## It's the Big Store's Great Ghallenge Sale Stupendous Reductions on New \& Seasonable Merchandise



## SALE BEGINS TOMORROW, MONDAY, OCTOBER 30

THERE will be an enormous outpouring of eager patrons tomorrow when we open our great CHALLENGE SALE and we expect to surpass all previous records. Our reason for this sale is that we are overstocked in many departments and we need room. Over Fifty Cases of Holiday Novelties awaiting display=-this necessitates the removal of a vast amount of goods. This sale affords money=saving opportunities not to be overlooked. It involves every-day neces-sities-=everything from trifles in the notion department to the highest class gowns and wraps. Every Article in House, Except Contract Goods, Radically Reduced in Price



IN GOD'S SERVICE

