

Goldenberg's—"Both Sides of Seventh Street"

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**69c**  
Fountain  
Syringes



THIS COUPON and 6c for regular 10c boxes of Electro Silicon, the magic silver and metal polish. (Noting Dept.)

**75c Garbage Cans**  
With This Coupon,  
**39c**



THIS COUPON and 20c for large size Steel Japanned Garbage Cans, tight-fitting cover, strong and durable. (Noting Dept.)

**10c Bottle Machine Oil**  
**6c**



THIS COUPON and 6c for regular 10c bottles of Three in One Sewing Machine Oil. (Noting Dept.)

**10c Cards Snap Fasteners**  
**5c**



THIS COUPON and 5c for One Dozen Snap Fasteners, black or white; size 00 only, the most popular size for waists and dresses. (Noting Dept.)

**"IT PAYS TO DEAL AT GOLDENBERG'S"**  
**Goldenberg's**  
SEVENTH AND K "THE DEPENDABLE STORE"

Mill ends of Fine Quality Cottons and Cambrics—superior soft finish grades as good as Wamsutta, Pride of the West, New York Mill, Fruit of the Loom, Androscoggin, Lonsdale and Berkeley Cambrics; also Nightgown Twill. Useful lengths for every need.

**Cut Glass Dishes**  
Regularly \$1.00, at  
**49c**



THIS COUPON and 49c for usual \$1.00 Cut Glass Bonbon or Olive Dishes, 6-inch size, with handle. In beautiful new "Silver Rose" design; brilliant cutting. (Basement.)

**\$1.39 Antiseptic Birdeye**  
**\$1.09**

THIS COUPON and \$1.09 for ten-yard pieces of 30-inch Antiseptic Bird-eye. In sealed sanitary cartons. (8)

# PLANNING

## Stocks and Service—Your Store!

Adequately we are prepared to fill every need, with the newest of New Goods, with Outfittings for the Home... The attractiveness of the new Fall... make this store the center of buying activity tomorrow and the coming week.

A Silk Sale That Touches the Limit of Sensational Value Giving.  
**\$1.50 Colored Chiffon Taffeta Silks**  
In a Complete Range of New Autumn Shades,  
Full 36 Inches Wide, at... **98c**

Not the thin, ordinary taffetas which are usually advertised at similar low prices—but extra heavy, rich, lustrous quality, firm-woven, pure-dye silk, the superiority of which you will see at a glance! A sale that demonstrates this store's silk leadership in the most forcible manner.  
Full 36 inches wide, with the desirable soft glove finish—every yard guaranteed to wear.  
In every wanted street and evening shade, including plenty of the scarce Navy Blues from Mid-night to Belgian Blue, also Black.  
Women planning new fall dresses and waists should not miss this opportunity to buy regular \$1.50 Chiffon Taffeta Silks for 98c yard.

**\$1.50 and \$1.75 Striped Taffeta Silks**  
These represent a manufacturer's mill ends and trial pieces—lengths up to 10 yards, suitable for waists, skirts and dresses. Newest ideas in the popular striped taffetas, which are unusually good this season. Full 36 inches wide.  
**\$1.19**

**40-inch Box-loom Crepe de Chine**, all-pure silk quality, with the desirable soft, crepe finish. In a complete range of the choicest fall shades. Regular \$1.50 value. Opening Special, yard... **95c**

**40-inch Black Beau de Cygne**, all-pure silk quality, one of the most favored black silks for autumn wear. Regular \$1.50 value. Opening Special, yard... **\$1.19**

**40-inch Black Satin Duchesse**, with soft, charmeuse finish; a high-grade quality which sells regularly at \$2.00 a yard. Opening Special, yard... **\$1.39**

**Women's \$20 and \$25 Fall Dresses**  
In Beautiful Silk and Cloth Materials. The Most Charming Models Ever Shown at...  
**\$15.95**



A special purchase of 200 new Fall Dresses brings you this chance to save on the garments that are just now in greatest demand.  
There are Dresses of Satin and Serge, in the chic wool and metallic embroidered effects; Taffeta and Serge combinations in smart Redingote models, beautiful Charmeuse Dresses in the popular long-line effects, Pleated Serge Dresses, Coat Dresses—in fact, the style range is so complete you will find just what you want.  
Trimmings of Georgette Crepe, Silk Braids and Velvet greatly enhance their charm. Colors of navy, plum, Burgundy, brown, green and black. All sizes for misses and women.

**Boys' 2-Pants Suits**  
Opening Sale Price **\$2.69**

When you consider that the cheapest Two-pants Suits are \$4.00 elsewhere you will appreciate the unusual values offered in this sale. They are full-weight materials, in neat dark patterns; strongly sewed and well finished suits for school and general wear, with TWO PAIRS of full-cut knickerbocker pants, which means double wear. Opening Special at \$2.69.

