

WASHINGTON, D. C., SUNDAY MORNING, OCTOBER 27, 1912.

10c Bottles Peroxide, 5c

THIS COUPON and 5c for one bottle of Peroxide of Hydrogen, guaranteed all strength and standard make. Regularly 10c. (S)

5c TABLE TUMBLERS, SIX for 11c

THIS COUPON and 11c for SIX Crystal Glass Table Tumblers; full size, clear sparkling quality, nicely finished. Sold regularly at 5c each. Limit—six to each buyer. Housefurnishings Department, Basement. (S.)

5c Cakes of Sweetheart Soap, 2 for 6c

THIS COUPON and 6c for TWO regular 5c cakes of Sweetheart Soap, for toilet and bath. Cut out Coupon and present at Soap Department. (S)

"IT PAYS TO DEAL AT GOLDENBERG'S"

Goldenberg's

SEVENTH AND K "THE DEPENDABLE STORE"

EXTRA SPECIAL—2 cases of 27-inch Bleached Canton Flannel, heavy close nap grade, sold regularly at 12½c yard. Sale price... **6¾c**

Women's 50c Silk Hose, 19c Pr.

THIS COUPON and 19c a pair for Women's Regular 50c Pure Silk Stockings, with double sole, high-spliced heel and toe, deep hile garter top. (S)

19c Enameled Saucepans With This 8c Coupon for 19c

Seamless Enameled Saucepans, with long handle. Eight-pint size. Only one to each buyer at this low price. Housefurnishings Department, Basement. (S.)

Large Bottles of Ammonia, 3c

THIS COUPON and 3c for large bottle of Household Ammonia, guaranteed full strength. (S)

FAMOUS SHELTON MILLS DRESS GOODS

From a Great Trade Sale Held in New York City

AT 50c AND 60c ON THE DOLLAR.

We attended a great trade sale of Dress Goods and Suitings held in New York last week by order of a prominent manufacturer—the famous Shelton Mills, whose fabrics are noted for high quality, correct style and superior value. At this important sale over eleven thousand pieces of Dress Goods were disposed of at prices averaging 50c and 60c on the dollar. Ever alert to your interests, we secured some of the choicest bargains in high-class, seasonable dress materials, and beginning tomorrow morning we offer values that will make this the season's most important dress goods occasion. Be here to share the wonderful advantages.

Lot One—54-inch Crepe Ratine Worsteds, in black and navy blue; one of the season's smartest and most distinctive dress fabrics. Regular price, \$2.00 yard. Sale price, \$1.00 yard. 98c

Lot Two—54-inch All-wool Black Silk Stripe Volles, crisp mesh and firm weave; a material that will drape perfectly. Regular price, \$1.50 yard. Sale price, 75c

Lot Three—52-inch All-wool, New, Wide-wale Corded in handsome two-tone colorings; choice of stylish colorings of brown, navy blue and gray. Regular price, \$1.25 yard. Sale price, 79c

Lot Four—46-inch All-wool Chiffon Panama, extra close-woven, firm quality, in such favored colors as navy blue, brown, Copenhagen and black. Regular price, 80c yard. Sale price, 59c

Lot Five—50-inch All-wool Extra Heavy-weight Cream Coating Serge, a beautiful quality, especially adapted for "Johnny" Coats and wraps. Regular price, \$1.75 yard. Sale price, 89c

Lot Six—52-inch All-wool Cream Whipcord Coatings, extra fine quality for tailored wear; very heavy and stylish. Regular price, \$2.00 yard. Sale price, \$1.09

Lot Seven—54-inch Satin-finish Chiffon Broadcloth, with the new charmeuse finish; choice of such fashionable shades as navy blue, brown, plum, taupe, garnet, olive, catwaba, wistaria and black. Regular price, \$1.50 yard. Sale price, 90c

Lot Eight—44-inch All-wool Storm Serge, extra heavy, double-twill, hard-twisted grade for tailored garments; in black and navy blue. Regular price, 80c yard. Sale price, 66c

