

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"

Melba Joy
Perfume
19c
Half Ounce
With This Coupon
Only.
Melba Joy Per-
fume, a delightfully
fragrant and pleas-
ing odor; sold regu-
larly at 60c ounce.
War tax, 1c. (T.)
First Floor.

Great October V

A Great Demonstration of Underselling! Supreme Thrift Values---Selections New

The Most Extraordinary and Wonderful Dress Sale Ever Known!

Surpassing Any Previous Occasion
in Value-Giving and
Excellence.

In the History of Washington Retail-
ing No Approach to This
Event Can Compare!



1,000 Beautiful New Fall Dresses

Of Tricotine, Satin,
Serge, Wool Jersey,
and Georgette Crepe

\$ 16⁵⁰

Worth Up to \$30.00, \$35.00 and \$40.00, at.

Important Feature

For the FIRST TIME in the history of Washington Dress Sales we are able to announce in This Event ALL SIZES UP TO 50.

Stout Women!

—often complain that they never get bargains. Here Is Your Chance!

Goldenberg's have never advertised a "Sale" unless there were special and extraordinary values. And so you have never been disappointed at this store. Today's advertisement tells the story of a wonderful bargain—a purchase of about ONE THOUSAND SILK AND GEORGETTE AND TRICOTINE AND SERGE DRESSES AT LESS THAN HALF PRICES.

And They Are All the Very Latest in Both Styles and Effects. Choice New Models—Splendid Variety and Exceptional Charm Features.

We secured from the makers all their samples and surplus stocks of Dresses at big price concessions and are turning them over to our customers on the same favorable terms.

All the styles are good and the colors are the most favored, including plenty of navy blue and black.

All sizes in the lot from 16 to 50—AND PLENTY OF "STOUT" SIZES, too. This is the first time "stout" sizes have ever been offered in a sale in Washington.

Compare These Values With Any You Have Ever Seen and You Will Know Why We Are So Enthusiastic Over This Announcement.

It's the best and nicest and choicest lot of dresses ever offered at such a low price—and with values up to \$40.00 they will last only a couple of days at \$16.50. So please be early.

A Wealth of Beautiful Styles and Materials to Select From:

Tricotine Dresses in Tailored, Embroidered and Chic Belted Styles.

Satin Dresses in heavily Embroidered effects; lace trimmed, pleated and combined with georgette crepe; silk fringe trimmings.

Georgette Crepe Dresses in smart hand-embroidered, trimmed and overskirt styles.

Wool Jersey Dresses in straight line, plain tailored and trimmed models.

Satin Messaline Dresses in "Stout" sizes, including tailored, pleated and straight line effects.

Mannish and French Serge Dresses in coatee, tailored, belted and embroidered models.

\$16.50

You may judge of the wonderful values when we state that some of these same dresses have sold in our regular stock at \$30.00 and \$35.00

\$16.50