**Boys' Heavy Winter Weight TWO-PANTS**... **\$4.44**

**Boys' Knit Hats**, in popular Rash... **39c**

**Little Boys' Wash Suits**, famous "Mother's Friend" make... **77c**

**25c and 39c Neckwear**  
Choice at... **19c**

Large Cape Collars of washable swiss, in deep, round, sailor and fish effects; some with corded edges, others with hemstitched folds, tucks, lace-trimmed and ruffled; also dainty styles in embroidered swiss.  
A fine collection of new, smart neckwear—specially priced at 19c.  
New Autumn Veilings, in the latest and most popular designs... **19c**

**Women's "Burson" Stockings**  
Manufacturer's "Seconds" of Regular 35c Quality at... **19c**

**BURSON FASHIONED HOSE**  
KNIT TO FIT WITHOUT A SEAM

A special purchase of "Burson" Hosiery—stockings that hold their perfect shape as long as you wear them. May be washed any number of times, but the true "knit-in" shape will remain. The only stockings permanently shaped without seams.  
Made of fine quality lisle, in black and white and black with split soles; seamless foot, double sole, high spliced heel and toe, garter top. Because of slight defects the manufacturer calls them "seconds," but the little faults do not impair the wearing quality at all. Regular 35c value at 19c a pair.

**Women's Pure Silk Hose**, double sole, high spliced heel and toe; guaranteed fast. Choice of dropstitch, plaid, dots, fancy stripes and checks. All shades. Regular \$2.00 and \$2.50 values... **\$1.05**

**Women's Fiber Silk Hose**, seamless foot, double sole, high spliced heel and toe; garter top. Black, white and colors. Subject to slight imperfections. Regular 35c value... **35c**

**Infants' Cashmere Stockings**, seamless foot, double silk heel and toe; black, white, tan, pink and sky; sizes 4 to 6 1/2... **25c**

**Boys' and Girls' Cotton Stockings**, seamless foot, double heel and toe; choice of 1x1 or 2x1 ribbed; black only. Sizes 5 to 9 1/2. Regular 19c values... **10c**

**Children's Fine Ribbed Silk Lisle Hose**, seamless foot, double heel and toe; fast black; subject to slight imperfections; sizes 5 to 9 1/2. Regular 25c values... **17c**

**Infants' Fiber Silk Hose**, seamless foot, double heel and toe; black, white, pink and sky... **29c**

**50c Satin Brocade Silks**  
36 Inches Wide (Note the Width)... **29c**

These beautiful silk and cotton fabrics are enjoying universal favor for street and afternoon frocks, dancing gowns, theater and party wear. Pure silk, with a warp of highly mercerized cotton that makes them much more serviceable than all-silk at twice the price.  
In a complete assortment of street and evening shades. See these charming silk and cotton materials tomorrow at 29c a yard.  
**25c Mercerized Poppins**, in dark grounds with woven silk designs. Smart and exclusive weaves for fall and winter dresses. Opening Special, yard... **16c**

**\$25 to \$30 Salts' Plush Coats**  
A Wonderful Sale That Caps the Climax of Big Value-Giving! Opening Special... **\$17.75**

Never have you known the equal of these values right at the beginning of the season—perhaps never again will it be possible to offer such a wonderful price-advantage in the Coats every woman wants. These handsome coats represent the sample line of one of New York's most prominent coat makers, and it is due to his co-operation that we are able to offer as a big special feature of the Opening the finest Salts' Plush Coats at this remarkable low price.  
Every correct model for fall-winter, 1916-17, is shown, including Full Flare Coats, Fur-trimmed Styles, Sailor Collar and Yoke Effects, Novelty Fur-Fabric Trimmed Coats, Swagger Tailored Modes and other smart styles to suit every one.  
Lining are soft silks or satins, and are guaranteed permanent dye and for a full season's wear. All sizes for misses and women from 16 to 46. ALTERATIONS FREE.

**"Opening Specials" in New Fall Silk Petticoats**

Taffeta Silk Petticoats, in light and dark shades and beautiful changeable combinations; made with neat flaring flounces of tucked and narrow ruffles, with elastic fitted waist-band. Opening special at... **\$1.88**

Fine Quality Taffeta Silk Petticoats, in a variety of lovely changeable colors; made with deep flaring flounces of fine tucks; others with pointed pleating, finished with foundation; all lengths. Regular \$3.50 value. Opening special... **\$2.98**

A Great Big Special Purchase of **75c, 89c, \$1 Seamless Bleached Sheets**  
Sizes 81x108, 90x90, 81x99, 81x90, 63x99, 63x90, 54x99 and 54x90... **59c**

