MIGHTER THAN EVER

5 YEARS YOUNG AND STILL GROWING

GRAND LEADER'S STUPENDOUS BIRTHDAY CELEBRATION SALE

5 GOLDEN YEARS OF GREAT SUCCESS! A Consistent Triumph of Underselling!

The Grand Leader's Great Annual Get-Together BIRTHDAY CELEBRATION

Remember when the Grand Leader opened its doors to the South Bend public: JUST 5 YEARS AGO IN THIS BUILDING? It was not the most elaborate store in the city, but it certainly was a BUSY PLACE. We gave such BIG VALUE that the CROWDS CAME the minute the door opened, and for that reason they have been COMING EVER SINCE; growing larger each year. The BIRTHDAY CELEBRATION caps the climax of FIVE YEARS OF WONDERFUL VALUE-GIVING—FIVE YEARS OF PROGRESS—FIVE YEARS OF SUCCESS; we will fittingly celebrate it with a store wide series of MONEY SAVING SALES. Bargain Giving Sales that will be felt throughout the entire city; yes, and for many miles around. We have planned to make it a Red Letter event with history of the GRAND LEADER. Thousands and thousands of dollars worth of the newest Fall and Winter merchandise has been provided. Things that you will need and want for PERSONAL WEAR AND HOME USE at prices extremely low. Indeed, the opportunities to save will be extraordinary. COME YOURSELF AND TELL YOUR FRIENDS.

SALE BEGINS SATURDAY, OCTOBER 15th at 8:30 A. M. Sharp--Come!

2-HOUR SALE!
FROM 8:30 TO 10:30 A. M.

WOMEN'S $1.25 SATEEN **BLOOMERS 55c**
Saturday morning from 8:30 to 10:30 A. M. we will offer women's fine Sateen Bloomers; the kind you would pay $1.25 for elsewhere; just 25 dozen in the lot on sale at .....

$1.25 SINGLE **Blankets 55c**
8:30 to 10:00 A. M. Warm single Blankets; choose from pink and blue ends at 55c.

$1.75 WASH **WAISTS 55c**
One big table full of Wash Waists; choose from all wanted sizes, many styles; $3.50 to 10, at 55c.

WOM'S $1.25 **U. SUITS 55c**
Women's Fall weight Union Suits, choose from all wanted sizes, all styles, well made, at 55c.

MEN'S $1.25 BLUE **WORK SHIRTS 55c**
Here you are, Mr. Workingman; stock up in the Great Anniversary Sale with Work Shirts; imagine paying 55c for $1.25 Work Shirts, in all wanted sizes from 8:30 to 10:30, at.....

FIFTH ANNIVERSARY SALE $1.75 FINE SCRIM **CURTAINS 95c**
Sale of fine Scrim Curtains, 2¼ yards long, in white, cream and ecru; well made at .....

FIFTH ANNIVERSARY SALE WOMEN'S $3.50 COLORED **PETTICOATS 1.95**
One big rack, jammed full of women's and misses' well made Sateen Petticoats, all colors .....

FIFTH ANNIVERSARY SALE CHILDREN'S $1.50 **TAMS 95c**
Children pretty suede-like Tams; choose from all colors; worth $1.50; special at .....

FIFTH ANNIVERSARY SALE WOMEN'S $5.00 SILK **BLOOMERS 2.95**
Women's fine crepe de chine Bloomers; choose from all wanted colors, at only .....

FIFTH ANNIVERSARY SALE 75c FINE TURKISH **TOWELS 35c**
One big table full of large size Turkish Towels, in plain white and colors, at only .....

FIFTH ANNIVERSARY SALE $4.50 LARGE BED **SPREADS 2.95**
Fine white crochet Bed Spreads, well made; special at .....

FIFTH ANNIVERSARY SALE $1.50 LARGE BED **SHEETS 85c**
A sale of large size (72x90) Bed Sheets; made of finest muslin, at only.....

FIFTH ANNIVERSARY SALE CHILD'S 75c BLACK **BLOOMERS 35c**
Children black Bloomers; choose from all wanted sizes, well made; special at .....

FIFTH ANNIVERSARY SALE WOMEN'S 85c FLANNEL **PETTICOATS 45c**
Women's flannel Petticoats; choose from all wanted sizes, in pink, blue and grey stripes at..

FIFTH ANNIVERSARY SALE CHILDREN'S $8.00 WOOL **MIDDIES 4.95**
Children's wool serge Middy Blouses; choose from all wanted sizes, in red, green, navy, etc. ....

