

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

# Challenge Sale

Effort for the Final Day of This Gigantic Underselling Event  
 tried effort to eclipse the value-giving records that have marked this semi-annual underselling  
 rare in these times of soaring costs and scarcity of goods, but every item in tomorrow's Chal-  
 lenge Sale price.  
 —Get Your Share of the Wonderful Values That Crowd This Advertisement

**50c**  
**Cocoanut Oil**  
**Shampoo, 29c**  
 With This Coupon Only  
 R. & G. Emulsified Cooco-  
 nut Oil Shampoo, a high-  
 grade hair shampoo. (War  
 Tax, 3c.) (T.)  
 —First Floor.

**Regular \$1.50**  
**Crib Blankets**  
**88c**  
 With This Coupon Only  
 Crib Blankets, size 30x40  
 inches; pink or blue Teddy  
 Bear and other nursery de-  
 signs. Look and feel like  
 wool. Cotton. (T.)  
 —Fourth Floor.

**50c Caster Cups**  
**19c Set**  
 With This Coupon Only  
 Crystallized Potted Glass  
 Caster Cups, large, medium  
 or small sizes. Prevent in-  
 jury to floors and floor cov-  
 erings when used on heavy  
 furniture. (T.)  
 —Fourth Floor.

**\$3.50 Diaper**  
**Cloth**  
**\$2.49 Piece**  
 With This Coupon Only  
 100 pieces of 27-inch Diaper  
 Cloth, in sealed sanitary car-  
 tons containing full ten  
 yards. (T.)  
 —First Floor.

## Men's \$2.00 Winter Underwear Special at \$1.39 a Garment

A sale that provides unusual savings on men's winter-weight underwear right when the  
 demand is at its height for these warm, comfortable garments. Tomorrow's offering con-  
 sists of Natural Wool-Mixed underwear of heavy weight—shirts with flat welt neck and  
 drawers made with reinforced seat.  
 Slight defects, which are hardly noticeable and in no way affect the wearing quality, make these  
 specials called seconds.

**Men's Fleece-Lined Underwear.** Jaeger color, clear white fleecing  
 that will not rub off. Shirts and  
 drawers to match; all regular  
 sizes. Worth \$1.25. Chal-  
 lenge Sale price..... **98c**

**Men's Calvert Mills Underwear.**  
 double-breasted fleeced-lined; very  
 heavy weight; sizes 38 to 46.  
 Worth \$1.50. Challenge  
 Sale price..... **\$1.19**

**Men's Ribbed Halbriggan Union**  
 suits, heavy weight; closed crotch;  
 manufacturer's seconds of  
 regular \$3.00 values. Chal-  
 lenge Sale price..... **\$1.85**

**Men's Black Knee Cottons Hosiery.**  
 Hosiery, reinforced heels, toes and  
 soles. Perfect quality. Worth 25c  
 pair. Challenge Sale  
 price..... **12 1/2c**  
 Limit one dozen pairs to a buyer.

**Men's Onyx Mercerized Half**  
 Hosiery, medium weight; strongly re-  
 inforced at all wearing points. Per-  
 fect quality, in black, navy, cor-  
 vado, light and dark gray. Worth  
 50c pair. Challenge Sale  
 price..... **39c**

**Men's Coat Sweaters.** cardigan  
 weave; wool mixed; V neck and  
 roll collar styles, with two pockets,  
 maroon, Oxford and navy blue.  
 Worth \$3.00. Challenge  
 Sale price..... **\$1.95**

**Men's Fullover Sweaters.** heavy  
 weight; made with sleeves and  
 high, round collar; fine quality  
 wool mixtures, in khaki color only.  
 Worth \$5.00 and \$5.00.  
 Challenge Sale price..... **\$4.39**  
 Goldenberg's—First Floor.



**Women's Fall Neckwear 69c**  
 Values Worth to \$1.25, at.....

This is indeed a wonderful purchase, com-  
 prising all the very newest and most sought after  
 conceits in Women's neckwear, styles that give  
 the desired finish to the fall and winter dress.  
 Women desiring new neckfixings should not miss  
 this opportunity.

An unusually large assortment of styles, including—  
**Collar and Cuff Sets,** of imitation Alet  
 lace, organdy, pique and satin.  
**Stocks and Jabots,** of net lace trimmed,  
**Shawl Collars,** of net; ruffle trimmed;  
 also of organdy.  
**Flat Collars,** of embroidered net and or-  
 gandy; also georgette.  
**Short Back Collars,** of organdy; lace  
 trimmed.  
**Roll Collars,** of georgette crepe, organdy,  
 pique, chiffon, bengaline and net.  
 Goldenberg's—First Floor.

**\$2 Fountain Pens**  
**98c**  
 With This Coupon Only  
 Fountain Pens, fitted with 14-karat gold  
 points; each pen fully guaranteed. (T.)  
 First Floor.

