

"IT PAYS TO DEAL AT GOLDENBERG'S"

Goldenberg's

SEVENTH AND K "THE DEPENDABLE STORE"

3 Pages Today-- Besides this DOUBLE-PAGE SPREAD of Anniversary Sale Bargains, Another Advertisement Appears on Page 1, Part 2. Don't miss it!

Regular 5c Cakes
IVORY SOAP
 3 cakes for 6c



THIS COUPON and 10c for two regular 5c Cakes of Ivory Soap. (8)

25c Jars
"Mum" 15c



THIS COUPON and 15c for regular 25c Jars of "Mum," the favorite deodorant cream. (8)

"Kleen-O" Oil Mops
 Regularly 39c
 Each, at 19c



THIS COUPON and 10c for "Kleen-O" Oil Mops—especially effective on wood floors, linoleum, etc. Good, long lasting, with long handle—regular 39c value. (Shower.) (8)

Twine Shopping Bags
 12c

THIS COUPON and 12c for Twine Shopping Bags, large size, close neatly, double leather, made in U.S.A. (Leather Goods Dept.) (8)

50c Solid Gold Rings
 24c

THIS COUPON and 24c for Baby's Solid Gold Rings, most prettily gold bands, substantially made. (8)

Rubber Door Mats
 Regularly 50c
 Each 17c



THIS COUPON and 17c for Extra Quality Rubber Door Mats, size 14x20. Better—good, serviceable kind and desirable size. Sold regularly at 50c. (Household.) (8)

15c Cans
TALCUM POWDER 5c



THIS COUPON and 5c for 15c Cans of Talcum Powder, a well-known high-grade Talcum Powder. (8)

\$1.00 Ready-made and Stamped Nightgowns 59c



THIS COUPON and 59c for Ready-Made and Stamped Nightgowns, stamped on extra fine quality English millinery, in a variety of new designs; sizes 38 to 42. (Art Dept.) (8)

Anniversary Sale of Superbly Styled Suits

LOT ONE—The Equal of Suits Sold Elsewhere at \$19.75 and \$22.50, \$14.75

LOT TWO—The Equal of Suits Sold Elsewhere at \$30 and \$35, \$24.50



This Anniversary Sale of Women's Autumn Suits rises to the greatest heights of value-giving. Styles, qualities and assortments have never been equaled by any store in the city for the same wonderfully low prices.

Clever styles in the newest, up-to-the-minute modes—shown in Long Coat Suits, Fur-trimmed Suits, Braided Suits, Full-flare Suits, Velvet-trimmed Suits and Smart Tailored Suits.

Choose from the most favored materials worn this season—**Chiffon Broadcloth, Wool Velour, Silk and Wool Poplin, Gabardine, Serge and Cheviot.**

Complete assortment of colors, including Navy, Plum, Cream, Brown, Burgundy and Black. All sizes for misses and women.

And Remember—ALTERATIONS FREE

Women's BURLSON Stockings
 Manufacturer's "Seconds" of the Regular 35c Quality at 19c

"Burlson" Stockings, as every woman knows, hold their shape as long as they are worn. May be washed any number of times, but the true "knit-in" shape will remain. The only hosiery permanently shaped without a seam.

Tomorrow we offer Women's "Burlson" Stockings of fine quality Hosiery, with seamless foot, double sole, high spliced heel and toe, in white and black, with split soles; good elastic quality, at the a pair instead of 30c. (Classed as "seconds" because of slight manufacturing defects.)

Women's Fine Silk Hosiery, full fashioned foot, double sole, high spliced heel and toe; Hosiery made in U.S.A. (Leather Goods Dept.) (8)

Misses' Plainly Made Hosiery, seamless foot, double sole, heel and toe; black, white and tan. Regular 25c value. (Leather Goods Dept.) (8)

Free Samples of "Hump" Hairpins

300 packages of "Hump" Hairpins will be distributed among the first 300 customers who visit the main department tomorrow.

The "Hump" Hairpin is the only hairpin that won't fall out. Whether you dance or ride or work or play, the "Hump" Hairpin stays fast and keeps the hair in place. Try the free samples given away tomorrow and you will see why the heavy hairpin is the only hairpin that will hold the "HUMP" Hairpin for a single day.

