

CHALLENGE



Turkish Towels
Regular 10c value.
While 750 last
5c

WATER MOPS
Made of pure white unbleached cotton. Regular 35c value—
15c

25c WASH SUITS
For children. Sizes 2 to 6, including rompers, only—
9c

O. N. T. THREAD
Black and white. Sizes 8 to 60. Spool, only—
3c

10c LUX SOAP
Palmolive and Life Buoy included. While 1,200 bars last—
5c

SUNBRITE CLEANSER
Well known scouring powder. Can, only—
2 1/2c

Orange Slices
Regular 19c lb.
Fresh, wholesome candy. While 2,000 pounds last—
8c

Light Bulbs
25, 40, 60, 75-watt. While 1,000 last, only—
8 1/2c

10c Men's Gloves
Striped canvas cotton work gloves. Pair, only—
5c

Fresh FIG BARS
Regular 20c lb. value. Pound, only—
9c

NEW FALL SUIT or OVERCOAT
Choice of the House
VALUES UP TO \$12.95
WITH THE PURCHASE OF A
\$8.95
and \$16.95

Domino Sugar
Granulated Cane Sugar
5 Pound Carton **18c**
Limit—Be Here Early

Pepperell Sheets
Double bed size, 81x90. Well known. First quality. While 1,000 last
69c

Pillow Cases
Size 22x36. First quality. While 1,500 last, only
19c

Wilson's Milk
Tall Can **4 1/2c**

Maxwell House COFFEE
Vacuum packed, fresh roasted. Pound can
25c

1c Hosiery Sale
Men's, women's and children's hosiery. Odd lots, mill runs and irregulars
1c
While 600 Pairs Last

\$1 MEN'S PANTS
All sizes, 30 to 44. Dark worsteds. Heavy cotton-ade pants. While they last. Pair only
50c

350 Pairs \$1 Boys' Longies
All sizes, 8 to 16. Fall patterns in light and dark materials. While they last
50c

Former 30c Boys' SCHOOL BLOUSES
All sizes, 6 to 11. Plain and fancy patterns. While 500 last, only
19c

350 Men's Athletic Shirts
While they last. 7c only

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 merchandise 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

45c Kotex
Well known sanitary napkins. While 750 packages last—
19c
Main Floor

500 Regular \$1 Men's Dress Shirts
Sizes 14 to 17. Collar attached. Plain and fancy broadcloths. Irregular. Some counter soiled. Only—
39c

50c LUXOR FACE POWDER
Flesh, brunette and symphony. While 1,000 boxes last
25c

25c COLGATE'S TOOTH PASTE
2 For **17c**

500 Pairs Regular \$1.50 AUTO BRAND OVERALLS
Men's sizes, 36 to 42. Triple stitched, full cut. Guaranteed. Union-made. First quality. While they last. Pair, only—
99c

Look at These If You Please WOMEN'S POCKETBOOKS
Values up to \$1.50. Assorted styles and shades. Some counter soiled. While they last, only—
25c

1,500 Pairs Women's Novelty Footwear
Former \$2 to \$3 Values. Pumps, straps, oxfords. Assorted styles and leathers. Mostly small sizes. Counter soiled. Pair, only—
25c

Former \$1 and 30c RUFFLED CURTAINS
4 and 5-piece ruffled curtains, 2 1/2 yard lengths, tie backs, some with 48-inch valances at only 29c to—
19c

350 Pairs Children's SCHOOL SHOES
Values up to \$1.50. Odd lots. Broken sizes, 2 1/2 to 2. Oxfords and high shoes. Counter soiled. Pair, only 47c to
37c

Van Camp's Scott County and Home Style FRESH Canned Goods
Red Beans
Hominy
Sauerkraut
Tomato Soup
Tomato Puree
4c
Second Floor

69c LEATHERETTE HOUSE SLIPPERS
Women's sizes, 3 to 8. Assorted colors. While 600 pairs last, at only—
25c

LADIES' NEW FALL and WINTER Novelty Footwear Pumps—Straps, Ties—and Oxfords
A special cash purchase—Exciting shoe bargains in hundreds of assorted styles and leathers. Black kids, brown kids, patents, satins and two-tone combinations. All heels. Arch supports and growing girls' styles included. Sizes 2 1/2 to 8.
97c
Actual \$2.50 to \$5.00 Values!

