



OUR GREAT SEMI-A

Store Hours: Open 9:15 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT
Goldenberg's
 BOTH SIDES OF 7TH AT K ST. 'THE DEPENDABLE STORE'

15c
TALCUM POWDER
 At 9c
 Wistaria Talcum Powder, good quality talcum, fragrant scented. Full size container. First Floor.

25c Lustrite
Peroxide Cream
 16c Jar
 Lustrite Peroxide Cream, a superior grade toilet and massage cream made by the makers of the widely advertised Lustrite Manicure Preparations. First Floor.

Bringing Forward Another Great Tomorrow That Demonstrate "The Sellsell and Power to Serve the Sellsell" Unapproach

BACKED by great assortments of worthy merchandise priced at low-level store, which for nearly a quarter of a century has steadily increased its sales in this great event. New lots—special purchases and regular stock reductions.

Challenge Sale Extraordinary of Women's and Misses' Dresses of Silk and Cloth Materials

Worth up to \$27.50
At \$11.75 Each

WE have arranged another wonderful dress event for Monday, with values and assortments that will make this sale one of the banner dress sales of the season. There are 163 dresses in the group by actual count—and as many of our customers will want to make a selection, we advise you to come early to avoid disappointment. Goldenberg's dress sales are "quick-fire" sales and seldom last longer than a day.



A splendid variety of styles and materials here for your selection, embracing—
 Wool Jersey Dresses
 French Serge Dresses
 Georgette Crepe Combinations
 Satin Dresses
 Chiffon Taffeta Dresses

These dresses have an all-summer utility. The assortment of styles includes beautiful embroidered dresses, trim-looking tailored effects, braid-trimmed styles, tunic effects, clever blouse styles and chic sport dresses. Colors are navy blue, rookite, Pekin blue, sand and gray; also black. Sizes are not complete in every style. A wonderful Challenge Sale bargain at \$11.75!

Women's Holeproof Hosiery Regular Prices up to 65c—At, Pair, 25c

"HOLEPROOF" Hosiery, the nationally known brand, offered tomorrow at the lowest price on record. Medium and light weights, with ribbed and hemmed tops, in black and white. The regularly established prices are up to 65c a pair. Buy them tomorrow at 25c a pair.

- Women's \$1.50 Silk Hose, 98c
- Women's \$1.00 Hose, 65c
- Women's \$1.50 Silk Hose, \$1.09
- Women's \$1.15 Silk Hose, 69c
- Women's \$1.50 Burson Hose, 79c
- Women's \$1.00 Burson Hose, 25c
- Women's \$1.50 Burson Hose, 79c
- Women's \$1.00 Burson Hose, 25c
- Women's \$1.50 Burson Hose, 79c
- Women's \$1.00 Burson Hose, 25c

Women's and Misses' Regular \$8.98 Sweaters, \$7.49

FINE quality all-wool Slip-On Sweaters, for women and misses; made with sleeves—an extremely smart model in high favor for cool days and evenings of late spring and summer. These come in beautiful shades of peacock, rose, coral, buff and purple; also black. Regular \$8.98 value; tomorrow at \$7.49.

Women's \$1 "Cumfy Cut" Union Suits In the Challenge Sale at 59c

AS the name implies, and most women know, these comfortable garments fit snug and cannot slip over the shoulders. "Cumfy Cut" Union Suits of good quality gauze lisle, in regular and extra sizes; with taped neck and arms, tight knee and lace-trimmed styles. The regular \$1.00 quality tomorrow as a big Challenge Sale feature at 59c a suit.

- Boys' 50c Underwear, 29c
- Boys' 50c Underwear, 35c
- Infants' 35c Shirts, 19c
- Women's 50c Vests, 29c
- Women's 50c Union Suits, 89c
- Women's 39c Vests, 19c
- Women's 50c Vests, 29c
- Women's 50c Union Suits, 89c
- Women's 50c Union Suits, 89c
- Women's 50c Union Suits, 89c

\$1.89 Seamless 90x90 Inches Extra Size Bleached Sheets, \$1.25

A REMARKABLE Challenge Sale offering of 50 dozen fine grade Seamless Bleached Sheets tomorrow—extra large size (90x90 inches), made of heavy-weight, strong and firmly woven sheeting cotton, free from starch or dressing. Housewives posted on present high market prices will appreciate the unusual advantages this sale offers.

