

DR. LYON'S
Tooth Powder
12c Regularly
20c Can

Dr. Lyon's Tooth Powder sold everywhere at 20c a can, offered as a special Challenge Sale Bargain at 12c a can. Toilet Goods Dept.

4-String Carpet Brooms
Regular 39c Kind **19c**

Another shipment of FOUR-STRING Carpet Brooms, made of good quality worn straw, finished with wire ferrule. A good, light-weight broom. Worth 39c each. On sale tomorrow at 19c each. Housefurnishing Dept.—Basement.

100-yard Spools Sewing Silk
2 for 5c

100-yard Spools of Good Quality Black Sewing Silk for machine or hand sewing. Regular price, 5c a spool. Challenge Sale price, TWO for 5c.

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

\$4.00 Jap. Matting Rugs \$1.95

3x12-foot (largest room size) Japanese Matting Rugs, in handsome floral, medallion and oriental designs of green, red, blue, tan and rose. Superior, smooth-finish, long rush straw quality. Regular \$4.00 value. Challenge Sale price, \$1.95.

100-yard Spools Machine Cotton
3 for 5c

Brooks 100-yard Spools of Machine Cotton, soft finish, all numbers, black or white. Regularly 3c a spool. Challenge Sale price, THREE for 5c.

Usual \$1.50 Cut Glass Bonbon Dishes
at 77c

\$1.50 American Cut-Glass Bonbon or Office Dishes, with handles, 6-inch size, choice of two beautiful cuttings. Challenge Sale price, 77c each.

19c Bottles Peroxide of Hydrogen
9c

One-pound size bottle of Burdett's Peroxide of Hydrogen, standard make and full strength. Regularly 27c. Challenge Sale price, 9c a pound bottle.

Men's Handkerchiefs,
Worth 10c and 12c
Challenge Sale Price, 4c

A big lot of manufacturer's "seconds" of Men's White Hemstitched Handkerchiefs, fine quality, soft finish and full size—just the kind for ordinary use. Plain hemstitched and corded effects. The defects are trivial and do not affect the serviceability or appearance of the handkerchiefs at all. Kinds sold regularly at 10c and 12c each. Challenge Sale price, 4c each.

Women's Handkerchiefs, of fine hemstitched, Shamrock lawn and high-grade cotton; very fine, sheer finish. Manufacturers' seconds, of good quality. Regularly 5c, 8c and 10c kinds. Challenge Sale price, THREE for 10c.



Mammoth Challenge Sale

Tomorrow—the Last Day of Our History-Making Trade Event!

This great merchandise movement, which has been greeted by the most enthusiastic crowds that ever attended a similar sale, will end in a blaze of glory tomorrow. We have planned to make the last day's selling the greatest of all—greatest in point of low pricing, greatest in the number of unmatchable bargains, greatest in assortments and range of styles.

This wonderful Challenge Sale presents the greatest opportunity for advantageous purchasing of wearing apparel and needs for the home of all descriptions. Every department is in line with a list of marvelous values for Monday's Grand Finale—with prices that touch bed rock. Read carefully the bargain news spread out on this page—then make out a list of the articles needed and be here tomorrow to get your share of the phenomenal values. No mail or phone orders filled.

39c Imported Silks, 18c

High-class Silks including Jacquard Tussah, Brocaded Pongee and Dotted Tokio. A fashionable silk fabric with a thread of linen, which adds strength and durability. In a complete range of shades; also Mercerized Corduroy, with handsome self-colored silk brocade, the finest silk and cotton novelty dress material. This is also shown in a large assortment of wanted shades. These are 27 inches wide and worth 39c yard. Challenge Sale price, 18c.

50 pieces of 27-inch flanne secured from a leading manufacturer at a price concession which enables us to offer it at a great sacrifice tomorrow. Colors include white, light blue, green, red and navy blue. Worth 19c yard. Challenge Sale price, 12 1/2c.

Challenge Sale BARGAIN BRIEFS

10c Chambray, 6 3/4c Yard
27-inch Plain-color Chambray, in light blue, cadet, tan, brown, gray, pink, and oakwood. Warranted fast color. Regularly 12c value. Challenge Sale price, 6 3/4c yard.

10c Bleached Cotton, 5 7/8c Yd.
A serviceable, close-woven quality, from iron-dressing. Suitable for summer undergarments. Regularly 10c value. Challenge Sale price, 5 7/8c yard.

15c Percales, 9 3/4c Yard
Mill ends of 36-inch Percales, in new spring styles and colors, including stripes, checks, dots, figures, and broken plaids, on light grounds, 5 to 20 yard lengths. 5 to 20 yard lengths. Fine, close-woven, soft-finish quality for women's waists, wash dresses, and men's shirts. Regularly 15c value. Challenge Sale price, 9 3/4c yard.