Full Size Packages, 10c. (Notion Dept.—First Floor.)

21st ANNIVERSARY

21 Years of Unparalleled

To fittingly celebrate the Twenty-first Anniversary of the founding of "The Dependable Store" we will begin tomorrow a great Birthday Festival extending over six days. This great Birthday celebration has been carefully planned, and we can unhesitatingly state that in scope and magnitude of savings has never been surpassed in Washington.

The Greatest Silk Sensation of the Year!

36-in. Colored Chiffon Taffetas 93c

Identical Quality Quoted as \$1.50 Value Elsewhere in the Anniversary Sale at 66c

Here's an underselling feat that establishes a new record for wonderful value-giving—fine quality Colored Chiffon Taffetas Silks, good, heavy-weight, pure dye, all-silk grade, with desirable soft tissue finish, at a price no other store can approach!

Full yard wide, in a complete assortment of colors, including the following:

Navy Light Blue	Mais Changeable Effects	Golden Brown	Russian Green	Alice Myrtle	Flesh Black
Reseda Old Rose	King's Blue Coral	White Copenhagen	Lavender Garnet Wistaria	Gray	Etc.

36-inch Colored Faillie Silk Poppins; extra fine, lustrous quality, in all the most sought after and fashionable street and evening shades; also black and white. Worth \$1.00 yard. **66c**

40-inch Black Satin Charmeuse, rich, lustrous quality; rich crows black. Worth \$2.00 yard. **\$1.39**

36-inch Satin Messalines, heavy, rich, satin-fine grade; heavy weight, in a complete assortment of all wanted street and evening shades; also black. Worth \$1.25 yard. **\$1.09**

40-inch Black Peau de Cygne; all-silk, extra heavy quality; rich, lustrous finish. Worth \$1.50 yard. **\$1.19**

\$2.25 Chiffon Velour Broadcloth

Full 50 Inches Wide, Black and All Colors. **\$1.49**

This high-grade, fashionable fabric, now at the height of popularity, marked at a price that touches the limit of low selling for the Anniversary Sale. 50 inches wide Satin Chiffon Velour Broadcloths—one of the handsomest qualities turned out by the mills this season—sponged and shrunk ready for the needle. No amount of wear or exposure can harm its rich satin face.

Choose from a complete range of the most wanted shades, including Burgundy, Plum, Russian Green, African Brown, Mustard, Navy Blue, Midnight Blue, Ink Blue, Men's Wear Blue and Black.

\$1.19 All-wool Storm Serge, 79c

50-inch All-wool Storm Serge, heavy hard-twisted, double-twill quality, a grade that is guaranteed to shed dust and withstand the elements. Colors include navy, midnight and men's wear blue; African brown, Russian green, plum, taupe, Belgian blue and black.

\$2.00 All-wool Velour Cheviot, \$1.29

The very newest fall and winter fabric for tailored suits and skirts. In navy blue, Russian green, African brown and black.

\$1.25 Chiffon Taffeta, 88c

44-inch All-wool Chiffon Taffetas, in the scarce navy and midnight blues. These extra fine woven chiffon taffetas are enjoying great vogue for stylish one-piece dresses.

\$1.25 Silk and Wool Poplin, 79c

40-inch Silk and Wool Poplin, a rich silk lustrous grade, with the desirable soft clinging finish, the ideal fabric for dresses. Colors include black, plum, Russian green, smoke, African brown, Copenhagen, navy, king's blue, peacock, reseda, etc., etc.

75c Storm Serge, 55c

42-inch Storm Serge, the correct weight and texture for suits, skirts and dresses. The assortment includes black, navy blue, Russian green, brown, Belgian blue, garnet, etc., etc.

\$3.00 54-in. Coatings, \$1.69

Extra Heavy Winter Weights. We are in a position to offer these Heavy Winter-weight Coatings at about 50c on the dollar. The assortment includes all the season's newest styles and effects, such favorites as Fancy Mixtures, Two-tone Cambray Hair Velour, Corduroy, Tw-tone Diagonals, Invisible Plaids, Egyptian Boucle, Plaid Backs, etc., etc.

High-Class New Trimmed Hats \$4.48

Exact Reproductions of Paris-Inspired Millinery That Outvalue \$6, \$7 and \$8 Hats Elsewhere...

