

At the Soda Fountain
"Peg o' My Heart" Sundae
 New and delicious; Horton's famous vanilla ice cream, crushed pineapple, whipped cream, maraschino cherries and "Adora" wafers. **10c**
"Sunshine Girl" Frappe
 Horton's strawberry ice cream, sliced oranges, lady fingers, whipped cream and maraschino cherries, at..... **10c**

A Remarkable Page of Apparel Economy News!

Authentic Styles for Grownups and Children at Lowered Prices Pre-eminently Supreme in Economy Opportunities

Women's 2-Clasp Kid Gloves, 69c
 A Saturday Special, Bringing Regular \$1.00 Quality Gloves
 Made of fine soft pliable skins; perfect fitting; in black, white, tan and gray; all sizes; for Saturday only..... **69c**

It's Not Only the \$1 Saving That's Made the Sale of These
Brocaded Silk Waists
 So successful, but it's also their charming style
 As pictured; all the new Spring styles are here, dainty and chic; the material is fine and silky; in floral designs; shown with large rolling collar, trimmed with fancy buttons; full sleeve with turnover collar; in white only; at..... **1.98**



SATISFACTION GUARANTEED OR MONEY PROMPTLY REFUNDED

ROTHENBERG AND CO

WEST 14TH STREET

Saturday's Attractive Specials in
New Millinery Modes

For the Children, 2 Bonnets Like Cuts
 One made of silk braid on a poke frame and trimmed with messaline silk, ball tassels and rosettes; the other is a pleated lace and messaline bonnet; both come in pink, white or light blue; at..... **1.49** Like Cut, 1.49

New Chip Shapes (4 Models, as illustrated)
 Four styles to select from as pictured; excellent quality chip with one-inch velvet flange; in black, burnt, king blue and cerise; at..... **1.29**

Hemp Straw Hat Like Cut, at 3.49
 They've made a hit—and the style is exclusively with us. Made of hemp straw, trimmed with genuine French feathers, 15 in. long and 4 in. wide; all colors; sale price, **3.49**

MAIL ORDERS FILLED

Dainty Chiffon Waists, Like Cut, \$2.98
 Specialty Houses Would Ask \$4 and \$5
 Shown in a number of pretty spring designs. All handsomely trimmed with shadow lace and velvet ribbon. One of the styles is here illustrated; in black, brown, Copenhagen, navy, gray and white; at..... **2.98**

Sample Lot of Tailor Made Waists
 Shown in a number of pretty models in plain white or striped effects; trimmed with embroidery panels or rolling collar; trimmed with pearl buttons; on sale at..... **69c**

MAIL ORDERS FILLED

Sheet Music at 2 1/2c
 (Only Prepaid Mail Orders Filled)

1. Alpine Hut, J. Aspin.	24. Jolly Fellow.
2. Mary's Dream.	25. Children's March.
3. Beautiful Blue Danube Waltz.	26. La Ringana, St. Loren.
4. Bohemian Girl.	27. Polka.
5. Bridal Chorus.	28. Argentina.
6. Camp of the Orpheus.	29. Last Hope.
7. Cavalier's Romance.	30. Letting for Waltz.
8. Charge of the Ulanas.	31. Little Fairy Waltz.
9. Consolation.	32. Lullaby.
10. Convent Bell.	33. Love Old Song.
11. Cos Amor.	34. Lullaby in G.
12. Dorothy.	35. Morning Prayer.
13. Flower Song.	36. Member of the South.
14. Fairy Wedding Waltz.	37. Monastery Bell.
15. Fading Waters.	38. Old Folks at Home.
16. Gertrude's Dream.	39. Old Oaken Bucket.
17. Heather Bell.	40. Old Times at Home.
18. Heister Rose.	41. One Sweetly Solenn Thought.
19. Home, Sweet Home.	42. Orvetta Waltz.
20. In Old Madrid.	43. Old Black Joe.
	44. Palms, The.
	45. Pines, The.

MAIL ORDERS FILLED

Mothers: Choose, Saturday, Girls' All Wool Coats at 1.98
 From Over 1,000 Stunning Samples Worth \$3 to \$4
 MOTHERS no longer demand "just any old coat for a price"—but now must have style, substantiability, good tailoring, and also at a price. Well, here are the coats—here's style, fabric, goodness and a 1/3 to a 1/4 underprice.

THE FABRICS are all the very latest spring weaves, every thread STRICTLY ALL WOOL, such as covets, mixtures, worsteds, broadcloths, etc. Handsome sailor and round collar models, elegantly trimmed with satin and silk braid; sizes 6 to 14 years; every new color, including plenty of the new navy shades. To-morrow, at..... **1.98**

These Girls' All Wo-1 Navy Blue Serge Coats at \$2.98
 Are Very Charming and A Big Value
 Full length garments with handsome sailor or notch collar effects of silk moire or silk taffeta; coats finished with turn-back cuffs to match collars, and large fancy buttons; sizes 6 to 14 years; to-morrow at..... **2.98**

Like Cut, 1.98 Coat Like Cut, 2.98

Another Great Sale of Handsome Dresses for Girls
 \$3 and \$4 Dresses, including about 450 Samples in White Allover Embroidered Frocks and Imported English Repps, on sale Saturday at..... **1.98**

THE REPPS are made of the finest quality to be had. Full large sailor collar models; edge of collar and cuffs trimmed with wide scalloped embroidery; also white embroidery on revers; wide belt fitted in belt straps; buttoned down front; full plaited skirt; colors: white, tan, pink and blue; sizes 6 to 14 years.

