

ANCE CREDIT ACCOUNT DURING THE SALE

ntiest of Goldenberg Events!

# Challenge Sale

nge Value!

&amp; Undies

88c

Lovely silk chemises in tearose, blue and white, sizes 34 to 42. Dancettes, in sizes 32 to 36. Shadow panel slips, in tearose and white, 34 to 44. Bias gowns, in tearose and blue, 16 and 17.

Goldenberg's—Main Floor

ll Fashioned!

K HOSE

49c

Sheer all-silk chiffons made with plaited soles for extra wear, and double picot tops, in flatterable shades for Summer. Sturdy service weights, with lisle hems and soles. Sizes 8½ to 10½.

Goldenberg's—Main Floor



## SUMMER DRESSES

5.95 Values Specially Priced for the Challenge Sale!

Chiffons... Wash Silks... Taffeta... Crepes, in the most adorable styles for summer you've seen in a long time. Two piece, straightline or jacket styles. Navy, pink, white, maize, blue, pastel prints and plaids. Sizes 12 to 20, 38 to 52, 18½ to 24½, 11 to 17.

Goldenberg's—Second Floor.

3.69

## CHALLENGE SPECIALS

No Mail or Phone Orders  
Quantities Limited  
Shop Early for These

### 10 or 16 Rib Umbrellas

Ravon, silk and Bradford cloth, plain or striped. 1.95 value

97c

### Printed A. B. C. Percales

36 in. tubfast, perfect quality percales; regularly 15c

15c

### Boys' 69c Sweaters

Pull-over style. Vee neck, long sleeves. Sizes 30 to 36

47c

### Jr. Boys' Wash Pants

29c value! fancy patterns, preshrunk. Shorts, sizes 4 to 8.

15c

### Boys' 19c, 25c, 29c Ties

Washable, pepperells, seersucker included. Plain or patterned; boy's and youths

10c

### 49c to 69c Cord Lace

36 in. tubfast colors in many lovely patterns. Cotton, seamed, 89c value

29c

### Candlewick Bedspreads

Regularly 1.79! 61x105 heavy unbleached sheeting. Rose, green, gold, blue

1.29

### Printed 18c Batista

36 in. fine sheer, perfect quality. Tubfast colors.

