

Rosenfield's THE SALE ENDING ON

Dresses at About One-Half Price

100 Dresses worth to \$25.00 **\$12.50**
Dresses worth to \$42.50 **\$19.75**

to Rosenfield's and ask for the same merchandise. You will be
goods are of equal quality. Every low price advertised by another

AND CLOTH SUITS— price..... **\$10.00**

ESSES

worth \$25, at **\$10.00**

KIRTS AT \$2.95.
etc., almost all colors, as
wonderful values and worthy
..... **\$2.95**

STYLISH SKIRTS NEW STYLES **\$1.98**

Skirts that reflect the very
latest style features, in bas-
ket weaves, pique, gabardine,
ratine, wool serges, novelty
mixtures, etc. Girdles and
flare styles, patch pockets
and pearl button trimmed;
all sizes.

Sale a Record in Value Giving

50, AT \$1.98. SUMMER SKIRTS, WORTH UP TO \$5.00, AT \$2.98.
Cloth, Gabardine, Show in semi-tailored models of Genuine Palm Beach, Gabar-
only. **\$1.98** dine, Golfine, Irish Linen. Challenge Sale price **\$2.98**

Large Sale and Save Money

fabrics 36-inch Black Silk Taffeta, splen- 1,000 yards Wash and Novelty Silks,
dresses, did value and worth regularly range in width from 27 inches to
effects; yard wide, including range of silk
25c \$1.25, Challenge price. **69c** poplins, at..... **49c**

ARTICLES THAT YOU WANT AT REDUCED PRICES.

Unbleached Cottons, regular 5c
at..... **3½c**
Bleached or Unbleached Cottons,
up to 7½c, at..... **5c**
Hard Brand Cottons, including
per yard..... **7½c**
Fabric, soft and closely woven
per yard..... **5c**
Pillow Slips made of Fruit of
Lemon and Pepperell, best grades,
50% discount of..... **15%**

BOBBINET BARS AT SPECIAL PRICES.

90-inch Bobbinet Bars, 9 yards to the piece,
\$2.50 grade at..... **\$1.75**
100-inch Bobbinet Bars, 10 yards to the
piece, \$4 values at..... **\$2.98**
\$5.00 Bobbinet Bars, extra quality, all sizes.
Challenge price..... **\$3.95**
Up to \$6.50 Bobbinet Bars, finest mesh and
thread effects, at..... **\$4.95**
Up to \$8.50 Bobbinet Bars; finest quality.
Very special value at..... **\$5.75**
Baby Bars, worth \$1.50. Special.. **49c**

PRICES HAVE BEEN LOWERED FOR THE CHALLENGE SALE.

Undermuslins

1.25 TO \$1.50 GARMENTS AT
95c
Teddy Bear Handsome Hand-Embroidered and Lace Trimmed Muslin and
and Envelope Crepe Gowns, Fine Nainsook Envelope Chemises and Teddy
and Nainsook Bear Combinations; beautiful corset covers; garments that
Challenge Sale. are excellent numbers at \$1.25 and \$1.50. Challenge price 95c.

FOR OUR CHALLENGE SALE.

50c Muslin Drawers, Children's 25c Muslin Drawers
at..... **8c** at..... **19c**

50% Men's Genuine Guyot and other standard 50c Suspenders,
Challenge price..... **25c**

RETURN POLICY

to Rosenfield's and ask for the same
our regular price is lower than the
goods are of equal quality. Every
store is an advertisement
at lower price.

EXTRA SPECIAL.

Kayser's \$1 Silk Hosiery, all colors. Challenge price, per pair **69c**
WOMEN'S PALM BEACH SUITS, \$7.50.
Distinct models, charmingly fashioned, values to \$11.50. Special
Challenge Sale price..... **\$7.50**

EMBROIDERY AND LACE FLOUNCING, 10c.

