

# Challenge Sale

## Bigger Values Than Ever. Come! Share!

**AT GOLDBERG'S**

# berg's

The Dependable Store

25c Cans of  
**Tooth Powder**  
**11c**

THIS COUPON and 11c for  
Prophylax Tooth Powder; the  
health protecting dentifrice;  
agreeable and efficient. (S)

25c Nut Sets  
With This **14c**  
Coupon...



One Patent Nut Cracker  
and half a dozen Nut Picks.  
Assortment. (S)

Regular 75c  
**Window Shades**  
**55c**

THIS COUPON and 55c for  
Holland-dyed shades, 22x  
36 with white, cream or green  
Crochet ring to match. (S)

39c Burson  
**Hosiery**  
**25c**

THIS COUPON and 25c for  
regular 39c Burson  
Stockings, black and white;  
regular and out sizes; sec-  
onds. (S)

Regular 29c  
**Lotion**  
**18c**

THIS COUPON and 18c for  
Jergens' Balm and Almond  
Lotion, for chapped hands and  
rough skin. (S)

15c Cans of  
**Talcum**  
**10c**

THIS COUPON  
and 10c for Wil-  
ber's half-pound  
can of Talcum Pow-  
der; choice of Violet,  
Rose or Carnation.  
(S)

The Challenge Sale's Biggest Coat Values—  
**200 High-Grade Coats**

The Majority Richly Fur  
Trimmed. Worth up to \$35, at  
**\$22.75**



As a fitting climax to this most successful of all sales we have assembled 200 of the finest coats ever offered at such a low price—giving our customers the benefit of savings that will make this offering one long to be remembered. The values quoted will seem modest when compared with other stores' prices for garments of equal quality.

The Coats featured tomorrow at \$22.75 are made of American Woolen Company's genuine all-wool heavyweight wool velour—the most fashionable as well as serviceable material worn this season. Shown in the following shades: Taupe, Burgundy, Green, Brown, Plum, Navy and Black.

The majority are handsomely trimmed with fur, some having huge cape collars and cuffs of fur, others with submarine collars of American Marten, Skunk, Opossum or Brownoney.

Smart models include Belted, Pleated, Shirred, High Waisted, Yoke and Plain Tailored effects. There's a style to suit most every woman. Some are full lined, others half lined. All sizes.

Goldberg's—Second Floor.



## \$35.00 Axminster and Wilton Velvet Rugs

9x12-ft. Room Size **\$23.75** Every Rug Seamless and Perfect

A rug sale that excels not only in value-giving, but in assortments and desirability. Here is an opportunity to share in the most remarkable savings offered in the city, and to choose from a wide range of beautiful designs and colorings in rugs of recognized high quality and dependability. All the desirable 9x12-ft. room size, and every rug is strictly perfect quality. They are Seamless Close-Woven Axminsters and Hard-finished Deep-Nap Lustrous Wilton Velvets, in artistic floral, medallion and conventional designs of light and dark colorings.

**\$45.00 Wilton Velvet and Axminster Rugs**  
Extra Heavy Grade Seamless Wilton Velvet and Axminster Rugs, all strictly perfect quality, in largest room size, 9x12 ft. A grade that we can fully guarantee to give entire satisfaction. In handsome oriental, medallion, floral and neat figured designs. Colorings to suit any room decoration.

**\$13.75 Wool and Fiber Rugs**  
The Well Known Tremont Brand Wool and Fiber Rugs, largest room size, 9x12 ft. Strictly seamless, and perfect and reversible. Choice of blue, tan, brown, olive, red and green mixtures, medallion, conventional and plain center designs.

## \$1.75 Quality 44-inch All-Wool French Serge

At a Price Held Down Despite Steadily Advancing Cost and Scarcity of Goods. **\$1.36 Yd.**

Although all woollens are "sky high" this Challenge Sale shows lower prices than have been known for months—another example of this store's underselling ability.