11c

### Porto Rican Gowns

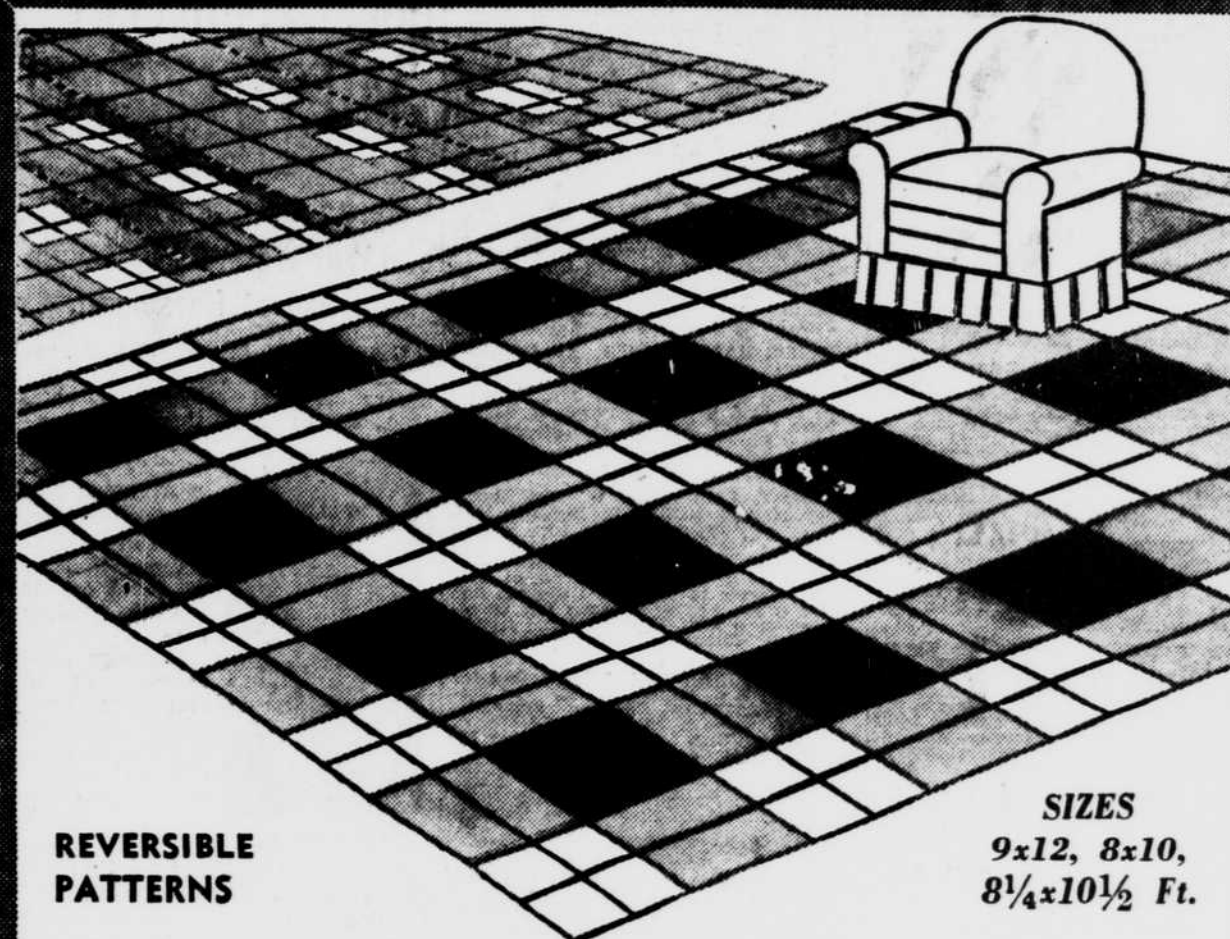
39c cotton gowns, applique trimmed. White, flesh, 16 and 17

29c

### Fancy Curtain Fabrics

19c to 29c value! 36 in. to 40 in. plaids, dots, figures. Cream, ecru

9c



REVERSIBLE PATTERNS

SIZES  
9x12, 8x10,  
8¼x10½ Ft.

## Special Purchase for the Sale! Woven Fibre Rugs

Made to Sell for  
10.95 and 12.95

7.77

Made by a well-known manufacturer... but priced so far below the regular prices we cannot reveal the name! Close-firmly woven in beautiful plaids, modern and floral designs. Some perfect... some with unnoticeable slight misweaves. All reversible and woven, not painted!

9x12 FT. SUMMER RUGS 3.77  
Cool, clean looking rugs with reversible designs in Summer shades.

9x12-FT. MOURZOUK RUGS 18.47  
Algerian mourzouks with woven designs. Were much higher priced!

## 9x12 Felt-Base Rugs

From Congoleum and Other Famous Mills

Regularly  
6.50 and 6.95

3.97

Unusually low priced group of high-grade rugs. Smooth, hard surfaces that wear well and clean easily. Perfects and slight misprints... tiles, moderns, florals.

9x15 5.87 7½x9 2.97 6x9 2.37  
Ft. Ft. Ft.