It is quite an achievement to offer such big savings on the most desirable quality Sheets, right in the face of steadily advancing cost. A mill purchase brings this wonderful opportunity to Goldenberg customers—be here tomorrow to supply your needs for the entire season.  
One of the best grades of sheets manufactured today—heavy round thread sheeting cotton, free from dressing or starch. In the following sizes: 81x108, 90x90, 81x99, 81x90, 63x99, 63x90, 54x99 and 54x90.  
Classed as "run of the mill," owing to slight defects which are hardly noticeable.  
46x36 Bleached Pillowcases, made of superior grade pillowcase muslin. Each, regular 20c value. Opening special... **14c**

White Crochet Spreads, double-bed size; good heavy weight, in Marselles patterns. 12 1/2 x 12 1/2. Regular \$2.25. Opening special... **\$1.49**

Importer's Sample Line of **Renaissance Pieces**  
Worth \$1.50, \$2.00, \$2.49 and \$2.98... **\$1.09**

Beautiful Japanese Renaissance Art Pieces, consisting of 38 and 46 inch Luncheon Cloths, Plaid Scarfs, Buffet and Dresser Scarfs—fresh, new and clean. Samples—no two alike.  
Art Dept., First Floor.

**50c Yarn-Mercerized Table Damask**  
**33c**

A fine, weighty grade, with rich satin luster—full of wear and satisfaction. Choice of five new and attractive patterns. Full 64 inches wide. Opening special, 33c yard—regularly 50c. (First Floor, Linen Dept.)

Mercerized Damask Napkins, hemmed ready for use; still retain their beautiful linen finish after laundering. Choice of five neat patterns. Regular \$1.25 value. Opening special... **89c** (Limit, one dozen to a buyer.)

**50-In. All-Wool Velour Broadcloths**  
Regular \$2.25 Quality Opening Special at, Yd. . . **\$1.55**

A dress goods offering bound to create a stir. 50 inches wide all-wool handsome satin-face quality, with fine twill back, the genuine soft chiffon quality, with "kitten ear" finish, which makes up to best advantage in the new suits and skirts. Guaranteed old standard German dye fabrics—a point worth emphasizing.  
In black and every imaginable color, including the scarce plums, navy blues, Russian green, African brown, etc.

**50-inch All-wool Argentine Cheviots**, extra heavy quality, the proper weight for the new suits. Choice of black, navy, Russian green and African brown. Regular \$2.00 value. Opening Special, yard... **\$1.19**

**50-inch All-wool Storm Serge**, extra heavy, double-twill quality, in black and a complete range of wanted shades. Regular \$1.25 value. Opening Special, yard... **89c**

**56-inch All-wool Black Men's Wear Clay Worsted Serge**, a rich jet black quality, the smartest and most desirable weaves for tailored wear. Regular \$2.00 value. Opening special, yard... **\$1.39**

**38-inch Storm Serge**, a good, heavy-weight, double-twill grade, full of service and satisfaction. In all the most favored colors and black. Regular 59c value. Opening Special... **44c**

Regular \$2 and \$2.50 54-in. **COATINGS**  
At **\$1.25 Yd.**

High-class fashionable materials for fall and winter garments, including Chinchilla and Bolivia effects, Diagonals, Plaid Backs, Boucles and Plain Velours, in black, navy, brown, red, taupe, gray, etc. Extraordinary values for the Opening at \$1.25 a yard.

**Coupon Sales**

**Men's Golf Caps, 21c**  
THIS COUPON and 21c for Men's All-Wool Golf Caps, new fall patterns; full shape; made with taped seams; values worth 39c and 50c each.

**Men's 25c Collar Buttons, 15c**  
THIS COUPON and 15c for Kremets 14-karat Gold-plated Collar Buttons; all shapes. (Men's Dept., First Floor.) (8)

**\$1.69 Longcloth, \$1.09**  
THIS COUPON and \$1.09 for Genuine English Longcloth, 34 inches wide; fine chambray finish quality; 12-yard pieces. (8)

**100 Paper Napkins, 11c**  
THIS COUPON and 11c for One Hundred White Paper Napkins, with a French self color border; sterilized crepe. (8)

**30c Stationery, 18c**  
THIS COUPON and 18c for one pound of Ward's Linen Paper, about 100 sheets to each pound. Pure white, extra heavy quality. (8)

**\$1.48 Velvet Hats, 69c**  
THIS COUPON and 69c for Black Silk Velvet Hats, small and medium size shapes. (8)

**Children's 39c Drawer-Waists, 29c**  
THIS COUPON and 29c for Children's Two-piece Combination Drawers and Waists, good quality muslin, with tucked and bloomer drawers; sizes 3 to 10 years. (8)