Hundreds of new, smart models shown for the first time tomorrow—all worth a great deal more than the modest price we name for the Anniversary Sale. Wonderful Hats—a sparkle with style, charm and individuality, showing in every line just what specialized service means.

Only the highest grade materials and trimmings have been used, and so cleverly have the designers done their work you would never dream they could be sold for so little.

Newest large and small shapes, suitable for street or dress wear; smart hats in black, white, old rose, brown and combinations of colors, in Continentals, Side or Back Flare Hats, Sailors, Mushrooms and stunning new Turbans, Toques and soft small hats.

\$3.50 Silk Velvet Tam-o'-Shanters, \$1.98

The fashionable Tam-o'-Shanters and Draped Velvet Hats, in small shapes, for young girls and women. A representative showing of the newest and best models—specially priced for the Anniversary Sale at \$1.98.

\$4.00 High-Class Untrimmed Hats \$2.98

Newest, smartest and handsomest shapes produced this season—of Silk Beaver, Hatter's Plush and Fine Silk Velvet, in the desirable high luster finish. All the most fashionable shapes, including flare, large and small Continentals, off-the-face styles, high-back effects, Mushrooms and Sailors.

This Coupon is Worth 35c to You

SPECIAL INTRODUCTORY SALE

MADAME AVALIER POUDBRE SUPERBE

"THE FACE POWDER OF LUXE"

FULL SIZE 50c BOX FOR THIS COUPON AND 15c

NOT MORE THAN TWO BOXES TO ANY ONE PERSON

MADE IN FRANCE. This powder is wonderfully different from all others. Has that faint lingering fragrance of dress powders. We want every woman to know its indescribable distinctness and superiority. FREE SAMPLE AND ADDITIONAL COUPONS ON REQUEST AT OUR STORE. SIGN NAME AND ADDRESS AND PRESENT COUPON AT ONCE

\$1.00 Model Corsets 69c

Anniversary Sale Special

Thompson's Glove-fitting and P. N. Corsets, of fine coutil, in medium low bust; heavily boned and perfect-fitting models of the usual dollar quality. Trimmed with embroidery and complete with heavy hose supporters. All sizes—49c.

Royal Worcester Corsets, of fine quality materials, medium and low bust models for slender figures. Six heavy hose supporters. All sizes. Anniversary Sale price, \$1.39 (Third Floor.)

\$6.00 Felt Mattresses \$3.98

A sale of these Mattresses always brings great response, especially since the continued advance on all raw materials. Tomorrow we will have just 50 to sell at this price. Covered with blue and tan art tickings; combination center with felt top, bottom and sides. 3 ft. to 4 ft. 6 sizes. Fourth Floor.

Silk Handkerchiefs

Values Worth Up to 25c

Special At 11c

Women's Fancy Silk Handkerchiefs, in a variety of pretty styles; made of good quality Japanese silks, with colored hem-etched borders and French hems. Printed effects and fancy corner and border designs. (Handkerchief Dept., First Floor.)

A Remarkable Anniversary Sale of \$1 & \$1.25 Neglige Shirts

Hundreds of New Fall Patterns to Choose From at **69c**

200 dozen Spick-span, New Neglige Shirts go into this Anniversary Sale tomorrow—an event that provides the biggest values Washington men have known this season. The quality, style, fit and service you'll get in these shirts make it wise economy to buy a whole season's supply.

They are shirts of the recognized high quality, for which this men's furnishing department is famous. Carefully cut, accurately sized and proportioned of reliable fast-color materials, and hand laundered.

Fashioned of Harmony Percales, Madras and Mercerized Cloth, in a large assortment of snappy, new fall patterns and colorings. Laundered cuff and soft turn-back cuff styles. All sizes—every shirt perfect fitting.