FIFTH ANNIVERSARY SALE CHILDREN'S $3.00 **SWEATERS 1.95**
Children's fine Sweaters; choose from all wanted colors and sizes, at only..

FIFTH ANNIVERSARY SALE WOMEN'S $1.00 SILK **CAMISOLES 45c**
Women's fine silk Camisoles; choose from all wanted sizes, pink only; lace trimmed, at .....

FIFTH ANNIVERSARY SALE CHILDREN'S $1.00 **ROMPERS 55c**
One big table of Rompers, choose from all wanted sizes; cut full; special at

FIFTH ANNIVERSARY SALE WOMEN'S $1.50 SILK **GLOVES 95c**
Women's fine Jersey Silk Gloves; choose from all wanted sizes; black and colors, at .....

FIFTH ANNIVERSARY SALE WOMEN'S $2.00 HAND **BAGS AT 1.15**
One big table full of Hand Bags, in 35 different numbers to select from at .....

BIRTHDAY SALE
Women's REAL $1.50 FINE **CORSETS 75c**
Anniversary Sale of women's fine Corsets, in pink or white, in all wanted sizes, well made, at .....

WOMEN'S $3.00 and $4.00 **CORSETS 1.95**
Women's Corsets; choose from standard makes, in pink or white, all styles at....

WOMEN'S 85c BANDEAUX OR BRASSIERES **45c**
Anniversary Sale of women's fine Brassiers; choose from all wanted sizes, pink or white, at only .....

BIRTHDAY SALE
Wom's $1.25 FALL WEIGHT **U. SUITS 55c**
Anniversary sale of women's Fall weight, light fleeced ribbed Union Suits, in low or high neck, at...

WOMEN'S $1.50 RIBBED **U. SUITS 95c**
Women's fine fleeced ribbed Union Suits; choose from all wanted styles and sizes, at .....

WOMEN'S REAL 50c KNIT **BLOOMERS 25c**
50 dozen women's fine pink knit Bloomers, in all wanted sizes; elastic waist and knee, at .....

BIRTHDAY SALE
Wom's $1.75 'NOT-A-SEME' **SILK HOSE 95c**
Anniversary Sale of Women's fine all silk Hosiery, in famous "Notaseme" make, all sizes and colors, at .....

WOMEN'S 35c LISLE **HOSE AT 15c**
Women's fine cotton Hose; choose from all wanted sizes to 10½, in black, brown or white, at .....

WOMEN'S 65c BURSON **HOSE AT 25c**
Women's famous Burson Hose, in black, white and cordovan, all sizes, 100 dozen in this lot, at.....

BIRTHDAY SALE
INFANTS' REAL 50c JIFFY **PANTS 35c**
Anniversary Sale of Infants' "Kleinerts" Jiffy waterproof Baby Pants, in all wanted sizes, at....

INFANTS' 85c **BONNETS 55c**
One big table piled high with Infants' pretty Bonnets, all wanted sizes, neatly trimmed, at.....

INFANTS' FALL AND WINTER **COATS AT $2.95-$5.95**
We carry a very large line of Infants' Winter Coats and Capes, and will offer these to you at sale prices of

GRAND WONDER BIRTHDAY SALE WOMEN'S APPAREL! SAVE!!

A REMARKABLE PURCHASE AND SALE OF WOMEN'S $40 AND $45
FALL SUITS 21.55
A great Anniversary Sale of women's and misses fashionable new Fall Suits, in stunning models to select from, all wanted sizes; choose from wool velours and tricotines, at

UP TO $20 WOMEN'S JERSEY **S-U-I-T-S 11.55**
Just $11.55 buys you a new Fall Suit at this sale Saturday; choose from fine wool Jerseys, with jumper dresses and plain skirts, all colors, all sizes, at .....

WOMEN'S $50.00 FALL **S-U-I-T-S 36.55**
Here's a bargain if we ever gave one, women's and misses' $50 and even $60 new Fall Suits at $36.55; choose from fine velours, broadcloths, Bolivias, tricotines and others, in all new styles; plain and fur trimmed at .....

A Wonderful Birthday Purchase of WOMEN'S UP TO $7.50 **PLAID SKIRTS 4.55**
Women's fine Dress Skirts; choose from fine wool plaids, tricotines, serges, mixtures and others; many styles, all sizes, at .....

