



MENDEL & FREEDMAN'S MAGNIFICENT JULY CHALLENGE SALE



Extraordinary Bargains for Thursday

Tremendous crowds, tremendous bargains and tremendous enthusiasm marked every day of this astounding bargain-giving event. The prices we have made on the most desirable merchandise has astonished thousands.

Hundreds of New and Greater Bargains Will Be Placed On Sale Thursday

Sensational Challenge Sale Bargains in Suit and Waist Departments

Every Dollars' Worth of Suits, Coats and Waists Will Be Closed Out Regardless Of Cost
Never Before Have Such Extraordinary Bargains Been Offered in New Haven



\$2 Lawn and Batiste Waists for \$1.25

These are handsome waists, made of fine white lawn and batiste in very newest style. Trimmed with tucks and embroidery, perfect fitting, \$2 value for..... **1.25**

\$1.25 Waists for 65c

Made of sheer white lawn and batiste with front of all-over embroidery, open front and back, long and short sleeves, regular \$1.25 value for..... **65c**

\$8 to \$10 Princess Dresses for \$4.95

Exquisitely made of fine sheer batiste, tucked and lace flounce, front, sleeves and girde trimmed with Fillet lace and insertion, all desirable shades at... **4.95**

Stunning \$6 Wash Suits for \$3.98

Made in Prince Chap style, with full plaited and gored skirt with folds. Made in plain colors and stripes regularly sold at \$6, in Sale for..... **3.98**



\$3 Waist for \$1.98
Made exactly like this illustration of fine batiste white Indian head and Rep, worth \$3.98 for... **2.98**

\$10 Rep Suits for \$5.98
Made with 30-inch coat, trimmed with embroidery, full plaited skirt with band of insertion, in pink, tan, blue and natural linen, worth \$10 for..... **5.98**

\$16.98 Panama Suits for \$8.98

This exceptional bargain will make it worth your while to buy one of these suits for fall wear. Made of plain and double tone panama, in Cutaway and Prince Chap style, full plaited skirt with two folds, coat trimmed in contrasting colors, satin lined, \$16.98 value for... **8.98**

Ladies' \$2 Skirts for 98c

Made of brown and white and black and white Galatea cloth, full plaited and wide fold, at..... **98c**

Ladies' \$3.98 Skirts for \$2.98

The new circular style button down front, of white Indian head and Rep, worth \$3.98 for... **2.98**



Challenge Sale of Kayser Double Tipped Silk Gloves



The Most Wonderful Bargains Ever Heard Of in Kayser Gloves

- \$1.75 16-button Length Silk Gloves for 99c**
These are Kayser's all silk double tipped finger gloves, in 16-button length, the regular \$1.75 quality, for... **99c**
- \$1.50 12-button Length Silk Gloves for 79c**
These are double tipped finger all silk gloves, in 12-button length, the kind sold regularly at \$1.50, for... **79c**
- 98c Silk Glove Extenders for 29c**
These are worn with short gloves to give them the appearance of 16-button length gloves, in black and white for... **29c**
- 16-button Length Suede Lisle Gloves 44c**
Fine suede lisle gloves in 16-button length, the kind that sell regularly at 69c a pair for... **44c**

Underwear and Hosiery for Men, Women and Children At Stirring Challenge Sale Prices

- Ladies' 19c Vests for 9c**
Fine Swiss lisle Jersey ribbed vests, with lace yoke front and back, about seven different styles to select from, choice at... **9c**
- Ladies' 25c Vests for 12c**
About eight different styles of fine ribbed lisle vests with lace and crocheted yoke, low neck and sleeveless... **12c**
- Ladies 29c Hosiery at 15c a Pair**
Fine gauze and mercerized lisle hosiery in plain and lace effects, all perfect goods, not a pair worth less than 29c at... **15c**
- Children's 15c to 25c Hosiery at 8c a Pair**
These are fine, medium and heavy ribbed stockings in black, tan and white, sizes 6 to 9. They are manufacturers' seconds of regular 15c and 25c qualities, in Sale a pair for... **8c**
- Men's 50c Underwear for 29c**
This lot consists of the best quality 50c shirts in plain balbriggan, Jersey ribbed and porous-knit in various colors and all sizes, with double seated drawers to match, in Sale... **29c**
- Men's 12c Sox Three Pairs for 24c**
In this lot are manufacturer's seconds of regular 12c sox, in black, tan and fancy effects, in Challenge Sale for... **24c**

Challenge Sale Bargains in House Dresses and Kimonos

- \$1.50 and \$2 Reliance House Dresses at 79c**
This is an assorted lot the famous Reliance house dresses, made of beautifully figured lawn. This is a wonderful opportunity to secure a \$1.50 and \$2 value for... **79c**
- 39c Lawn Kimonos and Nightingales for 19c**
These are made of fine figured lawn with buttonhole stitched edge, wide sleeves, worth 39c, in Challenge Sale... **19c**

Read These Astounding Money-Savings!