THE ALLOVER EMBROIDERED DRESSES are Val. lace trimmed, allover eyelet embroidery, with kimono or set-in sleeves; pin tucking back and on skirt; skirts have deep allover embroidered flounce. Sizes 6 to 14; plenty of large ones; choice at..... **1.98**

Juniors' Suits at 6.98, that will fill the bill of the Usual \$10 Suits—in Style, in Fabric and Tailoring
 Exactly as pictured, in a shoe-top model; made from plain worsted or handsome whipcords. Jackets have revers and round collars of contrasting shade whipcord or Skinner's satin; new panel skirts; new shades; sizes 13 to 19 years. ALTERATIONS FREE; Saturday..... **6.98**

Gingham, Percale and Galatea Dresses—Lower in Price—But an Equally Big Value
 Handsome, rich light or dark plaids, stripes and polka dots, trimmed and piped in contrasting materials and embroideries; high or Dutch necks; sailor collars; collar models; skirts extra deeply plaited, button down back or front to hem; sizes 6 to 14 years. (No Mail Orders.) At..... **69c**

A High Value Attainment in Men's Suits
 Never Reached Outside of This Store. Business Suits, Every One Worth \$10, at **\$6**

The chief asset of a business suit is its serviceability; these suits have that and more, they have style, are well tailored and fit perfectly because we guarantee them so. We can't describe them adequately, you wouldn't believe us; you have got to see to appreciate these suits. There are worsteds, casimers, black tibets and fancy effects, etc., in all the desirable colors, to fit any man or young man; come, and you will be convinced; Saturday at **6.00**

Suits at \$7.85 to Compare with Any \$12.50 Offering Elsewhere
 Every size for every man or young man. All the new fabrics and shades, including all wool blue serge. See these suits; compare with others at \$12.50; you'll buy these at..... **7.85**

Our Special Custom Finished Tailored Suits at \$12.50
 Cannot be equalled elsewhere for style, finish, materials, linings under \$18; all hand-finished garments, splendid new spring fabrics and shades, including all wool blue serges; sizes to fit ANY man or youth, slim or stout, tall or short..... **12.50**

3rd Floor

Men's Furnishings
 Saturday's Sale Offers 1/3 to 1/2 Savings

Men's Sample Underwear, Values to 50c, at **29c**
 Lisle with silk stripes, silk finished Balbrigan, some athletic shirts; shirts have long or short sleeves; drawers double seamed; all sizes; at, garment..... **29c**

Men's \$1 Sample Spring Shirts, 50c
 About 200 shirts, slightly soiled and a few with hardy discernible imperfections; also a number of new factory samples; in wearing qualities worth as much as any \$1.00 shirt; made of the best shirtings in all the new Spring colorings; coat model, cuffs attached, plain or plaited bosoms; at..... **50c**

Men's Lisle or Cotton Socks 9c
 Plain or mercerized, in gauge, medium or heavy weights, all colors; very slight imperfections; value to 25c, at..... **9c**

Men's Madras and Percale Negligee Shirts, 39c
 Good quality; printed or woven madras or percale, in either plain or checked bosoms, with cuffs attached; in white, cream, pink, blue or stripe effects; also soft, with collars attached; sizes 14 to 17; at..... **39c**

Men's \$1.25 Underwear, 69c
 Swiss ribbed, lisle thread Union Suits; knee length, short sleeves; all sizes; at..... **69c**

Saturday Sale Undermuslins of Petticoats

Combinations—Like cut; of muslin and allover embroidery; with skirt or drawers at..... **69c**

Princess Slips—Like cut; embroidery top and ruffe; also embroidery and lace trim med; in pink, white, blue and corn; covered at..... **69c**

Wings—Crest Gowns—With large embroidery medallions; several lace insertings and ribbon run; at..... **29c**

Nearlilk or Satton Petticoats—Shown in several styles of pleating and tuckings; special at..... **69c**

MAIL ORDERS FILLED

Another Emphatic Underselling Demonstration, Saturday, in These
Boys' Two-Pair-Knicker-Pants Suits Which We Place on Sale To-Morrow at 1.98

THERE'S NO GAINSAIYING the fact that for 14 years this store has never been undersold in Boys' Clothing—and never before has this fact been so clearly and conclusively established as in this feature offering to-morrow.....