- \$1.00 Bleached Sheets, 59c
- \$2.00 Bleached Sheets, \$1.55
- 29c Pillowcases, 22c
- 49c Pillowcases, 33c
- \$3.00 Bedspreads, \$2.09
- \$6.00 Bedspreads, \$4.39

50c Printed Voiles 40-Inches Wide, At Yard, 25c

A SPECIAL purchase of 500 pieces of beautiful Printed Voiles, closed out from a manufacturer at one-half regular value, because of slight imperfections, which do not impair the wearing quality or appearance at all. Firmly woven quality, made of selected yarns, in a pleasing assortment of the newest and most wanted patterns, on light and dark grounds. Exceptional values at 25c a yard.

- 75c Ramie Linen Suiting, 39c
- 50c Colored Poppins, 33c
- 50c Pongeen, 25c
- 69c Chiffon Voiles, 39c

A Silk Sale Extraordinary

The Season's Choicest and Most Favored Silks, in a Complete Assortment of Beautiful Colors, Offered Way Under Prevailing Prices for Tomorrow's Challenge Sale

WE have planned long and carefully for this wonderful bargain occasion—and silks in great variety invite selection and assure tomorrow's visitors the greatest values known this season. With silk prices going higher all the time, this sale of seasonable silks should attract record crowds here tomorrow.

- Colored Silks: \$1.75 Chiffon Taffeta, Silks, 35 in. wide, in all street and evening shades, yard, \$1.35
- \$1.69 Satin Messalines, 36 in. wide, in wanted street and evening shades, yard, \$1.35
- \$2.00 Pure Silk Poulards, 35 in. wide, in conventional patterns and scroll designs, yard, \$1.59
- \$2 Changeable Taffeta Silks, 36 in. wide, in beautiful two-tone effects, yard, \$1.49
- \$1.69 Box-Loom Crepe de Chine, 40 in. wide, in all street and evening shades, yd., \$1.33
- \$1.19 Faillie Silk Poppins, 36 in. wide, rich, lustrous quality, in all shades, yard, 89c
- Black Silks: \$1.75 Black Chiffon Taffeta, 35 in. wide, firm woven, serviceable grade, yard, \$1.35
- \$1.69 Satin Messalines, 36 in. wide, all pure silk quality, wear guaranteed, yard, \$1.35
- \$2.50 Black Taffeta Silks, 36 in. wide, pure dye oil boiled grade, yard, \$1.79
- \$1.69 Black Crepe de Chine, 40 in. wide, rich lustrous box loom grade, yard, \$1.33
- \$1.19 Faillie Silk Poplin, 36 in. wide, rich, lustrous quality, yard, 89c
- \$1.75 Silk Duck, 36 in. wide, all pure silk quality, launders perfectly, yard, \$1.39

Notions and Small Wares Under Value for This Event

- Bliss Seam Tape, fine quality, white lawn or cambric, all widths from 2 to 5 Six yard pieces, 9c
- Featherstitch Braids, white and colored, of fancy patterns, regularly up to 10c, 10c
- Perfection Waists, with hose supports attached, double stitched and taped buttons, strongly made, sizes for children from 2 to 14 years, 65c
- Triumph Hairpin Cabinets, containing a good assortment of wire hair pins, regularly 9c, 9c
- Chinese Ironing Wax, best grade, muslin covered, wood handles, FIVE pieces, 5c
- Wood Coat Hangers, extra strongly made, 10c kinds, 6c
- Women's Sanitary Belts, 10c
- Ready-made Birdseye Sanitary Napkins, regularly 30c each, 49c
- Women's Sanitary Aprons, superior grade, usual 50c, 25c
- Dusting Caps, neatly made, of percale, lawn and ginghams, pretty styles, 9c
- Nickel Safety Pins, assorted sizes, one dozen on card, regular 7c, 7c
- Turkey Red Woven Double Initials, for marking underwear, linens, etc. Any two-letter combination. Quarter gross in each package, 10c
- Royal Jet Pin Sheets, containing 200 good quality English jet black pins, regular 10c papers, 5c
- Ready-made Stocking Feet, fast black or white, made cotton finish, seamless feet, 9c
- Mercerized White Tape, of galloons, assorted widths, 12 yards in each package, regular 10c, 10c