- Fairbank's Laundry Soap Ten 5c Cakes for 19c**
These are large size cakes of laundry soap, worth 5c a cake, 10 cakes for... **19c**
- 25c Jersey Ribbed Empress Pants at 18c a pair**
Ladies' fine Jersey ribbed Empress pants, with deep lace trimming on bottom, worth 25c at... **18c**
- Men's 98c Two-piece Bathing Suits for 49c**
Made of good quality Jersey cloth with separate shirt and pants, for... **49c**
- 98c Petticoats for 39c**
Made of imitation heatherbloom material, with deep umbrella ruffle, double shirred flounce and underflounce, in very pretty shade of gray only, worth 98c for... **39c**
- Men's 6c Hemstitched Handkerchiefs for 2c**
These are full size linen finished hemstitched handkerchiefs, the kind that sell regularly at 6c each, in Sale at... **2c**
- Ladies' Hemstitched Handkerchiefs at 14c a Dozen**
These are fine hemstitched handkerchiefs, worth 5c each, a dozen for... **14c**
- \$1.69 Ornamented Dresden Mantle Clocks for 69c**
Beautiful mantle clocks made with guaranteed movement, \$1.69 value for... **69c**
- Ladies' 25c Embroidered Collars for 4c**
These are stylish embroidered laundered collars, in all sizes, the kind which sell regularly for 25c, in Sale for... **4c**
- Boys' 75c Two-piece Bathing Suits for 29c**
Made of fine Jersey cloth with separate shirt and pants, all sizes... **29c**
- Children's 19c and 25c Caps for 6c**
Children's lawn and French caps, in full ruche and plain effects, choice at... **6c**

Greatest Basement Bargains Ever Known

- 25c Mercerized Gingham 17c**
Fine quality mercerized Scotch ginghams, in mostly checks and plaids, suitable for ladies' and children's dresses, warranted fast colors, 25c value... **17c**
- 10c Apron Gingham for 6c**
This is one of the greatest saving opportunities ever heard of. 10 to 20 yd length of fine apron gingham, mostly all even blue checks, 10c value at... **6c**
- 15c Long Cloth at 9c a yd.**
Fine quality long cloth in 12-yard lengths, will cut any length desired, best fabric for ladies' underwear, a yard... **9c**
- 20c Table Oilcloth for 11c a yd**
Good quality table oilcloth one and a quarter yards wide, in neat light colors, a splendid 20c value for... **11c**
- 59c Sheets for 39c**
72x90 inch splendid bleached sheets, made of good quality cotton, 59c value for... **39c**
- 10c Cotton Batting for 6c**
Pure white medicated cotton batting, the kind that is regularly sold at 10c, for... **6c**
- 15c Percales for 9c a yard**
Best quality percales in blue and white, black and white and gray & white... **9c**
- 12c Pillow Cases for 8c**
40x36 inch pillow cases made of good durable cotton, worth 12c each at... **8c**
- 8c Bleached Cotton for 5 3/4c**
One bale of 3000 yards of good strong bleached cotton of quality usual y retail at 8c a yd, for... **5 3/4c**
- 75c Rubber Sheeting for 39c**
Best quality rubber sheeting, 36 inches wide, from 1 to 5 yards long, 50c value... **39c**

Every Hat Must Go!

\$6 to \$10 Trimmed Hats Reduced to 2.98 and 3.98
These hats are made in the very latest shapes and beautifully trimmed, regularly sold from \$6 to \$10, reduced now to **2.98 to 3.98**.
Tailored Hats and Outing Hats
Our entire line consisting of the leading shapes of the season, trimmed with wings, ribbons and fancies, at extremely low prices, **98c to 1.98**.
Untrimmed Shapes at 19c

Challenge Sale of Shoes

"Always Easy" Comfort Shoes for Women
Light, flexible and neat. They insure comfort for sore feet—try them. Lace and button styles, patent leather tipped or plain toes, sizes 2 1/2 to 8, C, D, E and EE widths. Special Challenge Sale price a pair... **1.98**
Specials in Children's Tan and White Canvas Button Shoes
Sizes 5 to 8 at **49c**. Sizes 8 1/2 to 11 at **59c**. Sizes 11 1/2 to 2 at **69c** a pair.