Extra fine quality pure dye All-wool French Serge, firm-woven, fine India twill grade, noted for serviceability no less than style. Full 44 inches wide, in a complete range of colors, including Burgundy, Russian Green, African Brown, Taupe, Black and

Plenty of the Wanted Navy Blues!  
This quality sells regularly at \$1.75 a yard, and later on will cost more. Our special price tomorrow, \$1.36 yard.

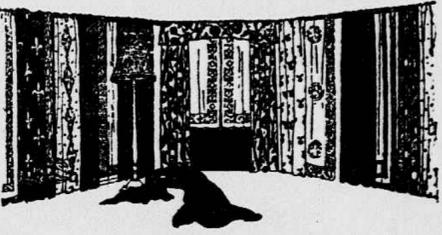
- Costume Velveteen, 36 Inches Wide **\$1.98**  
Costume Velveteen, an extra fine silk lustrous quality, with the stylish chiffon finish. Colors include navy blue, Belgian blue, damson, Russian green, brown, etc.
- 50-inch Chiffon Broadcloth **\$2.89**  
Fine Quality All-wool Satin Face Chiffon Broadcloth, extremely stylish for suits, coats, dresses, and shirtings and shirtings ready for use. In a complete range of wanted colors, including black. Worth \$4.00 yard.
- 46-inch All-wool Satin Cloth **\$1.49**  
All-wool Satin Cloth, handsome, rich satin face quality, with the stylish soliel weave. For suits and dresses. In navy blue and brown. Worth \$2.25 yard.
- 54-inch All-wool Poplin **\$1.89**  
All-wool Poplin, correct weight for suits and dresses; in navy blue, midnight blue, Burgundy, plum, African brown, Belgian blue, Russian green, taupe, and black.
- 36-inch French Serge **59c**  
French Serge, an extra fine twilled grade, in navy blue, brown and black. Worth 75c yard.
- 54-inch Coatings **\$2.39**  
Heavy Winter-weight Coatings, in a large assortment of beautiful designs, attractive colorings and combinations. Worth \$3.00 and \$3.50 yard.
- 50-inch Velvet Velour **\$4.44**  
Velvet Velour, an extra heavy, fine silk lustrous pile quality, especially desirable for women's and children's coats, scarfs, etc. Regular price, \$8.00 yard.
- 50-in. All-wool Storm Serge **\$1.29**  
All-wool Storm Serge, heavy, hard-twisted double-twill grade, in all wanted colors, including plaid, etc. Worth \$1.89 yard.
- \$10 Electric Seal Plush **\$6.26**  
Genuine Salt's Electric Seal Plush, one of the finest grades, with deep, rich pile that can hardly be detected from the fine grade seal. Extensively used for making coats, throws, scarfs, etc.

## 72-inch Mercerized Satin Table Damask Yard, 48c

Regularly 75c Yard.  
Full two-yard wide Mercerized Satin Table Damask, extra heavy weight yarn mercerized grade, in a variety of pretty patterns, including stripes and floral designs.

## Another Wonderful Lace Curtain Sale

Offering Choice of Thousands of Pairs of Fresh, New Curtains at Phenomenally Low Prices



Big assortments and sensational values greet you again tomorrow in our Lace Curtain Section. Just in time for the wind-up of the Challenge Sale come new shipments from our recent big purchase of the mill's small lots of 6 to 24 pairs of Lace Curtains which we obtained at average savings of a third to a half from present market prices.

Every pair perfect—fresh—new. Large assortment of patterns, exact reproductions of Tambour, Irish Point, Brussels, Cluny, Antique and Filet Laces. Choice of white, ivory, ecru and Arabian shades; 2½, 3 and 3½ yards long; 36 to 50 inches wide.

- \$1.25 and \$1.50 Values, **88c**
- \$2.00 and \$2.50 Values, **\$1.37**
- \$3.00 and \$3.50 Values, **\$1.95**
- \$4.00 and \$4.50 Values, **\$2.45**
- \$5.00 and \$6.00 Values, **\$3.65**

## Women's 19c & 25c Hosiery

At 12½c a Pair

A remarkable underprice offering of Women's Black Maco Cotton Stockings secured to sell at a third to a half less than regular, because they are termed "seconds." The defects are very slight, however, and do not affect the wearing quality. Seamless foot, double heel, toe and sole—good, serviceable qualities that retail in the regular way at 19c and 25c. Tomorrow at 12½c a pair.

