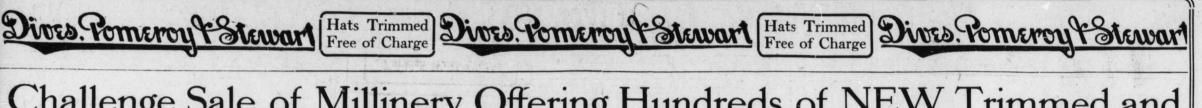
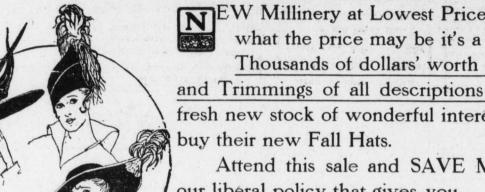
THURSDAY EVENING.

14

OCTOBER 8, 1914.



Challenge Sale of Millinery Offering Hundreds of NEW Trimmed and Untrimmed Hats and Finest Trimmings at Matchlessly Low Prices



NEW Millinery at Lowest Prices is the theme of this Challenge Sale--no matter what the price may be it's a better value than you can find anywhere else. Thousands of dollars' worth of latest Fall styles in Trimmed Hats and Shapes and Trimmings of all descriptions were bought specially for this sale assuring a

fresh new stock of wonderful interest to the thousands of women who have yet to

Attend this sale and SAVE MONEY on NEW STYLES and PROFIT by our liberal policy that gives you--

Hats Trimmed Free of Charge

Our regular millinery sales force will be increased by experienced sales girls

from our Reading store--we will be prepared to serve you all, no matter how busy we may be.

\$15.00

Challenge Sale of Pattern Hats NEW \$10 to \$12 Models \$ Have Their Formal Showing Friday and Saturday at .

In everything pertaining to Millinery this Challenge Sale will demonstrate our ability to give better style better quality and better trimming service for less money. Especially is this true of the values in finest dress hats from New York's leading pattern hat de signers. These are all brand new creations portraying Fall's latest fashions, and are gen uine \$10.00 to \$12.00 models-matchless values indeed at \$8.95

Challenge Sale of New

Trimmed Hats at \$1.95

cleverly trimmed with fancies and quills, in black and colors.

Large black velvet sailors with small pink Smart tricorne of black velvet with ostrich tips Small black velvet tailored model with pleatings of grosgrain ribbon and beads. Walking hat of black velvet with soft crown and trimmed with band of monkey fur.

\$10.00

And there are dozens of other styles equally as chic and charming.

A special showing of new hats at \$1.95 that are actually worth

double the price. The group consists of the latest black velvet shapes

CHALLENGE SALE OF NEW BLACK PLUMES \$1.49

Challenge Sale of Gorgeous New Pattern Hats in

New Oval Turban Shapes, Tricornes and Sailors

Trimmed With Handsome Ostrich Plumes

\$12.00



Challenge Sale New Fancies

25c, 49c, 69c and 98c The showing of trimmings is the largest and most interesting of the whole season because of the pur-chase of thousands of new fancies, wings, plumes

the solution of the solution o The 49¢ fancies include-

Black skeleton quills touched with silver finished heads Tall ostrich and marabou fancies in new blue, white and

- White marabou fancies with black quill stems. Glycerine ostrich fancies in black and white. Scorched peacock quills.
- The 69¢ fancies include-

The **OVC** fancies include— Tall fancies of soft hackle in black, white and black nd white. Dull colored pheasant tails finished with grebes of pink, lue, cerise, white and green. Small black and white made birds. Soft fancies of skeleton ostrich in brown, green, navy, lew blue, purple, black and white. Owl heads with high soft feather stick-ups. Imitation numidi quills with white fur heads. Handsome pheasant tails in orange, brown, red and lack combinations.

The 98¢ fancies include-

Glycerine ostrich in richest shades of green, blue, bronze naroon, grey and black. Handsome merle fancies edged with white. Ostrich fancies in old gold, blue, navy and black. Pheasant tails with hackle breasts. Black and black and white hackle fancies.

Challenge Sale of \$4.95 Hats Showing 100 New Models Supreme in Style and Superior in Value at

To-morrow and Saturday will be an excellent opportunity to see the newest arrivals in stylish hats of the moderately-priced kind-we are confident that women will be surpriced at these rare values in NEW hats.

Some of the styles in this exclusive gathering of popular-priced millinery-

Small close-fitting turban of velvet with soft crown trimmed with narrow grosgrain ribbon and small pearl buckle—shown in green, red and navy.

small tailored model of black velvet bound and trimmed with narrow grosgrain ribbon and small scorched quill stems. Small hat of brown velvet trimmed with nar-row grosgrain ribbon and quill points.

Large hat of black velvet with soft crown, edge of brum covered with silver cloth and trimmed vith soft white feather fancies. Black velvet turban with soft crown and high brim on left side, trimmed with handsome white ostrich.

Tricorne turban of black velvet trimmed with military rosette of black grosgrain ribbon and two silk tassels.

Challenge Sale of New Shapes Thousands of Styles at 69c&98c

Felt and velvet shapes in turbans and sailors, navy, green, brown and black . Challenge Sale price 69¢

Velvet, felt, plush and velvet and hatter's plush shapes; large, medium and small shapes-some velvet hats faced in white satin and gold and silver cloth-the largest assemblage of new shapes and the most attractive values offered this season at 98¢.

Millinery Department, Second Floor, and Fourth Street Aisle.

riday Specials Will Attract Hundreds of Enthusiastic Buyers Tomorrow