10c Dress Ginghams, 7 3/4c Yd.
27-inch Dress Ginghams, in stripes, checks, dots, and plain colors. Choice of tan, gray, light blue, cadet, pink, lavender, red, and black-and-white. For children's summer dresses, women's wash suits. Regularly 10c value. Challenge Sale price, 7 3/4c yard.

15c Matting Rugs, 5c
100 Japanese Matting Rugs, 18x24; close-woven, smooth-finish, straw, in floral, medallion, and ornamental designs. Light and dark colorings. Sold regularly at 15c each. Challenge Sale price, 5c.

15c Furniture Damask, 8 3/4c
One case of Imitation Linen Furniture Damask, for slip covers, extra heavy and durable. Fast-color stripes of green, red, blue, and tan, on linen-color grounds. Sold regularly at 15c each. Challenge Sale price, 8 3/4c.

Mosquito Netting, 8-Yard Piece, 48c
200 pieces of Adams make Mosquito Netting, all 7-quarter width, with eight yards in each piece. In green, red, blue, black, and white. Sold regularly at 50c. Challenge Sale price, 48c.

\$2.00 Axminster Rugs, 99c
50 Sanford Make Axminster Rugs, 25x36 inches, ornamental and figured designs. Colorings of green, red, and tan. Sold regularly at \$2.00. Challenge Sale price, 99c.

12 1/2c Curtain Swiss, 6 3/4c
One case of Yard Wide Curtain Swiss, good sheer quality, stripes, checks, dots, and lace effects. Suitable for curtains and various kinds of draperies. Sold regularly at 12 1/2c yard. Challenge Sale price, 6 3/4c.

15c Burlap, 9 1/2c
One case of Yard Wide Burlap, for floor and wall covering. Choice of several shades of green, red, blue, tan, and brown. Sold regularly at 15c yard. Challenge Sale price, 9 1/2c.

Batiste Brassieres, 21c
Brassieres, of the quality batiste, edged with ornate edgings; backs of ornate edgings. In several pretty designs. Finished with under-arm shields and removable steels. Sizes 32 to 46. Challenge Sale price, 21c.

Men's Spring Suits

A Remarkable Challenge Sale Offering of Regular **\$12.50 and \$13.50 Values, \$1.95**

Again we've accomplished the seemingly impossible in Men's Suit selling—the Challenge Sale's biggest and best values are here in this lot of Men's New Spring Suits at \$7.95. At this low price we offer choice of a wide range of the season's newest and most approved patterns in pure worsted materials, fancy effects, gray mixtures, novelty stripes and dark cassimere. Correct weight for spring wear, and every garment tailored, in the most careful manner. Sizes range from 32 to 40. Challenge Sale price, \$7.95.



Guaranteed Lining Satin

Regular \$1.50c Grade at **50c**

The Lining Department is in line with a remarkable half-price offering of the desirable Yard-wide Lining Satins for the Challenge Sale. Full 36 inches wide, good heavy weight, with rich brilliant luster. Choice of light gray, tan, myrtle, lavender, etc. Every yard guaranteed to give satisfactory wear. Regular price, \$1.00 a yard. Challenge Sale price, 50c yard.

40-inch Standard Lining Laces, for waists and inter-lining. Choice of all desirable colors, also white and black. Regularly 15c yard. Challenge Sale price, 11 1/2c.

Light-weight Percales, in black only; fully beated, having the appearance of all-silk. Worth 30c yard. Challenge Sale price, 16c.



Women's \$15, \$18 and \$20 SILK DRESSES

A Great Collection of Beautiful New Spring Styles—Most Remarkable Values Yet Offered **\$5**

This is the Challenge Sale's supreme effort at extraordinary value-giving in women's spring apparel—a value offering that will create widespread interest and attract women from all over the city to share its remarkable economies. They are brand-new models for spring and summer wear—fresh out of their boxes. Just 372 in the lot—not enough to last longer than a day. Smart and becoming Dresses of fine quality satin messaline, chiffon taffeta in striped and changeable effects, novelty striped corded silks and imported satin foulards in a wide range of colorings and combinations. Trimmed in all the newest effects, with touches of the new Bulgarian designs, as well as plain-tailored and lace-trimmed models. High and low neck styles, with long, three-quarter and half sleeves. All sizes, including 14, 16 and 18 for misses up to 44 for women. Not a Dress in the lot worth under \$15.00, and the majority are regular \$18 and \$20 values. A wonderful Challenge Sale offering at FIVE DOLLARS.

This \$2.50 Gas Iron Offered for \$1.19

The most remarkable value ever offered. Washington housewives in a gas iron. Handsome nickel-plated iron, with detachable handle, like the illustration. Economical consumer of gas. Warranted to give absolute satisfaction. Comes with six feet of gas tubing and iron stand. Never retailed for less than \$2.50. Challenge Sale price, \$1.19 each. Housefurnishing Department, Basement.