- Women's Thread Silk Hose, deep garter tops of lisle thread, full fashioned foot, high spliced heel and toe; in black, white and all other wanted shades. Subject to slight imperfections which will in no way affect the wear or appearance. Worth \$1.25 pair.
- Women's Pure Thread Silk Hose, seamless foot, high spliced heel and toe; in black, white and blue grounds with embroidered figures. Worth \$1.15 pair.
- Wayne Knit Pony Hose, for boys and girls; best quality Maco cotton; absolutely fast black. Heavy reinforced heel, toe and sole. Sizes 5 to 7½ at 40c. Sizes 8½ to 10 at 45c.

## Another Blow at Present High Prices!

### 1x90 Seamless Sheets

Full Double-bed Size, Regular \$1.35 Value, at **97c**

You can save decidedly by taking advantage of this sale Sheets tomorrow—the qualities are thoroughly dependable and the price way below prevailing cost.

As the result of forehanding buying we offer 100 dozen 90 Seamless Bleached Sheets, full double-bed size, made of heavy linen-finish sheeting cotton, full of wear and satisfaction—worth today no less than \$1.35—at 97c each. Every Sheet perfect quality—finished with 3-inch hem.

- 90 Seamless Bleached Sheets, double bed size; heavy quality; worth \$1.50 each. **\$1.15**
- Crochet Fringed Bedspreads, with cut-out corners; handsome raised Marcellie patterns. Worth \$4.00. **\$2.89**
- 45x26 Bleached Pillowcases, large size; linen-finish quality. Worth 35c each. **24c**
- 64-lace Bleached Pillowcase Cotton, a fine, close-woven grade. Worth 28c yard. **28c**

### Men's \$1.00 Winter-weight Woolmix Underwear . . . 69c

- Men's Neglige Shirts, fine quality color percale; soft or laundered cuffs; fully perfect quality. All new terms. Worth 75c and 85c. **61c**
- Men's Woolen Army Socks, seamless foot, reinforced heel and toe. Regularly 50c pair. **39c**
- Men's Reis Make Natural Wool Undershirts, heavy weight; regular sizes. Worth \$1.59. **\$1.59**
- Men's Beccom Blanket Bath Robes, tan and Greek patterns; with full roll collars and heavy waist girdle. Worth \$5.00. **\$3.95**
- Men's Dearly Dressed Balbriggan Undershirts, with French ribbed back and satine facing; drawers with reinforced seat and satine waistband. Worth \$1.00. **75c**

## Aprons For Xmas Gifts



- New Tea Aprons, of white dimity and lawn; trimmed with embroidery, pocket and tie strings. **29c**
- Dainty Aprons, of swiss and dimity, with and without bibs; trimmed with val lace and embroidery, pocket and tie string. Worth 50c. **50c**
- Large White Aprons, of lawn, deep hemstitched hem and pocket; full skirts. Well made and finished. **35c**

## Groceries

- Standard quality Canned Goods at prices that help to lower the cost of living. Sold only at these prices with Coupon.
- 17c cans of Mixed Vegetables, for making soup. With This Coupon (S)..... **12c**
- 8c cans of Evaporated Milk, Per can, With This Coupon (S)..... **6c**
- Campbell's Vegetable Soup, Per can, With This Coupon (S)..... **10c**

## Silk Camisoles

Purchase of Silk Camisoles, in white and flesh colors; trimmed with lace edgings and insertions in back and front; lace shoulder straps. All sizes. Regular 69c values. **59c**

Beautiful Camisoles, of wash satin and crepe de chine; trimmed with wide or narrow lace; in various border patterns; lace or ribbon shoulder straps. Regular \$1.25 values. **\$1.00**

## Silk Handkerchiefs

Up to 25c values. **12½c**

Women's Fancy Silk Handkerchiefs, good quality Japanese silks, fancy printed and woven designs; also colored border styles. Variety of pleasing designs and colorings.