Former \$3.50 to \$2.50 MEN'S AND BOYS' Fall Dress Oxfords \$1.47
All sizes, 1 to 6 and 6 1/2 to 11. Black and tan. Good-year welts. Guaranteed all-leather shoes at only \$1.97 to
1.47

STURDY FOR SCHOOL WEAR Children's Shoes, Straps and Oxfords
Former \$1.25 to \$2.00 Values! Why pay more elsewhere for these guaranteed all leather shoes.
67c
to 97c

NEW ARRIVALS in Fall and Winter COATS \$4.87 TO \$9.87
The new styles will thrill you and the price is lowest in a decade. Fur-trimmed collars and cuffs in stunning fashions await you in all sizes. Use Our Layaway Plan
\$7.95 to \$15 Values

Lovely New Fall DRESSES \$2.95 to \$6.95 Value
SILKS—SATINS—PRINTS
The novel trimming touches make these charming frocks decidedly different. Lace yokes, flares, fancy sleeves, new waistlines. Many models in contrasting colors. Sizes 16 to 20 and 36 to 52.
1.97
To **4.87**

Again Leader Leads With Lower Prices! EMPRESS—EUGENIE HATS
Actual \$2 Values. All Fall Shades. In all head-sizes.
74c

OUTFIT YOUR CHILDREN

GIRLS' SCHOOL Dresses
Actual \$1 and \$1.50 values. They're smart, colorful and all fast colors. Sizes 2 to 14.
39c
To **59c**

Boys' 3 and 4-Piece SCHOOL SUITS
Actual \$4.95 to \$6.95 values. Here's a value to make parents remember this sale forever, and styles to tickle any boy. All sizes, 8 to 15. Browns, greys, blues. 2 Shorts, 1 long and 1 short in the \$4.79 group.
\$2.79
To **\$4.79**

15,000 YARDS ASSORTED 15c, 36-In. Wash Fabrics 8c
36-inch cretonnes, 36-inch fancy prints, 36-inch bleached sheeting, 36-inch Blue Chambray. Cut from full bolts. 36-Inch Comfort Challie.....Yard, 10c
39-Inch Figured MarquisetteYard, 5c

JUST UNPACKED 2,500 \$1.00 Women's House Frocks 39c
All sizes. Hooverettes and smocks included. Assorted styles and colors; all sizes 16 to 46.

2,500 PAIRS CHILDREN'S School Hosiery 15c
Actual 25c to 35c values. Full lengths, in plain and fancy rayons. Drop stitch. Mercerized and combed yarn and golf hose. All sizes, 6 to 11. Firsts and irregulars. Pair, only.....

3,000 PIECES OF WHITE & GRAY & COLORED ENAMELWARE 9c
Former 25c to 50c values. Dish pans, large preserving kettles, sauce pans, coffee pots, dripolators, double boilers at only 19c to
Factory closouts and rejects

FORMERLY \$1.25 TO 75c Children's SCHOOL SWEATERS 39c
All sizes, 24 to 34. Fancy slipovers and heavy coat styles. In assorted colors, including all wools at only 69c to.....

Can You Imagine, Formerly \$2.00 Large Double Blankets 97c
Large double bed size, 66x76. Assorted colors. Fancy plaids. While 200 pairs last. Pair, only
Some Counter Soiled

See This Fine Assortment of Run-Resistant Rayon Undies 15c
Women's and children's bloomers, panties, slippers and vests. Pastel shades. Firsts and irregulars. Values to 59c, only

Men's and Boys' Regular \$1.00 SPORT COATS AND SWEATERS 50c
Grey and heather sweaters. Cotton and mixed wool. All sizes 28 to 34 and 36 to 44. While 250 last, only

10c to 20c Toilet Paper 4 Rolls 11c
1,000 Sheet Rolls Included. Irregulars
69c Cotton Batts
72x90. Full sheet. 2-lb. white cotton—
37c

Former \$1 and 50c MEN'S UNION SUITS 15c
Ribbed with short sleeves and ankle lengths. Athletic styles in nainsooks, etc. Mostly small sizes. While 200 last, only—

Former \$1.00 Women's Full-Fashioned SILK HOSE 19c
Popular shades. All sizes. Mill run. Fine quality. While 200 pairs last—

LEADER

CUT-PRICE DEPARTMENT STORE
WASH. and DELAWARE STS.