**\$1.50 Solid Gold**  
**Lavallieres**  
**At \$1.19**  
 Solid Gold Lavallieres with dainty  
 jeweled pendants; soldered link solid gold  
 chains. Another gift suggestion.  
 Goldenberg's—First Floor.

## \$65 and \$75 Room-Size Axminster and Wilton Velvet Rugs, \$52.75

Don't delay your winter rug purchases, for tomorrow is the last day of the  
 Challenge Sale and your last opportunity to share in these exceptional savings. We  
 have brought forward the cream of the season's productions—and offer a range of 35  
 handsome patterns and colors in this lot of 9x12 ft. Axminster and Wilton Velvet  
 Rugs. All are strictly perfect quality, and 30 per cent are seamless.

Choose from handsome Chinese, oriental, medallion  
 and floral patterns, in the newest and most wanted color-  
 ings. Many of these rugs cannot be duplicated at the mill  
 today for the sale price we quote tomorrow.

**\$40 and \$45 Seamless Velvet**  
**and Brussels Rugs, \$32.45**  
 9x12 ft. Largest room size Seamless Vel-  
 vet and Brussels Rugs, close woven grade,  
 floral, medallion, neat figured and or-  
 namental designs. Choice of light or dark ef-  
 fects. Alexander Smith and W. and J.  
 Hoane's fabrics.

**\$15 and \$16 Rag or Stenciled**  
**Grass Rugs, \$10.75**  
 9x12 ft. reversible, heavy weight Rag  
 Rugs, hit and miss designs, with blue, pink,  
 tan, gray and green band borders; also  
 9x12 ft. double warp stenciled design close  
 woven Grass Rugs, medallion and border  
 designs, in green, blue and brown.  
 Goldenberg's—Fourth Floor.

**\$5 and \$6 Axminster**  
**Rugs, \$3.79**  
 27x54 Close Deep Pile Axminster Rugs,  
 in handsome floral, oriental and medallion  
 designs, in blue, rose, tan, gold, red and  
 brown.  
 Goldenberg's—Fourth Floor.

**79c Yarn Mercerized**  
**Table**  
**Damask**  
**46 inches Wide—Extra**  
**Special at**  
**55c a Yd.**  
 Splendid wearing grade,  
 full of service and satisfac-  
 tion; richly yarn mercerized  
 and with soft finish. A num-  
 ber of neat patterns to select  
 from. 58 inches wide. The  
 sale price cannot be equaled.  
 72-inch Mercerized Table Da-  
 mask, good weight for general  
 use. Soft satin finish grade, in  
 an assortment of neat patterns.  
 Worth \$1.39 yard. Chal-  
 lenge Sale price..... **89c**  
 Goldenberg's—First Floor.

**Boys' Regular \$12.75 and \$9.50**  
**\$14.75 School Suits,**

A group of splendid quality suits for school or dress wear, built of sturdy woven  
 materials that will withstand a boy's healthy violence. Winter weight fabrics of Fancy  
 Cassimeres and Tweeds, in neat dark colorings. Newest form fitting belted models,  
 with full line and taped knickerbocker pants. Sizes 7 to 18 years.

**Boys' Plaid Mackinaws**  
 Boys' Plaid Mackinaws, all dark colorings;  
 woven through and through patterns; double-  
 breasted models, with shawl or convertible  
 collar, wide belt, welt taped seams; good  
 heavy weight for cold weather. Worth  
 \$11.98. Challenge Sale price..... **\$11.98**  
 Sizes 7 to 17 years.

**Boys' Two-Pants Suits**  
 Boys' Two-pants Suits, dark fancy mixtures,  
 in heavy-weight mixed cassimere; waist-  
 seam belted coat; and two pairs of full-lined  
 taped knickerbocker pants. Albert tilled  
 coat lining and Silesia lined pants. Form-  
 fitting models. Ideal for school or  
 dress wear. Sizes 8 to 17 years. Worth  
 \$16.75. Challenge Sale price..... **\$16.75**

**Boys' and Children's Hats,** of plush, velvet  
 and velveteen, in Alpine, Rah Rah, Boating  
 and other shapes, in blue, black, green, nutria,  
 and brown; suitable for children from 2 to  
 10 years of age. Up to \$4 values.  
 Challenge Sale price..... **\$2.85**

**Extra Challenge Sale Bargains for Boys**  
**Boys' Knickerbocker Pants** of  
 Crompton corduroy, in dark  
 mode shade, thick set rib, ex-  
 tra heavy weight; wear guar-  
 anteed; full cut; sizes from 7  
 to 15 years of age. Values  
 worth \$3. Challenge Sale  
 Sale price..... **\$1.89**

**Boys' Blouse Waists,** of light  
 tan cotton (willed khaki); col-  
 lar attached style, with patent  
 self-adjusting waistband; top  
 pocket and pearl buttons.  
 Twin needle stitched; sizes 6  
 to 15 years. Worth \$1.19.  
 Challenge Sale price..... **79c**

**Boys' Coat Sweaters,** dark  
 gray heavy knitted cotton;  
 two pockets and roll collar.  
 Sizes 5 to 13 years.  
 Challenge Sale price..... **85c**  
 First Floor—Bargain Booth.

