

**Glove challenge.**  
 25c. for 75c. and 50c. Lisle Lace Gloves, all colors.  
 69c. for \$1 Chamolies Gloves, white and gray, guaranteed to wash well.

**Hats trimmed free of charge.**  
**Ehrich Bros.**

**Summer neckwear.**  
 49c. for \$1.25 Point de Venise Circular Collars in beautiful designs.  
 15c. for 25c. Ecu Lace and Fancy Stock Collars.

# Saturday Challenge greatest of all.

**G**REATEST—because we've planned to serve the great army who take a Decoration Day outing—because we shall offer greater values in the Ready-to-Wear departments than on any previous day of the Sale; and because the Sale has now become so strongly established and so well known that people are coming to it from every point of the city. Saturday will surely be a great day for economy here.

## Sale of men's blue serge suits for Decoration Day at half.

Only such an annual event as this great Challenge Sale could bring such a timely offering. We took the entire stock of two troubled manufacturers—that explains such extraordinary inducements.

**The Serge Suit Sale of the Season.**



**CUT THIS COUPON OUT.**  
**\$1.00 FREE Saturday, May 28.**  
 Present this coupon at our Men's Clothing Department, and, with the purchase of a suit, it will entitle you to an allowance of \$1.00 on purchases made in any department in the store Saturday, May 28. Each coupon good for \$1.00, as stated above, on every suit bought.  
 (W)

**\$10 Blue serge suits, \$5.50.**

Any man who is in need of a suit will find one to his fit and taste in this lot. The serge is positively fast color and all wool; sold everywhere at a bargain for \$10; our price.....  
**\$5.50**

**\$15 suits of tested serges, \$7.50.**

These are the kind of serge suits that are in greatest demand this season. This lot consists of single and double breasted styles, lined with a mohair serge lining and hand-padded collars. For fine workmanship their equal cannot be found at the price in New York City—great bargains at \$15; our challenge price.....  
**\$7.50**

**\$22 genuine hand tailored suits, \$12.50.**  
 Peacedale serge suits—everybody knows what a Peacedale serge is. The name stands for the best serge suits for men in the market to-day. Every suit is hand made in every detail. Hand-made button-holes, hand-padded collars and cold-water shrunk canvases. In every sense a suit fit for a gentleman, that would cost anywhere in this city \$22, our challenge price for all styles  
**\$12.50**  
**Straw hats at challenge prices.**  
 Our first showing of men's straw hats, in the newest, most desirable braids and shapes, ranging from 50c. to \$2.50.  
**\$1. 3 hours sale. \$1. 9 to 12.**  
 Boys' strictly all-wool suits, worth \$3.50, on sale for a limited time only. All new goods, in the latest colorings; pants all have patent waistbands and tapered seams, and have belts to match. A sensational challenge.....  
**\$1.00 100**

**PEACE DALE MANUFACTURING COMPANY.**  
 INCORPORATED 1888  
*B.B. Blue*  
 Style 769/2  
 Case 5927  
 Piece 3948  
 Yards 50 5/8

# Rothenberg & Co.

NEW YORK'S FASTEST GROWING STORE  
 WEST 14TH ST.

## Absolutely Matchless Saturday Specials.

Some of the bargains mentioned below are for four hours—from 9 A. M. till 1 P. M. Others are for the whole day to-morrow, SATURDAY. But whatever the nature of the offerings may be, let us be particularly emphatic on this point—THEY STAND POSITIVELY WITHOUT RIVAL AS MONEY-SAVING OPPORTUNITIES. Nor are these ALL of the peerless specials that will be presented for SATURDAY buyers. There are scores of bargains that we cannot mention in this limited space. Whatever happens visit this store to-morrow. It will be one of the most important SATURDAY sales in our long list of great SATURDAY successes.

Double Blue Stamps Until Noon To-Morrow; Single Stamps from Noon Till Closing Time.

## New Defender Shirt Waist Suits, \$1.98.

Positively for 4 Hours Only—From 9 A. M. Till 1 P. M. To-morrow.