Challenge Sale Undermuslin

- 59c Gowns at 39c**
These are all regular 59c gowns, hemstitched, tucked and embroidery trimmed, full size, made of good material... **39c**
- 98c Gowns at 69c**
About 15 different styles of regular 98c gowns, in newest style low neck and half sleeves, elaborately trimmed with lace and embroidery, made of best material, in Challenge Sale... **69c**
- 19c Corset Covers at 8c**
These are the same covers sold in other stores at 19c, made of best quality cambic and muslin, high neck, extra long, pearl buttons, perfect fitting, in Challenge Sale... **8c**
- 25c Corset Covers at 15c**
These are the same corset covers sold elsewhere at 25c, deep lace front and back and trimmed armholes, in Sale at... **15c**
- 39c and 50c Corset Covers at 25c**
Made of fine nainsook, trimmed with pretty embroidery and lace seven inches deep front and back, trimmed armholes, with silk ribbon beading, 39c and 50c values for... **25c**
- 98c White Skirts at 69c**
These are full width skirts made of fine material with deep embroidered and lace flounce with umbrella ruffle at... **69c**
- \$1.50 White Skirts at \$1**
Over 20 different styles of regular \$1.50 skirts, mostly embroidered trimmed deep umbrella flounce of Swiss open and blind work, in Challenge Sale at... **1.00**

Upholstery and Carpets

- 98c Hammocks for 79c**
Special bargains in patent woven hammocks, with valance worth 98c each, in Challenge Sale... **79c**
- \$2 Folding Go-Carts for \$1.19**
Folding go-carts with rubber tired wheels and steel gear, worth \$2, for... **1.19**
- 49c to 79c Cork Linoleum at 29c a yard**
Remnants of cork linoleum worth 49c, 59c and 79c a yard, lengths of 4, 5 and 6 yards, a yard for... **29c**
- 12c China Matting at 9c a yard**
Good heavy China matting in all colors, the kind that is worth 12c a yard, in Sale at... **9c**
- 49c Ruffled Muslin Curtains at 29c a pair**
Ruffled muslin curtains with five tucks, well made, the kind that sell at 49c a pair, for... **29c**
- \$1.25 Bobinette Ruffled Curtains at 79c a pair**
Bobinette ruffled curtains with Battenburg edging and insertion, good value for \$1.25 a pair, at... **79c**
- 98c Grenadine Striped Curtains at 59c a pair**
Grenadine striped curtains, three yard long and full width worth 98c a pair, in Sale at... **59c**
- \$3 Hand Painted Canvas Trunks for \$1.79**
Hand painted canvas covered trunks with sheet iron bottom and wrought iron corners, worth \$3 at... **1.79**

KITCHEN UTENSILS.

It is the custom of many housewives to use sand soap for scouring and cleaning almost anything in tin or agate ware in their kitchen. This is a great mistake, as sand soap is injurious to some kinds of kitchen

ware. A bottle of ammonia and a bottle of kerosene are very useful for cleaning some of the utensils which will not stand such a strenuous rubbing. For instance, if you put a few drops of ammonia in your frying-pan

it will work wonders. You can also put tin in the coffee pot occasionally when you are scalding it. Galvanized iron and agate ware should be wiped with kerosene, as the sand soap will in time wear away the enamel. If you burn your agate ware

pan put a teaspoonful of borax or washing soda in the pan with hot water and boil for fifteen minutes. After this the burned substance can be easily removed. Never, whatever you do, use sand soap on an enameled sink.

POLONAISE EFFECTS.
Many of the tunic princess gowns have more than a suggestion of the old polonaise. One sees the effect not only in handsome afternoon costumes, but also in evening gowns. The tunic, whatever its shape, lends itself admirably to the embroideries, braiddings and border trimmings, all of which are so much used now.

WEDDING ATTENDANTS.
There is a growing tendency at fashionable weddings to dispense altogether with grown-up bridesmaids and substitute two or three little maidens attended by boy cavaliers in willow-green silk court dress or simple green linen "Kate Greenaway" suits. The old superstition as to green at wedding appears to be dying out.