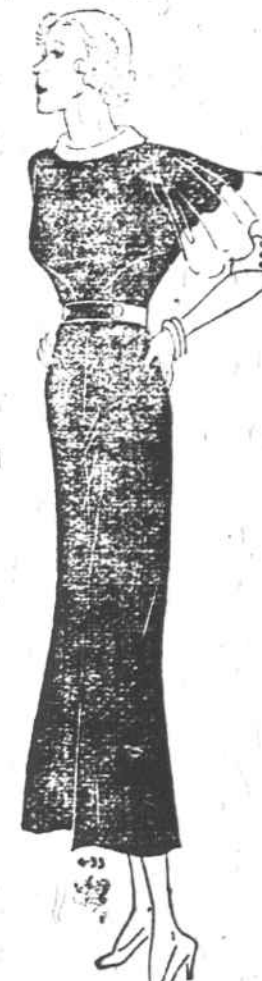
### Spring Frocks

The demure, the exclusive and the fetching styles in new Spring Frocks are exceptional values and just arrived from the New York Market. The materials are exquisite. One large group in all sizes. Very special at

\$2.87

Another group including charming prints and fine silk crepe, also sport styles. Values to \$10.50. NOW

\$4.98



### Men's Dress Shoes

Men's and boys Oxfords, new styles, well built throughout. Special at \$1.19.

Men's new Oxfords in plain toe or cap toe, also sport styles. Composition and solid leather soles. Opening sale price \$1.98.

\$1.19 and \$1.98

Value - Giving Event Begins  
Apr. 28th, 9:30 A.M.

### Men's Suits

Men's Suits made of fine all wool fabrics, conservative and young men's models. Not only for spring but all year around wear. If you are in need of a suit here's your opportunity to buy a suit at the price the pants alone should sell for. Special Opening sale Price.

\$6.95

### Childrens' Shoes

Slippers, Pumps, Straps, Sandals and Oxfords for boys and girls. Patent leather, kid and calf in all colors. Mothers don't fail to supply

the children with high grade shoes at this low price. Values to \$1.50. Special at

79c

## Men's Furnishings and Shoes

Men's athletic Union Suits, all sizes. NOW 22c  
Men's Shorts and Athletic Shirts. EACH 13c  
Men's Silk four-in-hand Ties. New spring colors 29c  
Men's Sweaters, sleeveless slip over styles for spring 47c  
Men's Hose, rayon and lister, fancy and plain colors 9c

### Men's Work Shirts

Blue chambray work shirts in all sizes. It's not our highest priced shirt but it's well made of good material and a bargain

19c

### Men's Work Pants

Men here's a red hot value. Work Pants made of extra heavy dark blue denim (220 wt.) tripple stitched, full cut in all sizes. They are the famous Wear-U-Well brand. Special at

48c

### MEN'S WORK SHOES

Men's plain toe work shoes strongly built, genuine "Uskide" Soles. A new pair at what you ordinarily pay for half soles. NOW

96c

### TROUSERS

Men's high grade dress pants in mixtures and plain dark colors nicely tailored, priced exceptionally low for Our Opening Sale

98c

### Men's Hats

Fine light weight felt hats just arrived. Spring styles. Gray, tan and other new colors. SPECIAL

98c

### Tennis Shoes

Boys Tennis Shoes, sizes 2-12 to 6 and what a bargain. SALE PRICE

44c

BIRDS

A. M.

away absolutely store. We are going. Everybody is in.

9 A. M.

and to encourage

ach

AY AND THURSDAY, To Prepare

artment Store

North Carolina

SAVINGS GROW  
PRICES RISE