

DRY GOODS, &C. DRY GOODS, &C. DRY GOODS, &C.

We Give Blue Trading Stamps with Cash Purchases.

ROTHENBERG & CO.

NEW YORK'S FASTEST GROWING STORE. WEST 14TH ST. SATISFACTION GUARANTEED OR MONEY PROMPTLY REFUNDED.

TO-MORROW WE WILL BEGIN THE GREATEST
Lace Curtain & Upholstery Sale
EVER HELD IN NEW YORK—BEAUTIFUL ASSORTMENTS—MATCHLESSLY LOW PRICES.

We have bought such vast assortments of merchandise for this sale—and bought at such ridiculously low prices—that the event is bound to eclipse any like occasion ever attempted. We have taken several entire stocks, therefore many of the offerings can never be duplicated. This is one opportunity in a thousand to get richly colored, cleverly designed and carefully executed curtains, draperies and hangings.

Prices Range from 1/4 to 1/2 Less Than Usual.

Renaissance Lace Curtains.
A thousand pairs of these that we picked up at a bargain in buying out an entire stock. Real Renaissance, fluted ruffle; Renaissance lace insertion and edge; usually \$2.50 per pair, here for this sale at...
1.33

Irish Point Lace Curtains.
Worth \$3.00 per pair, at \$1.98.
Worth \$4.00 per pair, at \$2.98.
Worth \$5.50 per pair, at \$3.98.
Worth \$6.50 per pair, at \$4.98.
Worth \$7.50 per pair, at \$5.98.

Nottingham Lace Curtains.
60c. values, per pair, 89c.
85c. values, per pair, 59c.
\$1.10 values, per pair, 75c.
\$1.30 values, per pair, 85c.
\$1.75 values, per pair, at \$1.00.

Arabian Lace Curtains.
These attractive Arabian Lace Curtains are just the same as those that have given eminent satisfaction when sold regularly at \$4.50 per pair. Heavy corded pattern, 3 1/2 yards long and 54 inches wide, beautiful designs; special, per pair...
2.50

Scotch Lace Curtains.
Worth \$2.00 per pair, at \$1.25.
Worth \$2.50 per pair, at \$1.80.
Worth \$2.98 per pair, at \$1.75.
Worth \$3.50 per pair, at \$2.25.
Worth \$3.98 per pair, at \$2.25.

Ruffled Muslin Curtains.
Worth 80c. per pair, at 39c.
Worth 85c. per pair, at \$1.00.
Worth \$1.10 per pair, at 70c.
Worth \$1.40 per pair, at 93c.
Worth \$1.75 per pair, at \$1.19.

Arabian Lace Curtains.
Worth \$5.00 per pair, at \$2.98.
Worth \$6.00 per pair, at \$3.75.
Worth \$7.50 per pair, at \$4.50.
Worth \$8.50 per pair, at \$5.25.
Worth \$9.50 per pair, at \$6.50.

Real Irish Point Bed Sets.
REAL IRISH POINT BED SETS, with two shams to match, in ecru and white, full size, beautiful openwork embroidery; actual value \$7.50 per set, special at...
5.00

Linoleum—5th Floor Sensational Rug Sale
Stirring Money Saving Opportunities.
Now for the best linoleum value of the entire season. To start business on the fifth floor with a rush, we are offering values like which have never been offered before. LOOK AT THIS CORK LINOLEUM, 2 yards wide; price it in a specialty linoleum store and you'll find it brings 50c. and 65c. per square yard. Tomorrow you can get it here in a beautiful line of patterns at, per square yard...
29c

Best Quality All Wool Smyrna Rugs.
9x12 size, 19.98; 6x9 size, value \$28.50, value \$17.50, value \$9.98, 3.98

ALL WOOL BRUSSELS RUGS. 10 ft. 6 in. by 9 ft.; rich floral and Oriental patterns, suitable for parlor, sitting room or library; worth \$15.00, at...
9.98

W. & J. SLOANE'S ALL-WOOL VELVETS; parlor, sitting room, library, hall and stair patterns; value \$1.10 per yard; sale price...
79c

SMITH'S DOUBLE EXTRA ALL-WOOL BRUSSELS CARPETS. In parlor, dining room, hall and stair patterns; worth 95c. per yard, special at...
75c

August Furniture Sale Offerings.