Lot Nine—52-inch Waterproof Storm Serge, pure worsted fabric of the finest quality and most desirable style; sponged and shrunk; choice of black and navy blue. Regular price, \$1.50 yard. Sale price, \$1.15

Lot Ten—56-inch All-wool Fancy Coatings and Suitings, in the season's newest effects, such as camels hair and diagonal weaves. Regular price, \$2.00 yard. Sale price, \$1.25

Lot Eleven—54-inch All-wool Black Cheviot Serge; perfect crock black and superior quality for tailored suits and coats. Regular price, \$1.00 yard. Sale price, 69c

Lot Twelve—50-inch All-wool Black Voile, firm woven, crispy quality; all pure worsted fabric. Sold regularly at \$1.19 a yard. Sale price, 59c

10c Dover Egg Beaters With This 5c Coupon for . . . 5c

The "Dover" Egg Beater is a standard article in use by thousands of housekeepers and sells regularly for 10c each. Strongly made for long service. Just like the illustration. On sale tomorrow for 5c each, with this Coupon—Housefurnishings Department, Basement. (S)

Women's \$1.00 Crepe Kimonos Unusually Attractive Styles at . . . 87c

A special offering for Monday of 200 Women's Crepe Kimonos at a worth-while saving. In solid colors of navy blue, lavender, pink, light blue and red, trimmed with pretty Persian borders. Made with shirred yoke. Every garment cut generously full. All sizes at 87c instead of \$1.00. (Third Floor.)

Women's New Tailored Suits

Values Worth \$25.00 and \$30.00 In an Extraordinary Sale Monday at

\$14.75

This big purchase of Women's New Tailored Suits carries a message of the utmost importance to every woman who has an ambition to dress well at modest expense. There never has been a time when the buying power and underselling ability of this store were so strongly emphasized. Several hundred brand-new and smartly tailored models are included in tomorrow's offering—all at a price that provides immense savings.

You'll find a splendid array of new and jaunty models to select from, fashioned of the materials in greatest demand right now, including boucle suitings, imported wide-wale diagonals, Lymanville chevots, chiffon broadcloth, two-tone whipcords, French serges, men's wear serges, wide-wale chevots, pebble chevots, mannish mixtures and English worsteds.

Colors include such favorites as plum, taupe, bronze, slate, new blue, russet, navy blue and staple black. Choice of values worth \$25.00 and \$30.00 for \$14.75.

COUPON SALES. No Mail or Phone Orders.

3c BASTING COTTON, 4 FOR 5c.

THIS COUPON and 5c for four spools of Good Quality White Basting Cotton, 200-yard spools. (S)

10c HAIR NETS, 3 FOR 10c.

THIS COUPON and 10c for THREE Large Size Silk Hair Nets, with and without elastic; all shades. Worth 10c each. (S)

25c NEEDLE BOOKS, 12c.

THIS COUPON and 12c for Kirby Beard's English Needle Books; contain a good assortment of sewing needles and darners. (S)

CHILDREN'S WAISTS, 19c.

THIS COUPON and 19c for Children's Suspender Waists, with hose supporters atached; strongly made; superior 3½ elastic webbing with rubber buttons; sizes 2 to 14 years. (S)

50c DRESSING SACQUES, 36c.

THIS COUPON and 36c for Women's Flannellette Dressing Sacques, large variety of pretty patterns, in light and dark effects. Made with fit belt and high necks; all sizes. (S)

CHILDREN'S PETTICOATS, 19c.

THIS COUPON and 19c for Children's Flannellette Petticoats, made with and without elastic; all shades; sizes 2 to 12 years. (S)

10c CHAIR SEATS, 5c EACH.

THIS COUPON and 5c for Imitation Leather Chair Seats, in assorted styles, colors and sizes. Complete with brass-head tacks. Regularly 10c each. (S)

\$1.25 BIRDEYE, 89c.

THIS COUPON and 89c for 20-inch Antiseptic Birdseye or Diaper Cloth in sets of cartons containing full 10 yards. (S)

TEA TOWELS, 6 FOR 29c.

