

Goldenberg's—"Both Sides of Seventh Street"

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Ammonia
4c

THIS COUPON and 4c for Goldenberg's Ammonia, for household use; full strength; large size bottle (over 1 qt.). (Toilet Goods Dept.) (8)

15c and 19c Tooth Brushes
With This **10c** Coupon

Sample Tooth Brushes, all pure bristles, in all sorts of shapes and styles, including bone and transparent celluloid handles. (Toilet Goods Dept.) (8)

19c Boxes of Talcum Powder
10c

THIS COUPON and 10c for Paine Beach Talcum Powder, high-grade, pure quality, delicately scented. Regularly 19c box. (Toilet Goods Dept.) (8)

No. 200 Imperial Longcloth
\$1.29 Pc.

THIS COUPON and \$1.29 for 12-yard piece of famous Imperial Longcloth, the favorite "No. 200" quality; 36 in. wide; soft chambré finish. Today's value, \$1.75 piece. (8)

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

NEW ARRIVALS IN WHITTALL RUBS—The manufacturers have announced an advance in the price of all WHITTALL RUBS, to go into effect December 1. We have received a shipment of these world-renowned rugs, in a splendid selection of new patterns, which we offer at the old prices. (Furniture Store, "Across the Street.")

75c Steel Garbage CANS
36c

THIS COUPON and 36c for usual 7 1/2 Steel Japanese Garbage Can, large size, with deep covers. (Basement.) (8)

Gas Lights
38c

THIS COUPON and 38c for usual 7 1/2 Inverted Gas Light, outside adjusting valve; complete with mantle and globe. (8)

Rubber Door Mats
Regularly 50c
With This **16c** Coupon

Fancy Rubber Door Mats, size 14x24 inches; good, serviceable quality and desirable size. (Basement.) (8)

25c Boxes of Face Powder
12c

THIS COUPON and 12c for Goldenberg's Face Powder, in flesh or white; regularly 25c a box. (Toilet Goods Dept.) (8)

Women's \$3.50 and \$4.00 SHOES
In All Sizes, **\$2.69** Pair

Good staple styles and serviceable qualities obtained at an advantageous figure from the factory. THE REASON the price is so deeply reduced is that they are discontinued lines and odd lots of which the lasts will not be used another season.

A rare buying opportunity for the woman who wants stout, dependable footwear at a saving.

Choice of button, lace and blucher styles, in such wanted leathers as Patent Colt, Gun Metal, Vici Kid and Tan Calf; with high or low heels. Not all sizes of each style, but all sizes from 2 1/4 to 8 in this lot of regular \$3.50 and \$4.00 High Shoes at \$2.69 a pair.

(Shoe Department, First Floor.)

\$3.50 & \$4 Lace Curtains
A Philadelphia Mill's Surplus and Odd Lots at Remarkable Concessions... **\$2.19**

From one of Philadelphia's largest mills we have closed out several thousand pairs of Fine Quality Lace Curtains at an extremely low figure—because the maker wanted to convert his remaining stock into cash.

There are 4 to 18 pairs of a pattern—quantities which are considered small by the mill, but plenty large enough to serve your purposes. All are strictly perfect quality and this season's production.

Lot 1 consists of Fine Grade Scotch Lace, Nottingham and Cable Net Curtains, 2 1/2, 3 and 3 1/2 yards long, 40 to 54 inches wide; in plain and heavy worked designs. Quantities selling regularly at \$3.50 and \$4.00, for \$2.19 pair.

Cable Net and Nottingham Lace Curtains, close-mesh grades, in white and ecru colors; 3 and 3 1/2 yards long, 45 to 50 inches wide. In patterns that are the exact reproductions of the higher priced laces. In plain, novelty effect and heavily worked designs. Values worth \$4.50 and \$5.00 pair. Challenge Sale price, \$2.69.

\$2.25 All-Wool Chiffon Broadcloth
Steam Sponged and Shrunk, in Black and All Colors **\$1.55**

A sale of the fabrics now in fashion's eye and the most fashionable for handsome tailored suits, skirts and one-piece dresses—offered tomorrow at a price much less than prevailing elsewhere. These Chiffon Broadcloths are sponged and shrunk ready for the needle, have the new improved velour satin face and the finish is guaranteed permanent.