Embroidery, 27 to 36 inches wide, on sheer fabrics, dainty patterns;
and Lace Flouncings to 18 inches wide. Special Challenge Sale
price, per yard, only..... **10c**

Fashion's Latest Fancies in Millinery at Prices That Are Truly Wonderful

This sale includes all Trimmed Hats in stock; values to \$25—and
showing feature creations and copies from the favorite centers of
the world, as well as the best ideas from the Fifth Avenue milliners
and exceptionally clever creations from our own workrooms. The
choice runs the gauntlet of style, from the simple Walking Hats,
Shepherdess Hats, Dress Hats, Lingerie Hats—in fact, hats for all
and every occasion. A superb assortment and every one marked
at..... **\$5.00**

Challenge Sale of Trimmed Hats..... **\$2.95**

Challenge Sale of Trimmed Hats..... **98c**

Ladies', Misses' and Children's Genuine Panama Hats, worth \$2.00,
at..... **98c**

\$3.50 Panama Sailors, very latest blocks..... **\$1.98**

Fine Milan and Hemp Shapes, worth to \$8.50..... **\$2.98**

New Shapes, values to \$3.50, at..... **98c**

FINE FLOWERS, all new, pretty and fresh. Special counter displays
at only..... **10c and 25c**

During this sale we will refrain from sending any hat C. O. D., taking
any back or exchanging any.

A WEALTH OF CHILDREN'S DRESSES IN THIS GREAT

CHALLENGE SALE—SIZES UP TO 14 YEARS.

Children's Sheer White Dresses, latest styles, prettily trimmed; values
to 98c. Challenge price..... **49c**

Children's White Dresses, worth up to \$2.50; becomingly made and
trimmed, at..... **98c**

House Furnishings

27x54-inch Jap Matting Rugs, Challenge
price..... **15c**

9x12 Jap Matting Art Squares, heavy quality,
Challenge price..... **\$1.79**

6x9 Jap Matting Rugs, firmly woven, Challenge
price..... **98c**

6x9 Crex Rugs, superior grade, Challenge
price..... **\$2.98**

9x12 Fiber Art Squares, worth up to \$8.50,
Challenge price..... **\$5.98**

9x12 Wool Fiber Art Squares, worth up to \$12,
only..... **\$8.50**

9x12 Axminster Art Squares, sold everywhere
at \$17.50, Challenge price.... **\$13.50**

Window Shades, extra quality, Challenge
price..... **15c**

Duplex Window Shades, superior grade, Chal-
lenge price..... **49c**

CHALLENGE SALE PRODUCES EFFECTIVE SAVINGS ON FAMOUS WARNER CORSETS.

Warner Corsets, front and back lace; this
season's best models, formerly sold at \$5;

Challenge price..... **\$3.95**

One lot of Corsets, values to \$3, at..... **\$1.95**

One lot of Corsets, worth \$2, at..... **95c**

One lot of Corsets, values to \$1, at.. **69c**

One lot of Corsets, broken lines; big values
at..... **39c**

Fine Shoes at Challenge Sale Prices

Women's \$5, \$6 and \$7 Shoes, taken from our regular stock; of this
season's latest styles and leathers. Challenge price.... **\$3.95**

Women's \$4 and \$5 Shoes, in patent, dull and gun metal leathers. A
special lot, all new. Challenge price, per pair, only.... **\$2.48**

Women's Satin Delaine and Satin Pumps and Colonials, values to \$4.
Challenge price..... **\$1.98**

Baby Dolls, with pretty colored tops, \$3 and \$3.50 values. Challenge
price, per pair..... **\$1.98**

One lot Two-strap Slippers, in variety of leathers, \$2 and \$2.50 values.
Challenge price..... **\$1.48**

Patent Leather Baby Dolls, worth \$2 and \$2.50, at..... **\$1.48**

Boys' Oxfords, special lot worth \$3 and \$3.50, at..... **\$1.48**

Children's Pumps, white and black, odds and ends. Challenge price
to close..... **50c and 25c**