THIS COUPON and 29c for six Hemmed Absorbent Tea Towels, made of good heavy twill crash; size 16x22. (S)

50c WAISTS, 25c.

THIS COUPON and 25c for Women's Waists, stamped on the grade French lawn and voile, in beautiful conventional and floral designs. Made with set-in or kimono sleeves. Two skeins of Royal Society Floss with each waist. (S)

\$1.00 COMBINATION GARMENTS, 69c.

THIS COUPON and 69c for Women's Ready-made Combination Garments, in dress, drawers and corset covers combined; stamped on the quality white nainsook; variety of pretty designs. (S)

\$2.00 PILLOWS, \$1.00 PAIR.

THIS COUPON and \$1.00 for one pair large size Bed Pillows, covered with heavy-weight art tickings, in green, pink, blue and tan or blue and white striped. A C. tickings. Filled with sanitary crushed turkey feathers, made odorless by cold blast process. (S)

PAPER NAPKINS, 75c.

THIS COUPON and 75c for 1,000 Plain White Crepe Napkins, extra quality. Sold regularly at 90c. (S)

WAX PAPER, 4 FOR 10c.

THIS COUPON and 10c for Four Quires of Wax Paper, suitable for wrapping lunches, etc. (S)

All-Silk Messaline Petticoats. Specially Priced for Monday at \$1.29

Compare these Pure Silk Messaline Petticoats with the flimsy cotton-back garments advertised elsewhere at low prices, and you'll see the difference at a glance. A special purchase of a maker's surplus makes it possible for us to offer this remarkable value.

Fashioned of all-pure-silk satin messaline, with sectional plaited founce and cotton underlay. Sizes to fit women whose waist measurement ranges from 18 to 22.

Choice of a large assortment of desirable shades for fall wear. A price surprise at \$1.29.

Extraordinary Purchase of \$1.25 and \$1.29 IMPORTED SATIN MESSALINES (36 inches wide), 69c

Only the very finest quality Imported Satin Messalines are included in the lot—the kind that have ght, richness, brilliant luster and superior finish to recommend them, and that never sell for less than \$1.25 and \$1.29 a yard.

A noteworthy feature is the immense assortment of new and sought-after shades in the assortment, which embraces every desirable street and evening shade demanded this season. A partial list of shades follows:

White,	Copenhagen,	Marine,	Tan,
Teary,	Plum,	Light Blue,	Black,
Cream,	Nile,	Light Pink,	Red,
Corn,	Cardinal,	Hein Pink,	White,
Main,	Myrtle,	Gray,	Wistaria,
King's Blue,	Gold,	Taupe,	Old Rose,
		Golden Brown,	Purple,
			Navy Blue,

\$1.50 Costume Velvet 27 Inches Wide . . . \$1.10

A rich jet black, erect pile quality in high favor this season for costumes and suits. Very soft and lustrous, guaranteed not to rub off or crock.

This is a grade for which downtown stores charge \$1.50 a yard—another illustration of the remarkable value-giving policy of this store. Offered tomorrow at only \$1.10 a yard. Full 27 inches wide.

27-inch Corduroy, in the stylish wide and regulation widths; lustrous finish and heavy quality; choice of brown, navy blue, plum, gray, black and white. Special at, yard, 69c

34-inch Costume Velvet; soft, close-pile, lustrous quality, for waists and costumes; choice of black, navy blue, brown and myrtle. Regular price, \$1.19 a yard. Special at, yard, 89c

32-inch Black Velour; extra fine, rich, lustrous quality; erect pile; beautiful jet black, guaranteed not to crock or rub off. Regular \$2.50 value at, yard, \$2.25

COUPON SALES. No Mail or Phone Orders.

10c SAPOLIO, 6c.

THIS COUPON and 6c for regular 10c cask of the well known Hand Sapolio. (S)

CHILDREN'S UMBRELLAS, 44c.

THIS COUPON and 44c for Children's School Umbrellas, neatly made of good quality rainproof glorio. Steel frames and stylish handles. (S)

SATIN RIBBON, 7½c.