29c Yard-Wide Percales Challenge Sale Price 17c

STANDARD quality Percales, 36 inches wide, in a large assortment of the most wanted styles and colorings, including plaids, stripes, checks, dots, and neat figures. Fine, soft-finish grade that finds favor for women's house dresses, men's shirts and boys' blouses. Challenge Sale price, 17c a yard.

- 39c Dress Gingham, 28c
- 20c Apron Gingham, 16c

Dainty Nainsook Nightgowns Regularly \$2.00, at \$1.59

SPECIAL purchase of Women's Nainsook Nightgowns, extra fine soft-finish quality, in this season's most popular models, including low neck, yoke and empire effects; also high-neck styles with long sleeves. All prettily trimmed with laces and embroideries. Well made and finished. Full-cut sizes. Women's Nainsook Drawers, with ruffles of embroidery, in assorted patterns. Open and closed styles. Worth 90c pair, 55c. Goldenberg's—Third Floor.



Another Wonderful Challenge Sale Opportunity Women's and Misses' Suits Worth \$29.75 to \$39.75

At \$17.75

THIS sale of women's and misses' Spring Suits is brimful of interest—an event that effectively demonstrates our matchless ability to combine smart style and splendid quality value with minimum prices. They are garments that would sell regularly at \$29.75, \$35.00 and \$39.75, and it is only possible to sell them at the low price quoted for this sale because we found a maker anxious to dispose of his surplus lots of spring suits at a great sacrifice.

The majority of the suits are lined with soft, beautiful silk peau de cygne, while others are lined with flowered silks and novelty silks. Materials comprise Men's Wear Serge, American Wool Poplin, Poiret Twill and Gabardine. There are blouse suits with fancy silk vests, smart tailleur models, box and waistcoat styles, semi-tailored and braided suit and pleated suits—an assortment that leaves nothing to be desired in the way of variety for you to choose from. Colors of Navy Blue, Pekin Blue and Black. Women's and misses' sizes. Goldenberg's—Second Floor.



Sale of 400 Pairs of Women's \$7.00 and \$8.00 Low Shoes

At \$4.45 Pair

THIS special sale of new spring and summer footwear—through the medium of great reductions—provides an exceptional chance to supply your footwear needs at generous savings. A splendid variety of the season's newest and most approved styles for selection, including

Oxfords, Pumps and Colonials of Brown, Gray, Champagne, Patent Colt, Tan Calf and Dull Leathers. Welting and turned soles, Louis, Cuban and low heels. Every size from 2½ to 7 included in the sale, but not a complete range of sizes in every style.

Women's \$3.00, \$3.50 and \$4.00 Low Shoes Reduced to \$1.69 Pair. They are not this season's styles, but the models are good, serviceable ones that many women will want. Consisting of patent colt, tan kid, gun metal, black kid and combination leathers. High and low heels. Sizes 2 to 4 only—a great opportunity for women with small feet. No exchanges or refunds. Goldenberg's—First Floor.



Secure a High Grade Sewing Machine At a Big Saving Tomorrow Including Floor Samples and slightly used machines, at a very low price.



SINGER Agent's price \$60. Special \$37.50 —It's so easy to pay on the convenient plan of \$1.00 per week.



DOMESTIC Agent's price \$50. Special \$40.00 —Cabinet, \$38.00. —Domestic, \$42.50. —(2) \$70 Cabinets, \$55.00.