Every wanted color and shade, including Navy Blue, Midnight Blue, African Brown, Russian Green, Taupe, Plum, Wistaria, Old Rose, Gray, Belgian Blue, also Black.

Compare with the usual \$2.25 grade and note the saving you can make in tomorrow's Challenge Sale—at \$1.55 a yard.

\$3 & \$3.50 Heavy-weight Coatings, \$1.89

High-grade, Heavy-weight Coatings, 54 to 60 inches wide, in a complete assortment of the season's choicest weaves, including camel's hair, velour, rough, shaggy effects and smooth-finish fabrics. Plain colors and handsome two and three tone color combinations. Sale price, \$1.89 yard.

\$2.00 Argentine Velour at \$1.19

The leading fall and winter fabric for tailored suits. A heavy nap, firm-woven, all-wool quality, full 50 inches wide, in the leading shades—navy blue, African brown and Russian green. A quality selling elsewhere at \$2.00 a yard. Challenge Sale price, \$1.19 yard.

\$1.25 All-wool Storm Serge at 95c

This is one of the most desirable fabrics used this season for one-piece dresses, tailored suits and skirts. 52 inches wide, strictly all-wool grade, heavy double-twill worsted yarn, in a complete assortment of the leading shades; also black. In the Challenge Sale at 95c a yard—regularly \$1.25.

\$1.25 Imperial French Serge at 98c

One of the scarcest fabrics on the market today—and one of the most sought after for smart dresses and suits. All pure wool, fine twill quality, made of standard dye colors that are guaranteed absolutely fast. The assortment includes navy blue, burgundy, plum, Russian green, Belgian blue, taupe; also black.

Fine Wool Blankets
A Challenge Sale Offering of Usual \$6.50 Quality for **\$4.85**

Take warning of the steadily advancing prices on Blankets—when this lot is gone we cannot duplicate it at the price. If you expect to need an extra pair or two of blankets this winter now is the time to stock up!

They are Fine Quality Wool Blankets, size 70x82, of good heavy weight, in white with pink or blue borders—soft French process combed fleece, finished with wide silk-bound ends.

Heavy-weight Double-bed Size 60x90 Blankets, in white or gray, with various color borders; fine wool fleece. Worth \$4.50. Challenge Sale \$3.45

Extra Fine Quality Wool Blankets, size 70x82; in white or gray, with silk-bound ends; heavy weight, best fleece finish. Worth \$7.50. Challenge Sale \$5.95

Heavy-weight Wool Nap Blankets, for large double beds; in white, tan or gray, with fancy borders and silk-bound ends; also plaids of blue, pink, tan and gray; soft fleece finish. Worth \$3.00 pair. Challenge Sale \$2.19

15c Quality 27-Inch Daisy Flannel
In Plain Colors, **11c**

For making warm winter garments few materials enjoy the popularity of Daisy Flannel. 27 inches wide, extra heavy fleece twill quality, in light blue, pink, cream, gray and white. At 11c a yard instead of 15c tomorrow.

27-inch Bleached Domet Flannel, heavy, fleeced quality, for making warm, comfortable undergarments. Worth 12 1/2c. Challenge Sale 9 3/4c

27-inch Unbleached Canton Flannel, heavy, close-nap quality, with twill back. Worth 12 1/2c. Challenge Sale 9 3/4c

27-inch Outing Flannels, light and dark grounds, in neat stripes and checks; heavy fleeced quality. Worth 12 1/2c. Challenge Sale 9 3/4c

All-Linen Table Damask
Regular \$1.59 Quality, Specially Priced at **\$1.19**

We couldn't re-buy these Table Linens at the price quoted in this sale—a fact that makes further comment about the wonderful value unnecessary. All-linen Full-bleached Irish and Scotch Table Damask, of fine, weighty grade, with soft, mellow finish, in ten beautiful designs. Bargain news of timeliest interest to housekeepers preparing for Thanksgiving day table needs.

20x20 Napkins, to match—special, \$3.00 doz.

22x22 Napkins, to match—special, \$3.50 doz.

Yara Mercerized Satin Table Damask, two yards wide; extra fine quality; choice of a large variety of handsome patterns. Worth 75c. Challenge Sale 59c

64-inch Mercerized Satin Table Damask, five neat patterns; excellent wearing grade for general use. Worth 55c. Challenge Sale 44c

Here's Warmth and Comfort at Little Cost
PURCHASE OF **Bath Robes**
For Misses and Women, a Very Remarkable Value at **\$1.49**

You cannot appreciate what unusual money's worth these Bath Robes are until you slip into one and enjoy the comfort and warmth they give.