HERE'S A SENSATIONAL SALE OF WOMEN'S $18 AND $20 HANDSOME
Fall COATS $9.55
At $9.55 you can buy a wonderful Fall and Winter Coat and save $10 or more; choose from fine wool velours, Kerseys and others, in fur trimmed and plain tailored, all wanted shades, all sizes, at $9.55.

WOMEN'S $30.00 AND $40.00 **COATS 18.55**
At $18.55 you can buy women's and misses' handsome new Fall and Winter Coats and Coatees, in velours, Bolivias, silvertones, veldines, silk plushes and others, plain and fur trimmed, at...

WOM'S UP TO $55 SAMPLE **C-O-A-T-S 28.55**
Women's and misses' stunning new Fall Coats, in exclusive styles only, and we offer you values up to $55.00; made with extra large fur collars; also plain tailored styles, all sizes; all shades, at .....

We Have Prepared A Big Bargain For You
Women's $5.00 **FALL SKIRTS 2.55**
The biggest bargain in the entire newspaper and our treat for our customers at $2.55; choose from fine Skirts, for immediate wear, in neat novelty mixtures and salt and pepper effects, at .....

YOU'LL BE SURPRISED AT THIS SALE OF UP TO $22.50 SAMPLE
FALL DRESSES 10.55
We are very fortunate in securing the showroom supplies of two of New York's largest manufacturers and you all know that samples are made up much better than ordinary stock dresses; choose from taffetas, satins, tricotines, serges, etc., at $10.55.

Women's $10 Jumper or Serge **DRESSES 5.55**
One big special rack of women's and misses' Jumpers and Dresses, in serge, mixtures, Jerseys and others, in many styles, beautifully embroidered at ....

WOMEN'S $30.00 AND $35.00 **D-R-E-S-S-E-S 15.55**
Women's and misses' beautiful new Fall Dresses, in Canton crepe, taffeta, satin, georgette, crepe de chine, serge, tricotine, gaberdine and others, on sale Saturday at ....

A Great Purchase of Women's Up to $55 KIT-KONEY **F-U-R C-O-A-T-S 31.55**
Women's and Misses' fur Coats; choose from many styles, made of fine Kit Koney, in dark brown, 36 inch Coats, all silk lined; special at...

FIFTH ANNIVERSARY SALE Women's $1.50 Percale **APRONS 85c**
Anniversary Sale of women's fine percale Aprons; choose from all wanted sizes, in light and darks; many styles at 85c.

FIFTH ANNIVERSARY SALE REAL $2.25 ALARM **CLOCKS $1.25**
Anniversary Sale of Alarm Clocks; nickel-plated; guaranteed for one year; special $1.25. (Grand Leader.)

FIFTH ANNIVERSARY SALE REAL 10c BAR **WOOL SOAP 5c**
Famous Wool Soap; good size cake; exactly the same kind that you pay 10c for elsewhere; special at 5c.

FIFTH ANNIVERSARY SALE Women's $2.00 Flannel **KIMONOS $1.25**
Anniversary Sale of women's flannel Kimonos; choose from all wanted sizes, many patterns to select from at only $1.25.

FIFTH ANNIVERSARY SALE Women's $1.50 Colored **PETTICOATS 95c**
Anniversary Sale of women's fine colored Petticoats; choose from all wanted sizes, well made; special at 95c.

FIFTH ANNIVERSARY SALE GIRLS' $7.00 SERGE **DRESSES $4.85**
A great sale of girls' fine Serge Dresses; choose from all wanted sizes to 14 years; many styles at $4.85.

FIFTH ANNIVERSARY SALE GIRLS' $2.00 MIDDY **BLOUSES 95c**
One big table full of girls' fine Middy Blouses; choose from all wanted sizes, well made with contrasting collars and cuffs, at 95c.

BIRTHDAY SALE
Women's Up to $8 New Silk **BLOUSES 4.55**
Anniversary Sale of women's beautiful new Silk Blouses; choose from all wanted colors, in crepe de chine, georgette and tricolettes, all sizes at.....

WOMEN'S $3.00 SILK **BLOUSES 1.85**
Women's fine Jap Silk Blouses; choose from many styles, all wanted sizes to 46, in pink or white; special at...

WOMEN'S $7.50 TUXEDO **SWEATERS $4.85**
Extraordinary Sale of women's pretty "TUXEDO" wool Sweaters; in many color combinations, all sizes to 46; special Sale at only....