THIS COUPON and 7½c for No. 1 Satin Ribbon, in red, pink, light blue and lavender. Ten yards in each bolt. (S)

10c BUCKWHEAT, 7½c.

THIS COUPON and 7½c for Gold Medal Buckwheat Flour, extra quality. (S)

5c STARCH, 2 FOR 6c.

THIS COUPON and 6c for TWO regular 5c packages of Argo Gloss Starch. (S)

15c SALMON, 8½c.

THIS COUPON and 8½c for regular 15c tall cans of Extra Quality Salmon. (S)

5c MILK, 2 FOR 7c.

THIS COUPON and 7c for regular 5c cans of "Pet" Brand Evaporated Milk. (S)

5c LAUNDRY SOAP, 2 FOR 6c.

THIS COUPON and 6c for TWO regular 5c cakes of Santa Clara Laundry Soap. (S)

15c AND 19c HANDKERCHIEFS, 2 FOR 15c.

THIS COUPON and 15c for Women's Pure Linen Hemstitched Handkerchiefs, fine quality linen; one-eighth and one-quarter hem. Values worth 15c and 19c each. (S)

20c PEROXIDE CREAM, 9c.

THIS COUPON and 9c for Peerless Peroxide Cream, a superior quality massage and toilet cream. (S)

\$1.00 SYRINGES, 59c.

THIS COUPON and 59c for Red Rubber Fountain Syringes, 2-quart size; rapid-flow tubing and hard rubber fittings. Free with each syringe a trial box of Ty-ro's Antiseptic powder. (S)

25c LAXATIVE, 15c.

THIS COUPON and 15c for regular 25c boxes of Laxative Bromo Quinine, the genuine kind, prepared by E. W. Grove. For colic and grip. (S)

20c TALCUM POWDER, 8c.

THIS COUPON and 8c for one-pound cans of Eureka Talcum Powder, good quality, borated and violet-scented talcum. (S)

10c SEA SALT, 6c.

THIS COUPON and 6c for 10c bags of West India Sea Salt, for the bath. (S)

\$1.00 FOUNTAIN PENS, 69c.

THIS COUPON and 69c for Guaranteed Fountain Pens, 14 Karat gold pen point. (S)

75c DOOR PANELS, 39c.

THIS COUPON and 39c for Irish Point Door Panels, good quality net, with handsome motif inset designs; sizes 18x28. (S)

50c WINDOW SHADES, 29c.

THIS COUPON and 29c for Fringed Window Shades, good quality opaque cloth; mounted on good strong spring rollers, finished with heavy knotted fringe and crocheted ring. Choice of white, ecru, light medium and dark green; 3½ ft. size. (S)

"Everwear" Lining Satin

Sold Regularly at \$1 Yd. Guaranteed for 2 Seasons **69c**

This widely advertised and handsome Lining Satin is preferred by particular women when in quest of a material that will give the greatest amount of wear and satisfaction. "Everwear" Lining Satin is fully guaranteed to give two seasons' wear by the maker, who stands back of every yard he produces. Full 36 inches wide. Rich, brilliant, satin-face quality, strong and durable. Choice of the following shades:

Light and dark gray, champagne, emerald, biscuit, light blue, lavender, navy blue, cream and black.

The established price of "Everwear" Lining Satin is \$1.00 a yard everywhere. Here tomorrow for only 69c yard.

Genuine Anderson's Black Silk Percealine, every yard bearing the well known trade mark; full one yard wide; a light-weight fabric having the appearance of all silk. Sold regularly at 35c yard. Special at, yard, 25c

Tailors Venetian Cloth, heavy weight, with a beautiful lustrous finish; in gray only. Regular 50c value. Offered for one day at, yard, 35c

MORE THAN 1,000 HIGH-GRADE RUGS On Sale Tomorrow at 60c on the Dollar.

Every Rug Perfect and Strictly First Quality. Fresh, New Goods in the Latest Designs and Colorings. The Season's Greatest Value-Event.