Made of heavy fleeced broad material, in new patterns of rose, tan, lavender, gray and blue, with large collars, pockets and tassel cord around waist. Just the right garment to slip on when you get up in the morning and before retiring at night. All sizes for misses and women, at \$1.49.

72x90 Bleached Sheets
Made of "Standard" Sheeting, Worth 59c Each—Special at **39c**

With such big savings on Bed Muslins shrewd housewives will need no other incentive to supply their needs. A lot of 100 dozen 72x90 Bleached Sheets, made of good, serviceable quality sheeting cotton—the well known "Standard" brand cotton, with reinforced seam which gives extra strength where most needed—exceptionally low priced at 39c. The regular value is 59c.

81x90 Bleached Sheets, with the new improved welded seam, which adds strength and durability. Full double-bed size; made of round-thread, linen-finish sheeting cotton. Worth 69c each. Challenge Sale price, 55c

81x90 Seamless Bleached Sheets, made of superior grade sheeting cotton; full double-bed size; free from starch or dressing. Regular price, \$1.09 each. Challenge Sale price, 79c

90x108 Seamless Bleached Sheets (note the extra size), heavy, round thread quality; made of fine-grade sheeting. Regular price, \$1.50 each. Challenge Sale price, \$1.05

45x36 Bleached Pillowcases, large size, close-woven pillowcase cotton; free from starch. Regular price, 20c each. Challenge Sale price, 15c

Crochet Bedspreads, in handsome raised-Marseilles designs; full double-bed size. Worth \$2.25 each. Challenge Sale price, \$1.69

Crochet Bedspreads, full double-bed size; in Marseilles designs. Worth \$1.59. Challenge Sale price, \$1.19

36-inch White Cambric, a fine, close-woven, soft-finish quality; free from starch or dressing. Suitable for making undergarments. Worth 12 1/2c. Challenge Sale price, 8 3/4c

Quality, Service and Value-Giving Are the Factors That Make This Our Greatest
Challenge Sale of Furniture

The Challenge Sale emphasizes the claim that our prices for Furniture of dependable quality are the lowest in the city. We are winning the patronage of shrewd, far-sighted home furnishers by deserving it, and by offering complete assortments of the kind of Furniture the most particular clientele demands, and by quoting the fairest and most reasonable figures consistent with the high standard always maintained in our stocks.

Thanksgiving will soon be here—brighten up the home with new furniture that will be a joy and pleasure for many Thanksgiving days to come. Select it from our bountiful assortments and pay as convenient.

---Regular \$1.50---
Georgette Crepe
Full 42 Inches Wide, **\$1.29**
Challenge Sale Price, **\$1.29**

A fine, firm-woven grade, in white, gray, pink, lavender, mauve, navy blue, rose, reseda, Nile, flesh, sky blue, purple, taupe, royal and Belgian blue; full 42 inches wide. This is the identical quality for which every store charges \$1.50 a yard. Our Challenge Sale brings it to you tomorrow at \$1.29 a yard.

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

Real Linen Cluny Laces, white and Arabian shades; for trimming scarfs, curtains, enterprises, etc. Widths up to 3 inches. Worth 25c and 35c yard. Challenge Sale price, 23c

18-inch Gold and Silver Laces, silk net grounds for trimming evening dresses and waists. Good assortment of exquisite patterns. Regular \$1.25 value. Challenge Sale price, 95c

Point de Paris, Filet, Shadow and Fancy Laces, edgings, insertions and bandings; white and ecru colors; widths up to 3 inches. Large assortment of new patterns. Value worth 12 1/2c. Challenge Sale price, 7c

44-inch Gold and Silver Nets, for dresses and trimmings. Regularly \$2.00 yard. Challenge Sale price, \$1.69

This 4-Piece Old Ivory Bedroom Suite \$149.00
Specially Priced for Monday, at **149.00**

Four-piece Old Ivory Bedroom Suite, with hand-carved decorations; a rich and distinctive design. In construction and finish the acme of quality and desirability.