There are 300 of these Suits exactly like illustration, made from black and white checked foulardines in pin small and medium checks. The waist is in a new design of pleats and tucks, finished with lace. The skirt is in broad panel effects, finished with pleats; pointed tucks between panels and lace. It is a reproduction from one of the best styles of imported shirtwaist suits, and will make its first appearance among our celebrated Defender styles to-morrow, at.....  
**1.98**

**Women's \$7.98 Silk Coats at \$4.49.**  
 Peau de soie; made in the latest military style, with capes, hand-somely trimmed with broad silk braid or lace; new collarless model; cuffs, neck and front braid trimmed; a great value at \$7.98; on sale to-morrow at.....  
**4.49**  
**A Big Bargain in Covert Jackets.**  
 Fashionable collarless style, with ten rows of tailor stitching around neck, lined throughout with edge with rich satin, fancy bottoms; reverse cuffs; sizes 32 to 44.....  
**3.98**

## Four-hour Sale of \$1.00 Waists at 59c.

An Unparalleled Offer, for 4 Hours Only, from 9 A. M. Till 1 P. M. To-Morrow

**This Suit at \$1.98.** This is one of the greatest four-hour specials ever placed before you. There are only 50 dozen of these waists, and an early visit here is advisable if you want one. Made from very sheer imported corded organdy in the new Dolly Varden stripes; ground of white, pink, light blue, Nile green and gray. Full front of 10 pleats; back of four pleats; full sleeve and soft stock. A waist worth \$1.00; on sale to-morrow at.....  
**59c**

**An All-day Sale of Handsome Jap. Silk Waists at \$1.98.** A remarkable special at an exceptionally low price; shown in two styles, both elaborately trimmed with fine Val. lace insertings and medallions, tucked and pleated, very full sleeve and fancy stock. Plain black or white.....  
**1.98**  
**An Immense Bargain—Brilliantine Walking Skirts, \$1.98.** In black and blue Brilliantine, pleated or full flare, trimmed with taffeta braid; also all-wool fancy mixtures in a beautiful range of Spring colorings; fully pleated and button trimmed; values \$3.50 to \$5.00, choice at.....  
**1.98**

## An Amazing Offering—Girls' \$1.50 Wash Dresses at 87c.

Special for 4 Hours from 9 A. M. till 1 P. M. only.

These dresses were made to sell at \$2.00 each. By a fortunate purchase at a great price concession, we were enabled to secure a manufacturer's entire stock, which will be placed on sale to-morrow as one of the greatest bargains of the season. There are 400 of these Girls' Dresses made from good quality white lawn, in the new long-waisted Gibson style. Entire front of Val. lace and embroidery insertings; full suspender ruffles, edged with Val. lace stock and cuff lace trimmed; very full skirt with deep hem; sizes 6 to 14; value fully \$1.50, on sale as the greatest bargain ever offered in white dresses, at.....  
**87c**

## A Sensational Saturday Clothing Event.

**Men's Newest, Most Stylish \$12.00 Suits at \$7.50.**  
 Any man who desires a neat suit of good material, excellent workmanship and fit, at a saving of almost five dollars, will do well to call here. We have an immense assortment, including BLUE SERGES, BLACK, CLAYS, FANCY CASSIMERES AND CHEVIOTS, in all the desirable patterns, sizes up to 44 chest measure; value \$12.00, at.....  
**7.50**

**85c Wash Suits, 49c.**  
 Positively for 4 Hours Only, from 9 A. M. Till 1 P. M.  
 This assortment includes 600 Sailor Wash Suits, ages 3 to 10, in plain white ducks and fancy chambrays—in plain and varied effects; madras in blue, red, brown and all the up-to-date mixtures—in a large variety of trimmings. An ideal suit for a Decoration Day outing; regular \$5c value at.....  
**49c**