### Felt-Base Covering

50c to 69c values! Armstrong, Sandura, Neposet and others. Square yard

36c

### Inlaid Linoleum

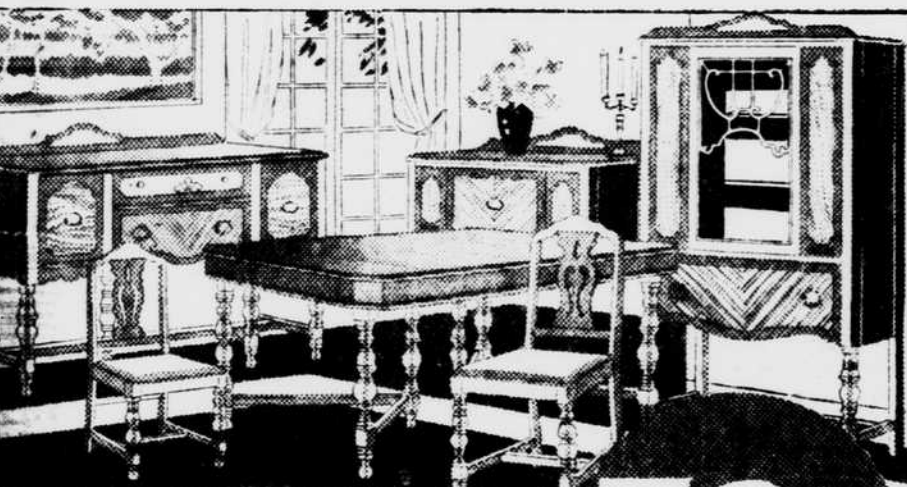
Regularly 1.65 yd. Bring your measurements! Full and part rolls. Square yard

1.18

### Felt-Base Runner, 27c Yd.

Perfect, 24-inch width, 6 lovely designs.

Goldenberg's—Downstairs.

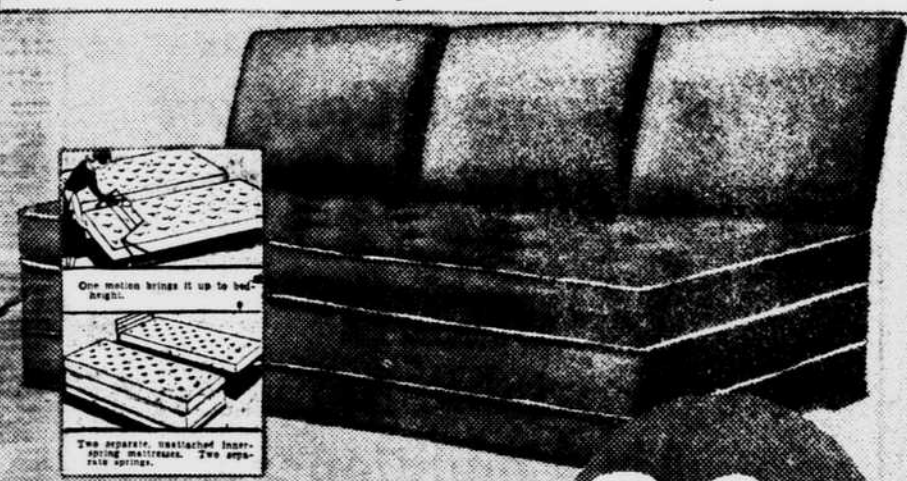


## 10-Pc. DINING ROOM SUITE

79.00

Gorgeous suite regularly 119.00 built of the finest Walnut veneers on hardwood with solid oak interiors, all joints glued and corner blocked. Consists of an Extension Table, China Cabinet with linen drawer, buffet, server, armchair and 5 side chairs.

Goldenberg's—Fourth Floor



## Bed Height Studio Couch

29.99

An innovation in studio couches! This one regularly sells for 39.95! Specially low priced for this sale! Regular bed height with two separate, unattached innerspring mattresses... two separate springs! Covered in durable rust or green tapestry.

Goldenberg's—Fourth Floor

A Thrilling Value in Boys' 69c to \$1

## WASH SUITS PANTS-SHIRTS

Perfects and Irregulars

55c

Sleeve or sleeveless button-on wash suits, sizes 4 to 10 years. "Bell" Modern Boy shirts and blouses in white and deep tones, 11 to 14½ neck. Knickers, longies, and shorts. Fancy patterns, coverts, khaki, duck. Sizes 6 to 18 in lot.

Goldenberg's—Main Floor.



A Challenge Sale Spotlight!