All are brand-new 1913 advance patterns, and every rug is in the popular 9x12-ft. room size. When you can buy these PERFECT rugs for less than asked elsewhere for inferior grades which are pieced, mismatched or imperfect, no shrewd housekeeper will fail to appreciate the importance of tomorrow's matchless economies.

\$16.50 BRUSSELS RUGS, \$10.95.

9x12 Largest Room Size 8 and 9 wire Brussels Rugs; Alex. Smith & Sons' make; in one piece (no seams), and finished with four-inch hemmed ends, which prevents curling; in a large variety of handsome floral, medallion and conventional designs; colorings of red, green, blue, rose and brown.

\$25.00 WILTON VELVET RUGS, \$15.95.

9x12-ft. Wilton Velvet Rugs; Alex. Smith and Hartford Carpet Company's make; most of these rugs are made one-piece style, while the others are perfectly matched; a heavy pile fabric, in floral, medallion and conventional designs; choice of handsome colorings.

\$30.00 AXMINSTER RUGS, \$18.75.

150 Fine Grade Axminster Rugs; largest room size; Hartford, Sanford, Smith and Roxbury best makes; in floral, oriental, medallion and conventional designs; a rich, lustrous, heavy-pile fabric; in red, tan, brown, green, rose and gold.

\$35.00 AXMINSTER RUGS, \$22.50.

100 Best Grade Axminster Rugs; 9x12-ft. large room size; in Hartford and Smith makes; in a large variety of patterns, shown only in the high-priced rugs; choice colorings to suit any room decoration.

\$20.00 BRUSSELS RUGS, \$12.65.

Alex. Smith & Sons 9-wire Brussels Rugs; in one piece, with heavy four-inch hemmed ends; in oriental, medallion, floral and conventional designs; colorings of red, green, blue, rose, gold, tan and brown; patterns suitable for any room.

\$22.50 BRUSSELS RUGS, \$14.50.

175 Largest Room Size 9x12-ft. Alex. Smith 10-wire "Phillipsburg" Rugs, a grade that is well known for its durability; in floral, medallion and conventional designs; colorings of red, rose, tan, blue, green and brown; all made in one piece; extra quality fabric.

75c Venise Lace Bands Up to 8 in. Wide, 45c

A new lot of Handsome Venise Bandings, obtained from the importer at a liberal discount. Brand-new styles in greatest demand this season for waist and dress trimmings. Widths up to 8 inches. Choice of white, cream and ecru, in a variety of artistic designs that women will like.

Regular 75c value at 45c a yard.

All- linen Torchon Laces, in edges and insertions; widths up to 4 inches; good assortment of desirable patterns. 10c 4½c and 12½c qualities for . . .

New lot of Shadow Laces; the soft, filmy styles so much the vogue for plaiting waists and dresses; edges and insertions from 2 to 12 inches wide. Large variety of styles at 10c to 30c yard.

Shadow All-over Laces; in inches wide, in white, cream, ecru and black. Regular 50c values offered for one day at, yard, 25c

"Ironclad" Seamless Sheets

81x90 inch size for double beds **59c**

Sold regularly at 79 cents each

The name stands for sturdy quality and lasting satisfaction, as the majority of housewives know. Buying "Ironclad" Sheets at this little price suggests the wisdom of laying in a supply to last all season.

They are full double-bed size (81x90 inches), and made of extra heavy linen finish sheeting cotton, with 3-inch hem. Full SEAMLESS kind—made in one piece. Tomorrow at 59c instead of 79c.

81x90 Bleached Sheets; double-bed size; made with welded seam; a heavy, close-woven grade, free from starch. Regular 59c value. 48c

45x36 Bleached Pillowcases; large size; fine close-woven cotton, free from starch. Worth 19c and 25c each. Sale price 12½c

11-quarter Crochet Bedspreads; double-bed size; choice of a good assortment of heavy raised Marcelline designs. Worth \$1.59 1.15

Yard-wide Bleached Cotton; a closely woven grade, free from starch. Sold regularly at 10c yard. Sale price 6½c

Australian Wool Blankets Usual \$3.00 Value at . . . \$1.95

A mill purchase of Blankets at a saving of one-third actual cost. It will be to your advantage to supply immediate and future needs from this sale tomorrow.