Women's Summer Vests

Fine Qualities. Actually Worth 25c and 39c Each. **Challenge Sale Price, Each 15c**

A purchase extraordinary of Women's Fine Quality Vests that deserves a prominent position in tomorrow's great Challenge Sale. The samples and reserve lots of underwear secured from a leading manufacturer on a basis that permits us to offer the most astonishing values ever presented. Choice of pure lisle, part lisle and mercerized gauze Vests, in low neck and sleeveless style, with silk tape in neck and arms; some plain and others trimmed with silk crocheted yokes; also lace yokes. Many pretty designs to select from. Regular 25c and 39c values at a Challenge price—15c each. (Three for 25c.)

Women's Gauze Vests, low neck and sleeveless, lined neck and arms, plain and lace-trimmed styles, fine and Swiss ribbed. Regularly 39c value. Challenge Sale price, 17c.

Women's Gauze Vests, low neck and sleeveless, lined neck and arms, plain and lace-trimmed styles, all sizes up to 18 years. Challenge price, 25c.

Children's Gauze Vests, low neck and sleeveless, lined neck and arms. Fine and Swiss ribbed; regular 19c value. Challenge Sale price, 15c.



Boys' Blue Serge Suits \$2.98

Regular \$4.50 Value at **\$2.98**

A Challenge Sale value that will interest mothers who want to dress their boys at a saving. These Boys' Suits are made of absolutely pure worsted serge, in double-breasted model; with full peg knickerbocker trousers, and are very serviceable as well as dressy for Spring and Summer wear. Sizes 9 to 17 years. Regular \$4.50 value. Challenge Sale price, \$2.98.

Boys' Fancy Cassimere Russian Belted Suits, with bloomer pants, light patterns, made with square sailor collars and removable shields. Sizes 7 to 14 years. Regularly \$4.50 value. Challenge Sale price, 98c.

Boys' Navy Blue Denim Overalls, made with bib and suspender straps, sizes 7 to 14 years. Sold regularly at 5c. Challenge Sale price, 15c.

Boys' Fancy Cassimere Yoke Norfolk Suits, with knickerbocker pants, gray and tan, sizes 7 to 16 years. Regularly \$5.00 value. Challenge Sale price, \$3.49.

Boys' Fancy Silk Windson Ties, Challenge Sale price, 9c.



35c China and Japanese Matting 19c yd

180-warp Long Rush Straw Japanese Matting, in handsome carpet designs, damask and inlaid patterns; colorings of green, red or blue; also Extra Heavyweight Seamless China Matting, in stripes, checks, and plaids; double cord edges and strictly reversible. Regular 35c value. Challenge Sale price, yard, 19c.

25c China Matting, 15c
100 rolls of heavy-weight 65 to 75 pound Seamless China Matting, smooth finish and strictly reversible. In a large variety of patterns, such as stripes, checks, plaids and novelty weaves. Colorings of red, green, blue, tan, and brown. Regular 40c value. Challenge Sale price, yard, 15c.

116-Warp China Matting, 22c
Very finest grade 116-warp Palmated Finish Lintan Straw China Matting, closely woven and strictly reversible. In a large variety of patterns, such as stripes, checks, plaids and novelty weaves. Colorings of green, red, blue, tan, and brown. Also plain white. Regular 40c value. Challenge Sale price, yard, 22c.

39c Satin-face 18c a Yard

The highest grade cotton fabric manufactured, so handsome that they cannot be distinguished from the genuine satin poplins. Being yarn mercerized guarantee their permanent satin finish. Full range of street and evening shades; also plenty of rich jet BLACK. Regularly 39c yard. Challenge Sale price, 18c.

Chiffon Silk Petticoats \$1.95

In All Wanted Shades **\$1.95**

We've set a new record for Silk Petticoat value-giving in tomorrow's Challenge Sale with this lot of Fine Quality Chiffon Silk Petticoats at \$1.95. They come in pretty new changeable effects, also solid colors, in light and dark shades; also black. Made with neat flounces of fine tucks, finished with narrow ruffle and cotton underfringe. Every garment perfectly cut and carefully finished. All lengths. Challenge Sale price, \$1.95.

Women's Tub Silk Shirts \$1.45

Another sale of the Fashionable Tub Silk Tailored Shirts for women takes place tomorrow—an entirely new lot and better quality than ever sold for this low price before. Not a waist can be matched for less than \$3.50, and some are worth \$4.00. Just the styles for present wear—smart, dressy and becoming to every woman. Made of plain and striped tub silks, in Hobolal, Jap and Pongee silks, showing all the leading effects and colorings. Finished with Robes-pierre collar of soft collar and French folded cuffs to match. A truly wonderful Challenge Sale offering at \$1.45.