BOYS' \$3 TWO PAIR OF KNICKER-PANTS SUITS AT \$1.98—Double-breasted Suits with two pairs of Knicker-pants, tan mixtures of wool cash, sizes 12 to 16 years; also single pants Suits in Norfolk or double-breasted styles, sizes 7 to 16 years. Russian Suits, military collars, blue or mixtures, sizes 3 to 8 years.

Boys' \$4 Blue Serge Confirmation Suits at 2.98
 Norfolk Suits of blue serge and mixtures, sizes 7 to 16 years; Double-Breasted Knicker Suits of blue serge and mixtures, sizes 10 to 17 years; also Russian Blouse Suits of all wool blue serges, sizes 3 to 8 years; Blue Serge Revers, sizes 3 to 10 years; choice Saturday at..... **2.98**

Boys' Strictly High Grade Tailored All Wool Blue Serge Suits, very special, at 4.98
 Norfolk Suits, of all wool blue serge; also mixtures, alpaca or Italian linings, sizes 7 to 17 years; also double-breasted Knicker Suits, same materials; sizes 10 to 17 years; \$7 value, at..... **4.98**

MAIL ORDERS FILLED

Women & Misses' Silk Lined Serge Suits, 7.98
 All Wool Serge Suits, 7.98

Intended to Have Retailled at \$10 and \$12
 We were "Johnny on the spot" in this instance; a large manufacturer had 400 Suits on his hands, an order cancelled by a new account. He had taken special pains to tailor them, but there was some "mix up" in the style. Our offer of cash came at just the right moment.

A strictly all-wool black or blue serge cloth is used in these suits; the linings are silk peau de soie; Bulgarian embroidered collars, turn back cuffs and new girle skirt; sizes 14 to 18 years for misses and 32 to 44 bust for ladies; on sale Friday at..... **7.98**

Women, Junior and Misses' Women's & Misses' \$5 All-Satin, Covert, All Wool, Serge and Heavy Taffeta Silk Coats at \$4.98
 This lot consists of all-wool serges, mixtures, covets and heavy chiffon taffetas, satins, etc. Full length and three-quarter models; handsomely embroidered, plain tailored, or satin trimmed. All the new spring shades. Including black and navy; sizes 14 to 18 years for misses and 32 to 48 bust for ladies; value up to \$10, at..... **4.98**

Women's & Misses' \$5 All-Wool Serge or Black & White Check Dresses at \$2.98
 Also Black and White Stripe Serges. Also Serge Dresses, Finished with Persian Silk Collar and Cuffs; Silk Piping at Belt.
 In blue, brown, taupe, black, gray, etc., trimmed in the new Nell Rose satin edging, piping on collar and cuffs; short or long sleeves; new laydown vestee model; sizes 14 to 18 years for misses and 32 to 44 bust for ladies, at..... **2.98**

Like Cut, 4.98

Spring Apparel for Infants

Sample Lot of Infants' Coats, \$1
 Double-breasted styles, of wool paca cloth, in navy only; collar and cuffs of black and white checks; nicely tailored; sizes to 6 years, Saturday, **1.00**

\$3.00 Wool Serge Coats, 1.98
 Like cut, box plaited, Norfolk style; deep collar and cuffs of black and white silk; sizes to six years..... **1.98**

Children's Sheer Lawn Dresses
 French styles, trimmed with inserting of fine embroidery and lace edging; satin ribbons; sizes to six years; at..... **48c**

Children's White Lawn Dresses
 French styles, elaborately trimmed with insertings of fine lace or embroidery; full skirt; deep hem; sizes to 6 years, at..... **98c**

MAIL ORDERS FILLED

Women's and Misses' "Liberty" Shoes \$2
 \$3.50 Footwear in Style, Fit and Durability, at..... **\$2**

The new "Liberty" Spring styles are all here—the stock is complete, which means we are prepared to fit any lady's or miss's foot in New York. Built on comfort-giving lasts, along the very newest style lines, of the most substantial leathers—we are confident "Liberty" footwear will please YOU who have been paying \$3 and \$3.50 in years gone by.

We call attention to the line of patent and gun metal leathers with cloth uppers in every size and width. Choose from patent, gun metal, velour calf and Dongola kid, with cloth or dull uppers; high boots with extra high and receding toes; also low shoes, pumps, slippers, in dull, patent, white, pink or blue kid strap slippers; sale price..... **2.00**

Women's and Misses' Smart High White Canvas Shoes, One of the Models, as Illustrated
 Extra high cut; made of fine Sea Island duck; riveted buttons; toe caps; sizes 2 1/2 to 5 at \$1.79; sizes 1 1/2 to 2 at \$1.49; 8 1/4 to 11 at \$1.29; sizes 6 to 8..... **1.19**

Men's \$4 Army Shoes, Also New Spring Low Cuts and Oxfords, 2.25
 Every pair stamped "Bench Made." The shoes used by the U. S. Army on account of the excellent wear and protection from wet. Black or tan leathers; double oak tan soles, stitched and welted, wide or high toe; sizes 6 to 11; sale price..... **2.25**

MAIL ORDERS FILLED