White Fabrics--Deeply Cut Prices for This Sale

English Longcloth, 12 yards to bolt; Challenge
price, per bolt..... **89c**

English Longcloth, worth \$1.75, 12 yards to bolt;
Challenge price..... **\$1.35**

English Longcloth, \$3.00 grade, full 12 yards;
Challenge price..... **\$1.98**

36-inch Pajama Check Nainsook; never sold for
less than 10c; Challenge price.... **7½c**

White Fabric—Special counter display of pretty
White India Linons, Novelty Weaves in
checks and blocks; Challenge price.. **5c**

Fine Wash Fabrics—Crepes, Lawns, Batiste,
Nainsooks, etc., in sheer qualities; range from
yard wide to 40 inches; Challenge
price..... **10c**

25c White Organdy; Challenge price, per
yard..... **15c**

Lingerie Cloth, 25c grade; Challenge Sale price,
per yard..... **15c**

33c White Organdy; Challenge price, per
yard..... **25c**

Lingerie Cloth, 40c quality; Challenge price
per yard..... **25c**

New Wash Goods—Superb quality, fresh and
crispy, Crepes, Voiles, Lawns, Nainsooks,
Dimities, etc; Challenge price.... **15c**

Special Display of Wash Goods—Extra strong
values; wanted materials; every yard perfect,
absolutely perfect; priced for Challenge Sale
at..... **19c**

50c Wash Fabrics at Challenge price **35c**

WOMEN'S AND MISSES' HANDKERCHIEFS.

Your choice of entire handkerchief stock,
values to 35c; Challenge price..... **19c**

Pure Linen Initial Handkerchiefs, sheer quality,
six for..... **50c**

Fine Handkerchiefs, colored borders, embrod-
ered and initials; Challenge price.... **5c**

SILK RIBBONS.

Ribbons in solid and fancy colored patterns,
values to 60c yard; Challenge price **25c**

Ribbons, our regular 25c quality, large assort-
ment of patterns and colors; Challenge price,
per yard..... **15c**

TOILET ARTICLES— PRICES DEEPLY CUT.

10c Palmolive Soap; Challenge price,
per cake..... **5c**

50c La Blanche Face Powder, per box **33c**

All 25c Sanitol Preparations; Challenge
price..... **15c**

Colgate's Talcum Powder, per can... **10c**

Mennen's Talcum Powder, per can... **10c**

Talcum Powder, one pound can at.... **5c**

Sweetheart Talcum Powder, per can... **3c**

Jap Rose Soap, per cake..... **7c**

Peroxide, 10c size, Challenge price..... **6c**

PARASOLS AND UMBRELLAS.

Special Challenge Prices on Entire Stock.

Parasols, special lot worth up to \$1.69,
now..... **98c**

All Silk Parasols, special lot worth up to \$3.50,
at..... **\$1.95**

Umbrellas, formerly sold up to \$1.50,
only..... **95c**

Umbrellas, formerly sold up to \$2.75,
now..... **\$1.95**

All Silk Umbrellas, formerly sold up to \$5.00,
now..... **\$3.50**

None reserved—all go at Challenge prices.

Challenge Prices on Laces and Embroideries

New Laces, this season's best patterns, short
lengths and broken lots. Special, yard **1c**

Val and Torchon Laces, all new designs and
priced very special, two yards for.... **5c**

Val Laces, full bolt 12 yards, 75c values.
Special per bolt..... **45c**

Pretty Laces, net top, Val and Shadow, beauti-
ful patterns, up to 12 inches wide. Special
per yard..... **10c**

Our entire Lace stock, including imported and
domestic laces, all reduced in price.

Embroideries, regular 5c edgings and insertings,
short lengths. Special per yard.. **2½c**

Organdy Embroidery Flouncings. Special per
yard..... **49c**

Embroideries, new, dainty patterns, including
baby designs; range in width to 12 inches.
Special per yard..... **5c**

Embroideries, including matched sets, prettiest
of patterns on sheer fabrics. Per yd. **10c**

Main and Third Streets
Baton Rouge, La.

Rosenfield's