Big Purchase of Untrimmed Hats

All the Newest and Smartest Shapes Offered Tomorrow at Lowest Prices of the Season

Hundreds of dozens Fashionable Untrimmed Hats in tomorrow's great Challenge Sale at prices that will surprise and delight millinery buyers and make this Second Floor Hat Section the magnet for women. In these two lots are included all the season's smartest and most distinctive shapes for spring and summer, direct from the producers of authoritative modes. Hats in the new poke and mushroom shapes, the fashionable flat sailors in small and large shape, walking shapes, small nobby hats and large dress shapes, in a complete range of colors, such as navy, new blue and royal blue, brown, leather and burnt. Neff rose, taupe, plum and black.



LOT ONE—Untrimmed Hats of Finest Hemp, Positively Worth \$3.00, at **\$1.85**

LOT TWO—Finest Hemp, Milan and Chip Hats, Worth \$1.50 and \$2, at **79c**

Crepe Kimonos

Challenge **85c** Price **85c**

A special lot of Women's Crepe Kimonos, soft, fine quality material that washes and wears extra well. Includes a lot of red, navy, pink, light blue and lavender, trimmed with pretty Persian borders. Made with silver cord. Includes a full and long. Challenge Sale price, 85c each.

\$30 Wilton & Axminster Rugs \$14.95

Best foot largest Room Size Wilton and Axminster Rugs, Hartford and Alex. Suits & Sons' makes, in floral, oriental, medallion, and conventional designs. Colorings to suit any room decoration. All strictly perfect, heavy pile fabric. Regular \$30.00 values. Challenge Sale price, each \$14.95.

CHALLENGE SALE OF DRESS GOODS

50c Cream Mohair Brilliantine, 38 inches wide..... 25c
75c Storm Serge, 50-inch, in black and navy..... 49c
59c Cream Storm Serge, 42 inches wide..... 49c
89c All-wool Storm Serge, 44-in., black and colors..... 54c

Challenge Sale BARGAIN BRIEFS

\$1.25 Couch Cover, 69c
300 Couch Covers, of imitation linen, 50 inches wide and 2 3/4 yards long. Fringed sides and ends; natural-color ground with green, red, and white stripes. Guaranteed fast color. Sold regularly at \$1.25 each. Challenge Sale price, 69c.

65c Sofa Cushions, 39c
25 dozen Sofa Cushions, 18x24 and 22x22 inches. Covered with best-grade white cambric and filled with soft, fluffy silk floss. Sold regularly at 65c each. Challenge Sale price, 39c.

Women's \$1 and \$1.50 Silk Stockings, 55c Pair
Women's Pure Silk Stockings, full regular, all black and white, high spliced heel and toe. Choice of blue or silk pattern. Top of black, white and leading colors. 1.00 and \$1.50 value. Challenge Sale price, 55c pair.

25c Chemise, 11c Each
Dainty Chemise, of net and novelty laces, in plain and tucked styles. Choice of black, white, and color. Regularly 25c value. Challenge Sale price, 11c each. (Neckwear Dept.)

25c Maline, 17c Yard
Waterproof Maline, in all the desirable shades, with black and white, for making ruffs and trimmings. Regularly 25c value. Challenge Sale price, 17c yard.

25c to 50c Veilings, 17c Yard
Plain Mesh and Dotted Styles, in a number of striking effects. Choice of black, white, and with black; also wistaria, taupe, gray, brown and navy blue. Regularly 25c, 35c and 50c values. Challenge Sale price, 17c a yard.

5c Handkerchiefs, Two for 5c
Women's and Children's Handkerchiefs, in plain white hemstitched and with fast color effects. Next design assortment of regular 5c kind, at TWO for 5c.

15c, 19c and 25c Jewelry, 7c
Choice of Best Pins, V and Y Pins, Brooches, Beauty Pin Sets and Hat Pins in gold-plated, jewel and silver. Values worth 15c, 19c and 25c each. Challenge Sale price, 7c. (Jewelry Department.)

10c to 25c Belts, 5c Each
Women's and Children's Patent Leather Belts, in black, white and red. Maker's line of samples. All the most desirable kinds. Values worth 10c, 15c and 25c each. Challenge Sale price, 5c each.

\$1 Vanity Cases, 39c Each
German Silver Vanity Cases, with chain handle; neatly made, with change purse, memorandum, pencil and card case. Regularly \$1.00 value. Challenge Sale price, 39c each.

\$2 Roller Skates, 98c a Pair
Ball-bearing Extension Roller Skates, in styles for boys and girls. Made by the American Ice Company. Sold regularly at \$2.00 a pair. Challenge Sale price, 98c pair. (Basement.)