GRAND BIRTHDAY SALE MILLINERY
FEATURING 200 BEAUTIFUL UP TO $8.00
TRIMM'D HATS 3.55
Fortunate were we that our New York buyer purchased the entire lot of one of New York's largest millinery houses and at such a price, it is hardly believable; we in turn will do the same; we will give to our customers new Fall trimmed Hats, worth up to $8.00, for only $3.55; choose from fine Lyons Silk Velvet, Panne Velvet, Hatters plushes, duvetyne and others, at .....

$4.50 TRIMMED **H-A-T-S 2.55**
New trimmed and tailored Hats, in Lyons Silk Velvet, Panne Velvet and Hatters' plush, in many combinations, black and colors at $2.55.

$10.00 TRIMMED **H-A-T-S 4.55**
Beautiful new Fall Hats, in clever models to choose from, choose from large, medium and small effects, black and colors, at $4.55.

$15.00 PATTERN **H-A-T-S 6.55**
Smart pattern Hats, in Panne velvet, silk velvet and combinations; all cleverly trimmed, at $6.55.

GIRLS' SUEDE AND VELVET TAMS, $1.35 to $2.85

BIRTHDAY SALE
UP TO $3.50 WARM GREY **BLANKETS 1.85**
Fine warm grey blankets; choose from pink and blue ends; good large size blankets, few pairs in the lot at .....

$8.50 Wool Nap Plaid **BLANKETS $5.55**
Wool nap plaid Blankets, in blues, greys, tans and pink; large sizes, 66x80; special at

$4.50 EXTRA LARGE BED **COMFORTS $2.85**
Warm Bed Comforters with fine sanitary padded linings, many patterns to pick from at only .....

BIRTHDAY SALE
BOYS' Real $8.50 SCHOOL **SUITS 2-Pants 5.55**
Mothers will long remember this sale of boy's suits at 5.55 —choose from many styles, in —ch novelty mixtures, all at $5.55.

BOYS' $12.50 2 PANTS **$7.85**
Boys' better grade School Suits, in neatly made novelty mixtures and blue serges; special sale at .....

BOYS' $1.50 PANTS **95c**
A sale of boys' fine serviceable School Pants, in all wanted sizes to 17 years, cut full; special at .....

BOYS' $1.25 SLEEPERS 65c
BOYS' $1.00 CAPS AT 55c
BOYS' $2.00 SWEATERS AT $1.15
BOYS' $10.00 OVERCOATS AT $5.95

FIFTH ANNIVERSARY SALE OF MEN'S $2.00 RIBBED
U-N-I-O-N S-U-I-T-S 1.35
Fall in Line, Mr. Man! for this Sale of fine winter weight Fleeced Union Suits, in all wanted sizes, well made, long sleeves, ankle length; all sizes to 46. Special at .....

MEN'S $2.50 **SWEATERS $1.65**
Men's warm Sweater Coats; choose from all wanted sizes, well made, cut full, at $1.65.

MEN'S $1.50 **PANTS 95c**
Men's Work Pants, in all wanted sizes, well made, cut full; special sale at only 95c.

MEN'S $1.50 **OVERALLS 85c**
Men's Overalls, worth $1.50 elsewhere, in blue striped, cut full; special sale at 85c.

MEN'S $3.00 **SHIRTS $1.85**
Men's Dress Shirts, in neat silk striped madras, well made, all sizes to 17, at only $1.85.

MEN'S $6.50 WOOL SWEATERS $1.65
MEN'S 75c WOOL HOSE AT 35c
MEN'S $1.50 WORK SHIRTS AT 85c
MEN'S 35c LISLE HOSE AT 16c

BIRTHDAY SALE
GIRLS' $15 NEW WINTER **COATS 8.55**
Girls' fine Winter Coats; choose from 20 different styles, in neat mixtures, bolivias, velours, plushes, fur trimmed and plain at .....

Girls' $25.00 Winter Coats **13.55**
Girls' high grade Winter Coats; choose from all wanted sizes, in Bolivias, velours, and mixtures, all sizes, at

Girls' $1.50 School Dresses **95c**
Girls' practical School Dresses, in neat ginghams and others, all wanted sizes; special at .....

GIRLS' $4.50 GINGHAM OR SERGE DRESSES **2.95**
Girls' fine gingham or Serge Dresses, in many styles, all wanted sizes, very special at .....

OUR VALUES ALWAYS BEST — The Store That Undersells **Grand Leader** 128-130 So. Michigan St. — GO WHERE THE CROWDS GO

WE ARE NOW SHOWING A COMPLETE LINE OF TOYS, DOLLS, KERCHIEFS and OTHER GIFTS and WILL OFFER THESE at SALE PRICES