**P. & G. Lenox**  
**Laundry Soap**  
 Two Cakes  
 for..... **9c**  
 With This Coupon Only  
 Proctor & Gamble's Lenox  
 Laundry Soap—tomor-  
 row, at TWO cakes for 9c,  
 with this coupon. (T.)

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

**\$2.00 Damask**  
**Breakfast Cloths,**  
**\$1.25**  
 With This Coupon Only  
 Imported Silver Bleached Disc  
 Damask Breakfast Cloths, will laun-  
 der and wear like all linen. Size  
 40x49 inches. (T.)  
 —First Floor.

**\$1.75 Stamped Nightgowns**  
**At 96c Each**  
 Women's Stamped Nightgowns, in all white, also  
 flesh color; stamped on a fine, soft-finish quality nain-  
 sook, in a variety of new and simple designs that are  
 easy to emporider. Challenge Sale price, **96c** each.

Stamped Scarfs and Casterpieces, fine, close-woven, even  
 thread white line, in a variety of new and neat designs;  
 scarfs, sizes 20x45 in. and 20x54 in., and centers 36 in.  
 round. Worth 75c each. Challenge Sale price..... **48c**

Lace Edge Scarfs, in a  
 large variety of styles, also  
 centerpieces and shams. These  
 will make ideal gifts. Values  
 worth 60c and 75c. Challenge  
 Sale price..... **48c**

Marquissette Pin Cushions,  
 hand embroidered designs, in  
 pink or blue; dainty gift sug-  
 gestions. Worth \$1. Chal-  
 lenge Sale price..... **69c**  
 Goldenberg's—First Floor.

**Beautiful Satin Hats**  
 Regular \$15.00 Values at  
**\$9.75**  
 A Special  
 Purchase of  
 Famous "Tenne"  
 Millinery



The vogue of the Satin Hat is so pronounced that these hand-  
 some models are certain to create a sensation at the low price named  
 for tomorrow's sale. They are the master creations of "Tenne," a  
 leading New York milliner whose productions are always well rep-  
 resented in our stock, as well as the displays of the best stores  
 catering to particular women.

Distinctive winter models of lustrous satin, in black and brown, cleverly fas-  
 hioned in the newest shapes—chic small hats and medium hats with brims that flare  
 at unusual angles, roll softly at the sides in graceful effects, or are upturned in pic-  
 turesque style. Burnt ostrich feathers, soft and becoming, encircle and wreath the  
 brims, and ornaments of jet or Bakelite add the final touch of smartness to hats that  
 seem particularly appropriate for winter wear.  
 Goldenberg's—Second Floor.

**Sale of Knitting Yarns--**  
**Special at 69c a Hank**  
 A clean-up of broken assortments of shades left from last  
 week's rousing sale of knitting yarns. The majority are in  
 black, but we have a limited quantity of each of the follow-  
 ing shades: American Beauty, Old Rose, Hunter's Green,  
 Khaki Mixtures and Navy Blue.  
 Come early to avoid disappointment. Special at 69c a  
 hank.  
 Art Department—First Floor.

**35c Outing Flannels**  
**Challenge Sale..... 29c**  
 27-inch Outing Flannels, a good heavy fleeced qual-  
 ity, for making warm winter garments for women and  
 children, also men's and boys' pajamas and nightrobes.  
 In an assortment of neat stripes and checks, on light  
 and dark grounds.

27-inch Elderdown Bathrobe Cloth, extra heavy double  
 fleeced quality, in a large assortment of beautiful styles  
 and colorings. Worth 55c yard. Challenge Sale price..... **59c**

36-inch Percales, light grounds, in stripes, checks, dots and  
 figures, a fine soft finish grade, for women's house dresses,  
 boys' blouses and men's shirts. Worth 39c yard. Chal-  
 lenge Sale price..... **29c**

33-inch Laundry-proof Suitings, in stripes, checks and plain  
 colors; ideal for women's and children's wear. Colors  
 guaranteed fast. Worth 50c yard. Challenge Sale price..... **44c**  
 Goldenberg's—First Floor.

**\$5.00 Costume Velveteen**  
**36 inches wide, in Black**  
**and Wanted Shades, at..... \$3.59**  
 A beautiful soft chiffon finish quality that enjoys  
 unusual favor this season for making women's suits  
 and dresses, as well as children's winter coats. The  
 assortment includes Black, Brown, Taupe, Plum and  
 Russian Green. 36 inches wide.