Men's Pure Linen Hemstitched Handkerchiefs, full size; good quality sheer linen; hemstitched borders. THREE for..... **50c**

## Pretty Ribbons for Fancy Work

We have the largest and most complete assortment of Ribbons for fancy work in the city, in beautiful styles for bags and other gift suggestions. Also a variety of dainty articles made from ribbons—instructions given for copying any of these articles.

- 1-inch Satin Ribbons, including light and dark dresden, plaid, plain satins and moires; with up to 6 inches to yard. **5c**
- Good Quality Ribbons, including moire, dresden and shacks; complete assortment of desirable shades; five inches wide. Worth 16c yard. **16c**
- Fine Quality Ribbons, including light and dark dresden, plaid, plain satins and moires; with up to 6 inches to yard. **24c**
- Regular 16c bolts of ribbons, in blue, white and pink. Worth 15c yard. **15c**

## Gray Enameled Ware

Strictly Perfect Quality **57c**



A chance to replenish your cooking utensils at little cost is afforded by this special offering of Gray Enameled Ware. First quality, liberal size pieces that every housewife can find a need for in the kitchen—including

- Gray Enameled Coffee Pots.
- Gray Enameled Water Pails.
- Gray Enameled Covered Boiling Kettles.
- Gray Enameled Rice Boilers.
- Gray Enameled Berlin Kettles.
- Gray Enameled Preserving Kettles.
- Gray Enameled Dishpans.

- \$1.50 Seamless Aluminum Coffee Percolators, 6-cup size; quality guaranteed. **\$1.19**
- Perfect Gas Irons, full size and weight; complete with metal tubing and stand; every iron guaranteed, tested and approved by Good Housekeeping Institute. **\$1.79**
- Heavy Galvanized Revolving Ash Sifters; fit over the can; easily operated and dustless; strong and durable. **\$3.49**
- \$1.25 Nickel-plated Alarm Clocks, clear dial; all guaranteed. **89c**
- \$1.50 Extra Quality Tin Wash Boilers, with cold wood handles; large No. 8 size, a good, serviceable boiler, for \$1.25.
- \$1.25 Heavy Steel Furnace Shovels, with strong D handles; large sizes, for 25c.

## Wm. A. Rogers' Table Ware at Lowered Prices Tomorrow

A special sale of Wm. A. Rogers' Silver-plate Tableware at savings that are well timed to meet the demands of Thanksgiving day.

The assortment includes all the wanted pieces of tableware, in a variety of new and dainty designs. Every piece bears the famous Rogers' trade-mark brand, and is fully guaranteed for service.

- Set of 6 Teaspoons..... **89c**
- Set of 6 Dessert Spoons..... **\$1.59**
- Set of 6 Tablespoons..... **\$1.79**
- Set of 6 Table Forks..... **\$1.79**
- Set of 6 Dessert Forks..... **\$1.59**
- Sugar Shells, each at..... **29c**
- Butter Knives, each at... **29c**
- Large Ladles, each at... **\$1.98**
- Gravy Ladles, each at... **69c**
- Cold Meat Forks, each at **59c**
- Set of 6 Knives, plain handles..... **\$1.89**

- \$2.50 "Everkeen" Cutlery Co.'s Steel Carving Sets, knife, fork and spoon, in box; all guaranteed..... **\$1.79**
- Cut Glass Water Sets Special at **\$1.49**  
Consisting of one large pitcher and six glasses to match. Neatly out.
- \$1.50 Heavy Galvanized Iron Ash-cans, full size, with side handles; strong and durable... **\$1.89**
- \$1.50 Select Lumber Brackets, nickel-plated pins and center brace; cannot sag. 6x13-foot size, for \$1.19.
- \$1.25 Hair Sweeping Brushes, large size, with long handle, a good, serviceable brush for all purposes, 60c.
- \$2.50 Genuine Callifornia Vacuum Clothes Washers, saves time, trouble and clothes. Try one and see the wonderful results, for 60c.
- 60c Sheet-iron Covered Roasting Pans, with ventilator, 10x18-inch size, for 40c.