10-Pc. Mahogany-Finish Dining Room Suite \$119.00
Suite for Thanksgiving, at **119.00**

10-piece Mahogany-finish Dining Room Suite, in Adam period design, with classic lines that make it one of the most desirable suites produced in a long time.

Martha Washington Sewing Table, at... \$9.95

Martha Washington Sewing Table, in dull mahogany finish; a handsome and unique article for the sewing room. High-grade construction throughout.

Newport Reed Chair's Special \$2.98
at... **2.98**

Newport Reed Chairs; roomy, comfortable and restful. A special purchase of 100 of these popular chairs on sale tomorrow at \$2.98.

4-Piece Dining Room Suite \$79.00
In Beautiful Colonial Design

4-piece Quartered Oak Dining Room Suite, in the favorite Colonial design. Full of grace and beauty and a very special value at the price.

Turkish Wing \$12.95
Rockers at \$12.95

Turkish Wing Rockers, upholstered in black imitation leather; a great big, roomy, luxurious chair for the library or living room.

Economy Kitchen \$14.75
Cabinet... \$14.75

Best for the Money. Economy Kitchen Cabinet, complete with all the labor-saving equipment that helps the housewife to conserve her energies.

19c Guest Towels, 11c
THIS COUPON and 11c for Fancy Turkish Guest Towels, in stripes and solids; also space for monograms; mill seconds. (Limit, 6 to a buyer.) (8)

\$1.50 Birdeye, \$1.19

THIS COUPON and \$1.19 for 27-in. Anti-septic Birdeye, in sealed sanitary cartons, containing full ten yards. (8)

10c Nail Files, 5c

THIS COUPON and 5c for Flexible Steel Nail Files; double cut steel; assorted sizes. (8)

\$2.50 Velvet Hats, 69c

THIS COUPON and 69c for Black Velvet Hats, shirred and plain trim; large shapes and continental. (Millinery Dept.) (8)

\$4.00 Silk Beaver Hats, \$1.50

THIS COUPON and \$1.50 for Silk Beaver Hats, in sailors, side roll and mushroom shapes; bright, lustrous quality. (Millinery Dept.) (8)

\$1.00 Lambrequins, 55c

THIS COUPON and 55c for Lambrequins, of good quality satens, in floral-bordered effects; colorings of green, blue, gold and red; fringed sides and ends. (8)

The Most Favored Fur Trimmings Specially Priced

Skunk Opossum and Black Opossum Bandings, of fine quality fur, soft and lustrous—the most popular furs for all sorts of trimmings.

Two special lots at savings:

1-inch Bandings, regularly \$2.00 yard; at \$1.39

2-inch Bandings, regularly \$4.00 yard; at \$2.69

(Trimming Dept., 1st Floor.)

Challenge Sale Prices on NOTIONS

Chinese Ironing Wax, best grade, muslin covered, with wooden handles. Regularly 1c each. Ten pieces for... **5c**

Skirt or Trouser Hangers, practical style, well made... **4c**

Fast Black Sewing Silk, 250-yard spools, good quality silk, for machine or hand sewing; 12c letter A only... **12c**

Anchor Brand Cotton, 200-yard spools; black or white; extra quality three-cord cotton. Two spools... **5c**

Sanitary Aprons, superior quality, waterproof sheeting; full size; neatly made... **14c**

Sewing Machine Needles, all well known makes and sizes; regular 5c papers. Two papers for... **5c**

Fumed Oak \$3.95
Rockers, at **3.95**

Fumed Oak Rockers, with imitation leather seat; strong, serviceable and comfortable.

Bloch \$17.75
Go-Carts... **17.75**

Famous Bloch Go-Carts, reed body, beautifully finished in white enamel; highest grade go-carts produced to sell at the price.

4-Piece Library Suite \$77.00
With Real Leather Upholstery

Four-piece Library Suite, with genuine leather upholstery; a high-grade quality fit to grace the best appointed homes.

This High-Grade Brass Bed
An Exceptional Value for **\$19.75**

Heavy Brass Beds, bright or satin finish; beautiful new styles. Value, \$30.00. Special tomorrow at \$19.75.

White Enamel Beds, with continuous post and solid frames; strong and service-giving. Special at... \$5.95

Old Ivory Enamel Beds, with ten fillers; one of the most popular designs produced this season... \$9.50

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