## NEW COTTON DRESSES

Regularly  
1.95 and  
2.95

1.69

Seersuckers, dotted swiss, printed lawn, eyelets and fine batistes. One and two piece effects, shirtwaist styles, or dressy styles in pastels, navy, brown, and gay prints. Sizes 14 to 52.

Goldenberg's—Second Floor.



Plenty of Large Sizes In These

## UNIFORMS AND HOUSE DRESSES

Regularly  
1.00

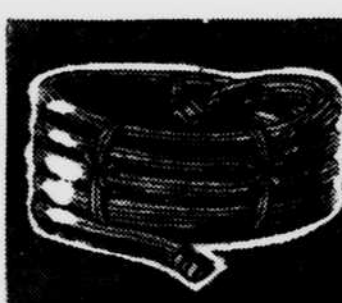
77c

Practical, guaranteed tubfast and amazingly low priced! Sheer and broadcloth house-dresses, 14 to 20, 38 to 44, 46 to 52. Short sleeve green, blue or white uniforms, 14 to 46. Printed Hooverettes, full wrap, small, medium and large.

Goldenberg's—Second Floor.



## EXTRAORDINARY CHALLENGE VALUES IN HOUSEWARES



### Firestone Hose

Solid corrugated garden hose, 50-foot lengths. Genuine Firestone

1.95



### Heavy Aluminumware

Saucepans, boiling kettles, French fryers, double boilers

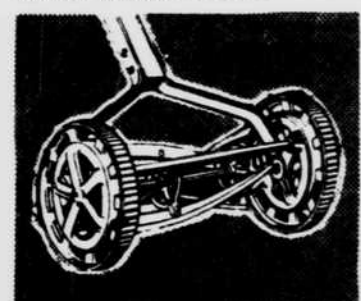
59c



### Step-on Garbage Cans

Made with inside container. In green, ivory or red colors

49c



### 12-In. Lawn Mower

Ball-bearing mower, dustproof bearings, self-sharpening cutters.

3.49



### Ironware Set

A set of 3 pieces, No. 7 Dutch oven and 2 polished skillets

98c



### Sandwich Toaster

Guaranteed, double toasting. Nickel and black

95c



### Metal Vegetable Bins

Three compartments, 1.00 value! Green, ivory or red colors

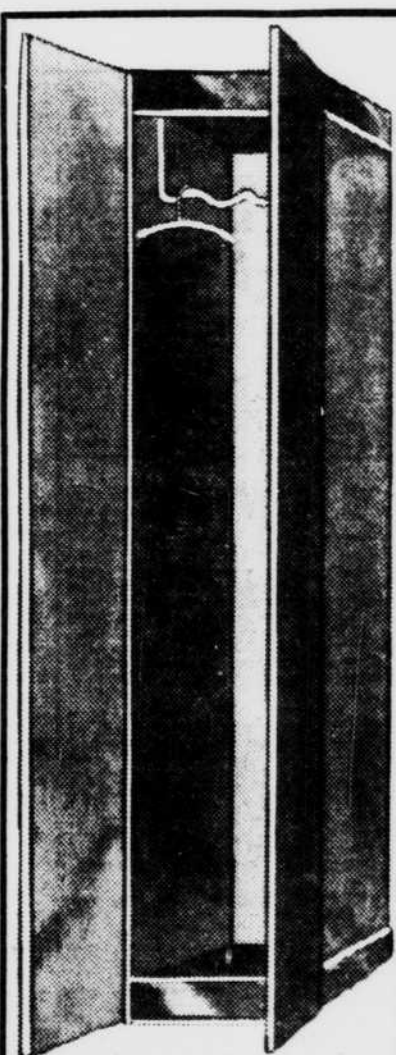
79c



### Ideal Electric Fans

Gives positive heat relief! 4-blade, 8-in. size, fan guard

1.19



## Double Door Mothproof Cabinets

59 Inches High

98c

Store your clothes for the Summer in this Kloster mothproof storage cabinet. Substantially built; it's extremely low priced!

Goldenberg's—Downstairs.