Salt's Genuine Esquimaux Seal Plush, 50 inches wide; close,  
 deep pile quality, with silk lustrous finish. For  
 capes, scarfs, throws, muffs, etc. Worth \$11 yard.  
 Challenge Sale price..... **\$8.98**

50-inch Genuine Molechia Plush, in the stylish taupe shade  
 and scarce block designs. A distinct novelty for coats, scarfs,  
 muffs, etc. Worth \$13 yard. Challenge Sale  
 price..... **\$9.98**

**39c Toweling**  
**at 19c yd.**  
 3,000 yards of genuine Red  
 Star Absorbent Toweling, full  
 bleach; splendid wearing  
 grade for roller to tea towels.  
 (Limit five yards to a buyer.)  
 Goldenberg's—First Floor.

**Enameled Saucepan Sets of**  
**Four Useful Pieces**  
 With This  
 Coupon and... **69c**  
 Gray Enameled Lipped  
 Saucepan Sets, consisting  
 of FOUR assorted size  
 saucepans. This kitchen-  
 ware is well known for its  
 good quality and will give satisfactory service. On  
 this sale tomorrow with this Coupon, for 69c a set of four  
 pieces. (T.)  
 Goldenberg's—Basement.

**\$1.00 and \$1.25**  
**Window Shades**  
**at 79c**  
 Holland finish and Heavy  
 Opaque Cloth Window Shades,  
 2x6 ft., mounted on guaranteed  
 spring rollers; white, ecru, light,  
 medium and dark green. Strictly  
 perfect quality.  
 Goldenberg's—Fourth Floor.

**\$2.50 and \$3.00**  
**Pearl Necklaces**  
**at \$2.29**  
 Challenge Sale of Pearl Neck-  
 laces, graduated styles, with  
 solid gold clasp; fine quality  
 real pearl finish. These pretty  
 necklaces will make appropriate  
 Xmas gifts.  
 Goldenberg's—First Floor.

## The Rush For Toys Has Begun---Make Selections Now!

|  |  |   |  |  |
|--|--|---|--|--|
| <p><b>Mitchie Mystery</b><br/>                 Boards..... <b>79c</b></p>  | <p><b>Carrom Archery Boards,</b><br/>                 27 games on one<br/>                 board; all com-<br/>                 plete..... <b>\$3.69</b></p> | <p><b>Child's Black</b><br/>                 board; on<br/>                 enamel..... <b>\$1.89</b></p>   | <p><b>Pioneer Express</b><br/>                 Wagon;<br/>                 steel wheels; 30x14<br/>                 inches body..... <b>\$2.98</b></p> | <p><b>Child's Automobile,</b> rub-<br/>                 ber tired. Painted yellow;<br/>                 strong gears.<br/>                 Each..... <b>\$9.98</b></p>               |
| <p><b>Child's Desk and Chair,</b><br/>                 oak finish; extra<br/>                 well-made..... <b>\$9.49</b></p>   | <p><b>Child's Choo-Choo Horse;</b><br/>                 strong metal; fine<br/>                 good size..... <b>\$1.89</b></p>                             | <p><b>Chain Drive</b><br/>                 Hand Cars..... <b>\$8.49</b></p>   | <p><b>Large size Doll's Bed,</b><br/>                 white or mahog;<br/>                 any finish..... <b>\$2.39</b></p>                           | <p><b>Funny Face</b><br/>                 Family, for<br/>                 making differ-<br/>                 ent char-<br/>                 acters.<br/> <b>97c</b></p>            |
| <p><b>Doll's Trunks,</b><br/>                 14-inch size..... <b>89c</b></p>   | <p><b>Make My An-</b><br/>                 nounced, 10-<br/>                 key Planes..... <b>\$1.00</b></p>   | <p><b>TINKER TOY</b><br/>                 Tinker Toys<br/>                 for making<br/>                 models, 59c<br/>                 for..... <b>59c</b></p>                   | <p><b>Wood Wheel Barrow,</b><br/>                 well made; large<br/>                 size..... <b>\$1.89</b></p>                                    | <p><b>Ives' Electric Train Sets;</b><br/>                 11 pieces of track; engine<br/>                 has headlight with<br/>                 3 cars; for..... <b>\$6.98</b></p> |
| <p><b>Pioneer Roller</b><br/>                 (Caster<br/>                 Wagon);<br/>                 strong and durable;<br/>                 No. 1 size, 14x32 in.<br/>                 \$6.39</p> | <p><b>Deering</b><br/>                 extra<br/>                 large size<br/>                 painted green<br/>                 \$15.49</p>             | <p><b>Child's Automobile;</b> rub-<br/>                 ber tired; strong gears;<br/>                 large size;<br/>                 painted green<br/>                 \$15.49</p> |  |  |