

# CHALLENGE



## A GREAT UNDERSELLING DEMONSTRATION!

### LEADER STORE Blazes the Trail to LOWER PRICES in Indianapolis

Prices cut and slashed throughout the Leader Store to make this Indiana's Outstanding Value-Giving Event. When Leader Store throws a challenge to the world, folks, it means business, and the values and prices herein advertised prove it. Nationally advertised standard merchan-

dise goes at only a fraction of its worth. Every item in this original underselling store is a sensational bargain. Leader's reputation is at stake—and the Leader Store has never failed in its promises to the public. In fairness to all, right reserved to limit quantities. Free Shopping Bags.

YOUR MONEY BACK IF ANY OF THESE ITEMS ARE ADVERTISED FOR LESS ELSEWHERE TODAY



YOU SHOULD SEE THESE  
**69c LEATHERETTE HOUSE SLIPPERS** **25c**

LADIES' NEW FALL and WINTER  
Novelty Footwear  
Pumps—Straps,  
Ties—and Oxfords

**97c**  
to \$1.97

A special cash purchase—Exciting  
shoe bargains in hundreds of as-  
sorted styles and leathers. Black  
kids, brown kids, patents, satins  
and two-tone combinations. All  
needs. Includes all styles of  
growing girls' styles  
included. Sizes 2½ to 8.

**Former \$3.50 to \$2.50 MEN'S AND BOYS'**  
**Fall Dress Oxfords \$1.47**

STURDY FOR SCHOOL WEAR  
**Children's Shoes,  
Straps and Oxfords**

**67c**  
to 97c

Former \$1.25 to  
\$2.00 Values!  
Why pay more else-  
where for these guar-  
anteed all leather  
shoes.

**Former \$2 to \$3 Values  
Pumps, straps, oxfords. As-  
sorted styles and leathers.  
Mostly small sizes. Counter  
soled. Pair, only—**

**25c**

**Former \$1 and 39c  
RUFFLED CURTAINS**

4 and 5-Piece ruffled curtains,  
2½ yard lengths, the backs,  
some with 48-inch valances at  
only 39c to

**19c**

**550 Pairs Children's  
SCHOOL SHOES**

Values up to \$1.50. Odd lots.  
Broken sizes, 5½ to 2. Ox-  
fords and high shoes. Counter  
soled. Pair, only 47c to

**37c**

**Van Camp's Scott Conn-  
ty and Home Style  
FRESH  
Canned Goods**

Red Beans .....  
Hominy .....  
Sauerkraut .....  
Tomato Soup ...  
Tomato Puree ...  
Second Floor

**4c**

**Former \$1.00 Women's  
Full-Fashioned  
SILK HOSE**

Popular shades. All sizes.  
Mill run. Fine quality. While  
200 pairs last—

**19c**

**Former \$1.00 Women's  
Toilet Paper**

1,000 Sheet Rolls Included.  
Irregulars

**4 Rolls 11c**

**69c Cotton Batts**

72x90. Full sheet. 2-lb. white  
cotton—

**37c**

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