Fine grade double-bed size Australian Wool Blankets, soft wool nap fleece finish that will not become knotty after laundering. Contain as much warmth and comfort as any all-wool blanket.

Choice of white, tan and gray, with pink or blue borders; also plaids of gray, tan, blue or pink. All with silk mohair binding. Sale price \$1.95 pair.

11-quarter Bed Blankets, in white, tan and gray, with pink or blue borders; soft-fleece finish. Regular \$1.50 value . . . 95c

11-quarter Double-bed Size Blankets; wool fleece and filling, in white or gray, with various color borders; silk-bound edges. Regular \$4.00 values. Sale price . . . \$2.88

Large Size Bed Comforts; covered with good quality silkoline; light and dark colorings; scroll-stitched quilting; filled with pure white cotton. Sold regularly at \$1.59. Sale price . . . 95c

Extra Large Size Bed Comforts; covered with best grade silkoline and printed cambrics; light and dark colors; filled with pure white sheet cotton. Regular \$2.50 value. Sale price . . . \$1.69

The Greatest Values of the Season in . . . Untrimmed Hats Are Offered in This Purchase of Fashionable Shapes Worth \$4 and \$5 for . . . \$1.98

It's no new thing for this store to sell the most wanted Millinery below customary cost, but we doubt if the present offering of beautiful Untrimmed Hats at \$1.98 has ever been equaled this early in the season.

The world of fashion has produced no handsomer or more fashionable styles than those which go to make up this matchless collection of hats. Every woman looking for new millinery should not fail to attend tomorrow's sale.

Materials consist of fine quality all-silk velvet, hatter's plush, satin beaver and erect pile plush, in black and all the most approved colors.

Choice of an immense assortment of new shapes, including small, medium and large hats and beautiful large dress shapes in the new flat and side-roll effects, as well as continental and sailors, in all the most favored models. Many exclusive shapes are here, such as are usually found only in the most expensive French hats. Choice of any hat at \$1.98.

Sale of Outing Flannels Regular 12½c Quality at 7¾c

This wanted material for women's and children's warm winter garments at decidedly less than regular cost tomorrow. Heavy-weight outing flannels, soft, fleeced grade for night-gowns, pajamas, petticoats and other wearables; full 27 inches wide. Light and dark grounds in stripes, checks and broken plaids of light blue, pink, gray, green, brown, red and garnet.

The regular 12½c quality for 7¾c yard.

Plain Color Daisy Outing Flannel, in light blue, gray, pink, cream and white; close-woven quality of just the right weight for women's and children's winter garments. Regular 12½c value for 8¾c

25c Tub Silks, 15c Yd.

A special purchase of 250 pieces of these Dainty Tub Silks on sale tomorrow at half established value. Women in quest of thin wash silks for pretty party frocks, waists and dresses will find the sale especially inviting.

Pure silk material with a warp of linen that makes them wash and wear perfectly.

White grounds with neat colored stripes. Colors guaranteed absolutely fast. Regular 25c value at 15c yard.

Wash Goods Dept.—Section 8.

Initial Writing Paper. 25c Value 10c at . . . 10c

A new lot of about 3,000 boxes of Initial Writing Paper just received from the mill. Each box contains 24 sheets of white linen-fabric paper, with the new Liberty English Initial stamped in corner, and 24 envelopes to match.

All letters. The correct stationery for your personal correspondence. Special at 10c a box.

All-Linen Table Damask. Sold Regularly at \$1.00 a Yard. Full Two Yards in Width. 66c

Women who are posted on linen qualities will be delighted with this Fine Irish Table Damask. Full bleached and strictly all pure linen; firm woven and weighty. Full two yards wide.

Choice of six pretty patterns. A grade always counted excellent value at a dollar a yard. Specially priced for tomorrow's linen sale at 66c a yard.

50c Mercerized Satin Table Damask, 60 inches wide; good heavy grade for general use. Choice of six neat patterns. Will wash and wear well. Regular 90c value for one day at, yard, 29c