**Infants' Shirts, 25c**  
THIS COUPON and 25c for Infants' Long Sleeve Shirts, with lace edging on neck and sleeves. (8)

**Women's Drawers, 15c**  
THIS COUPON and 15c for Women's Muslin Drawers, deep hemmed, with lace edging on neck and sleeves. (8)

**25c Brassieres, 18c**  
THIS COUPON and 18c for Butte Brassieres, French knot embroidery, with wide embroidery; perfect fitting. (8)

**59c Stamped Nightgowns, 44c**  
THIS COUPON and 44c for Stamped Nightgowns, pretty designs for French knot embroidery; also designs for colored French knot embroidery; good quality nainsook. (Art Dept.) (8)

**New Outing Flannels**  
12 1/2c Quality, **9 3/4c** at...

27-inch Outing Flannels; heavy, soft-fleece quality, for making women's and children's warm winter garments; light and dark grounds, with neat colored stripes and checks.

27-inch Bleached Canton Flannel, heavy fleeced quality, with twill back. Regular 15c value... **11c**

27-inch Bleached Donet Flannel, a close-woven, heavy fleeced quality. Worth 12 1/2c... **9 3/4c**

**Opening Specials in New Ribbons**

Fine quality All-silk Ribbons, in the most wanted styles, including plaids, moires, satin taffeta and dressings. Choice of all good colors, such as cardinal, navy blue, pink and black. Regular 30c value at... **17 3/4c**

All-silk Ribbons, in Moires, checks and fancy novelties, 5 inches wide. Complete assortment of wanted shades and black. Regular 21c value, at... **13 1/2c**

**\$6 Mattresses**  
Special at **\$3.98**

These Felt Combination Mattresses, covered with heavy art ticking; deep 5-in. boxing finished with thick roll edge, offered as an Opening Special tomorrow at \$3.98. Sizes 3 ft. to 4 ft. 6 in. (4th floor, Main Store.)

Fall Opening—and Special Sale of **Women's High-Grade Shoes**  
Fine Qualities, Worth \$6.00 and \$7.00 a Pair, at... **\$4.95**

This special offering of Women's Footwear is an event of extraordinary importance—and is certain to interest value-wise women who want to purchase high-quality shoes below the standard price. These smart, stylish boots are made by a high-grade maker, and in view of the recent sharp advances in the price of all leathers we are conservative in stating their real worth.  
Button and lace models, in brown, gray, bronze, champagne, black kid, ivory and combination leathers, with covered or leather Louis heels. All sizes, 2 1/2 to 7.  
Choice tomorrow of New Fall Shoes, actually worth \$6.00 and \$7.00, at \$4.95 a pair. (Shoe Dept., First Floor.)

**Men's & Women's Umbrellas**  
Opening Special at **\$1.09**

Every Umbrella fully guaranteed for service. Superior grade rainproof American taffeta covers, with wide taped edge, with 26 and 28 inch paragon steel frames. Excellent assortment of stylish handles, including hardwood missions, fancy carved, silver trimmed and fine natural woods. Cases to match.

**Leather Suit Cases**  
Regular \$3.50 Kind, **\$2.05**

Good, Serviceable Quality Suit Cases, of sheepskin leather, made on steel frame, with sole leather corners; very light weight, yet strong and durable.  
Traveling Bags, of sheepskin leather, with double-stitched edges, sole leather corners; cloth lined, with pockets. Desirable 16 and 17 inch sizes. Slightly imperfect. Regular \$3.00 value at... **\$1.79** (Traveling Goods Dept., Fourth Floor.)

**Women's Handkerchiefs**  
Worth Up to 25c Opening Special at **11c**

An importer's sample line—each handkerchief mounted on original sample card. The values are so exceptional it will be profitable for you to buy them for Christmas gifts, as well as for personal use.  
Fine Quality Swiss, Lawn and Dimity Handkerchiefs, with narrow and wide lace edges. Choice of values worth up to 25c at 11c. (Handkerchief Dept., First Floor.)

**Pearl Buttons**  
Regular 10c Values Special, per Card, **5c**

Fancy Carved Iridescent Pearl Buttons, in sizes 24 to 40 lines—the most desirable sizes and styles for fall trimmings. Three, four or six on a card—special at 5c. (First Floor, 8th Street Side.)

**5c Starch, 2 for 6c**  
THIS COUPON and 6c for two regular 5c packages of Argo Gloss Starch. (8)

**25c Asparagus, 16c**  
THIS COUPON and 16c for California Brand Asparagus Tips; fine quality. (8)

**19c Pineapple, 11c**  
THIS COUPON and 11c for regular 19c cans of Hawaiian Pineapple. (8)

**10c Grape Juice, 2 for 9c**  
THIS COUPON and 9c for two regular 10c bottles of Grape Juice. (8)

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