Men's "Duofold" Health Underwear, with wool outside and Sea Island cotton interlining. The most sanitary underwear for winter wear. Regular \$1.50 value. **\$1.15**

Men's "Faultless" Domet Flannel Nightrobes, extra full-cut sizes. Made with roll collars or military necks. Values worth \$1.60 and \$1.50. **79c**

Men's "Korrett" Make Wool Coat Sweaters, V-neck style; in blue, brown, maroon, light and Oxford gray. All with guaranteed buttonholes. Worth \$7.99 each. **\$2.89**

Men's "Wonderwear" Ribbed Balbriggan Underwear, medium weight; shirts with close-fitting ribbed necks and saten facings; drawers with extra thread through thigh and seat, insuring double service. Worth \$1.00. **55c**

Men's "Bristol Mills" Merino Underwear, medium weight; shirts and drawers to match; white or natural gray colors; sizes up to 50. **50c**

Men's Half Hose, silk and cashmere; plain black only; double inserted heel and toe of linen. Sold regularly at 80c pair. **25c**

27-Inch Outing Flannels 73c

Regular 10c Grade at 14c

27-inch Outing Flannels; good, heavy fleece quality, in stripes and checks; choice of light blue, pink, gray, etc. Excellent material for making warm winter garments for women and children.

28-inch Bleached Canton Flannel, heavy, close-nap quality, with twill back. Worth 20c yard. **14c**

29-inch Bleached Domet Flannel, heavy fleeced quality, for winter wear. Worth 18c yard. **10 1/2c**

30-inch Percales, light grounds, with neat colored printings, such as stripes, checks, figures and dots; close-woven grade, for making men's and boys' shirts and women's house dresses. Worth 12c yard. **9 3/4c**

32-inch Kiddle Cloth, in a large assortment of styles and colorings, including stripes, checks and a full range of plain colors. The ideal fabric for boys' suits, children's dresses, etc. **16c**

42-Inch Georgette Crepe \$1.27

Regularly \$1.50 a Yard, at 10c

42-inch-wide Georgette Crepe, a fine firm woven grade, in white, black and colors. The quality sold everywhere at \$1.50 a yard, lowered to \$1.27 a yard for the Anniversary Sale.

Metal Laces --the Newest Trimmings. 50c Values at, a yd. 39c

Metal Laces of silver, gold or steel, 3 inches wide, in a variety of charming designs—specially priced for the Anniversary Sale at 39c yard. Identical qualities selling elsewhere at 50c yard.

Every evening dress that is truly fashionable shimmers with the glint of metal—it is the most favored form of trimming this season, as every well posted woman knows.

42-inch Indestructible Silk Net, in black, white, street and evening shades. Worth \$1.00 yard. **73c**

Metal Cloth, 36 inches wide, in silver, gold, turquoise, American Beauty and orchid shades. Used for foundations and trimming purposes. Sold regularly at \$1.25 yard. **95c**

15-inch Silk Chantilly Lace Flouncings, in white, cream and black; large variety of effective new designs. Values worth up to \$1.35 yard. **73c**

42-inch Chiffon Cloth, extra fine quality, in white, black and all leading shades. Regularly \$1.25 yard. **95c**

Real Laces, Cluny Laces, white and Arabian shades; widths up to 5 inches. Used for trimming curtains, scarfs, centerpieces, etc. Values worth 39c yard. **23c**

Shadow, Fillet, Point de Paris, Imitation Duchesse and Fancy Laces, edgings and insertions; white and cream colors. Values worth up to 15c 8c (Art Dept., First Floor.)

Hudson Seal Coats \$84.50

Cannot be duplicated elsewhere for less than \$100.00 to \$110.00.

Just 25 of these high-grade Hudson Seal Coats ready tomorrow at this remarkably low price—a value made possible because of early and advantageous buying.

We guarantee every coat to be a new winter 1916-17 model. Absolutely perfect quality garments guaranteed to wear satisfactorily.

The newest large models, with wide sweep; large convertible collars, new sleeves and deep cuffs. The linings are either soft silks or Skinner's brocade, and both are guaranteed for two seasons' wear.

All sizes, 36 to 46. Anniversary Sale price, \$84.50.

Black Fox Sets, \$23.50 Values Worth Up to \$30.00

Beautiful, Lustrous, Long-hair Black Fox Sets, consisting of smart whole-animal effect scarf, so much in favor this season, and either barrel or pillow muff to match. Lined with guaranteed satin duchesse.

Red Fox Sets, \$14.50 Values Worth Up to \$20.00

Natural Fox Sets are still the rage and are increasing in popularity daily. Tomorrow we offer 20 of these Handsome Red and Gray Fox Sets at a price the manufacturers are asking at wholesale. New single-skin scarfs and new trimmed barrel muffs to match.