**Men's \$2 Trousers at \$1.**  
 Positively for 4 Hours Only, from 9 A. M. to 1 P. M. To-morrow.  
 This is the last lot of these \$2 Trousers, and will be placed on sale to-morrow at a dollar. Some in black chevrons, fancy chevrons and medium gray effects; sizes 30 to 42 waist measure; value \$2.00, at.....  
**1.00**

**A Great Line of Boys' \$1.50 Wash Suits at 75c.**  
 There are just 500 dozen of these wash suits, and while the quantity is large, they are of such great value that we do not think there will be enough to last for the whole day's selling. Better come here early, as there is bound to be an extraordinary demand for such a peerless bargain.  
**75c**

**\$5 Gowhide Suit Gases at \$3.98.**  
 Genuine Cowhide Dress Suit Cases, fancy linen lined, with extra shirt pocket and inside straps; these Cases have solid brass high hump catches, or catches, or straps on outside, are thoroughly well made, strengthened with copper rivets, and are better cases than any advertised as an immense bargain for \$5.....  
**3.98**

**\$1.50 Tennis Rackets at 98c.**  
 The well-known "PRINCETON" racket, in all weights, well made, and strung with exceptionally good gut; a \$1.50 value for to-morrow's buyers at.....  
**98c**

**49c. Bicycle Stockings at 29c.**  
 All wool or worsted; some plain; some fancy; all with fancy turn down tops; without feet. They'll go all the faster because not many stores are selling them this year, and they are hard to get. Special at.....  
**29c**

## An Important Shoe Sale.

**Another Lot of Exceptionally Good Shoes for Men at 1.59**  
 Not a pair in the entire lot worth less than \$2.50. Vici Kid Shoes, in lace or Congress with plain toes or with toe caps. Also Storm Calf Shoes. Footwear for Boys and Girls at Remarkably Low Prices.

**Shoes for Girls—Dongola Kid Lace Shoes patent leather**  
 for caps, sizes 5, 5 1/2, 6, 6 1/2, 7, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11.....  
**69c**

**Shoes for Boys—Calf Leather Lace Shoes**  
 double soles, sizes 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12, 12 1/2, 13, 13 1/2, 14.....  
**79c**

**Patent Leather Oxford Slippers for Girls; sizes 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12, 12 1/2, 13, 13 1/2, 14, 14 1/2, 15, 15 1/2, 16, 16 1/2, 17, 17 1/2, 18, 18 1/2, 19, 19 1/2, 20, 20 1/2, 21, 21 1/2, 22, 22 1/2, 23, 23 1/2, 24, 24 1/2, 25, 25 1/2, 26, 26 1/2, 27, 27 1/2, 28, 28 1/2, 29, 29 1/2, 30, 30 1/2, 31, 31 1/2, 32, 32 1/2, 33, 33 1/2, 34, 34 1/2, 35, 35 1/2, 36, 36 1/2, 37, 37 1/2, 38, 38 1/2, 39, 39 1/2, 40, 40 1/2, 41, 41 1/2, 42, 42 1/2, 43, 43 1/2, 44, 44 1/2, 45, 45 1/2, 46, 46 1/2, 47, 47 1/2, 48, 48 1/2, 49, 49 1/2, 50, 50 1/2, 51, 51 1/2, 52, 52 1/2, 53, 53 1/2, 54, 54 1/2, 55, 55 1/2, 56, 56 1/2, 57, 57 1/2, 58, 58 1/2, 59, 59 1/2, 60, 60 1/2, 61, 61 1/2, 62, 62 1/2, 63, 63 1/2, 64, 64 1/2, 65, 65 1/2, 66, 66 1/2, 67, 67 1/2, 68, 68 1/2, 69, 69 1/2, 70, 70 1/2, 71, 71 1/2, 72, 72 1/2, 73, 73 1/2, 74, 74 1/2, 75, 75 1/2, 76, 76 1/2, 77, 77 1/2, 78, 78 1/2, 79, 79 1/2, 80, 80 1/2, 81, 81 1/2, 82, 82 1/2, 83, 83 1/2, 84, 84 1/2, 85, 85 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