SOLID OAK DRESSER, large shaped beveled French plate glass, carved standard, cast brass handles; value \$11.50...
7.98

INDESTRUCTIBLE ALL-HAIR COUCH, heavy polished quartered oak frame, covered in Belgian velours and English corduroy; value \$22.50...
14.98

SOLID OAK OR MAHOGANY FINISHED MORRIS CHAIRS, full spring seat and large claw feet, including set of velour cushions; worth \$10.25; special at...
6.98

TELESCOPE COUCH BED, makes a full-size bed or a couch, double wire spring, reversible mattress and bolster; \$12.75 value, at...
8.98

\$48 Parlor Suit at \$29.75.

A SPECIAL PURCHASE OF FIVE-PIECE PARLOR SUITS WILL BE PLACED ON SALE TO-MORROW. It is a most remarkable bargain. Highly polished frames, upholstered in rich satin damask or best Verona velour; full spring edges. Positively a \$45 suit, special at...
29.75

\$18.00 Bed Outfits at \$11.50.

HANDSOME ARCH TOP BED, in pink, blue, green, maroon and white enamel, including an all steel mattress, a combination hair mattress, in 1 or 2 parts and 2 feather pillows; this outfit is positively worth \$18; all sizes, at...
11.50

BOARDERS WANTED.

1—An elegantly furnished apartment, including meals for two, at \$25 private bath, telephone, elevator, VAN BRUNN'S BATH HOUSE, 17 East 11th st., near 5th av.; transients.

1—21 Madison av., overlooking Madison square (newly decorated) offers excellent accommodations; transients.

1—Best rooms and table for moderate price. No. 40 Broadway, Park corner, East 23d st.

8TH ST., 2,085 (near 125th st.)—Large, handsome furnished Rooms, excellent table, in refined French furniture; references.

4TH AV., 2,011—Large, newly furnished Room, in Jewish family; excellent table.

12TH ST., 23 West—Room and board in private boarding house; transients; table; references; excellent table.

18TH ST., 132 West—Desirable Rooms, furnished; near, attractive house; open plan; porch; bath; references; table; fine table; references.

17TH, 22 and 33 West—Connecting front Rooms, second floor; other Rooms; winter arrangements; excellent table.

17TH, 42 West—Nicely furnished large and small Rooms, excellent table; transients accommodated.

17TH, 118 East—Near Union square—Large and small Rooms; excellent table; exceptionally clean house; excellent table.

21ST, 118, 120 West—Large Rooms; gentlemen and ladies; transients; table; references; excellent table.

21ST, 9 West (Oxford)—Elegant, large, newly furnished Rooms, double, single or en suite, absolutely best board.

21ST, 5 West—Large and small Rooms; southern exposure; superior table; bath; telephone; excellent table; references.

22D ST., 38 East—Desirable large Rooms and all Rooms, with board; transient guests to excellent table; references.

22D ST., 48 West—Light, airy Rooms, single or double; excellent table; terms very moderate.

24TH ST., 35 West—Nicely furnished Rooms, excellent board; central location; between Broadway and 4th av.

25TH ST., 45 East—Large Rooms, with bath; also smaller ones; transients; references.

Mrs. DODD, 27TH ST., 52 West—Cocoon Rooms; superior table; STANISBOURTH.

28TH ST., 120 East—Large, elegant Rooms; excellent table; every convenience; central location; transients accommodated.

29TH ST., 15 East—Pleasant large and small Rooms; all modern improvements; exceptional table; summer rates; moderate.

32D, 4 West—Newly renovated Suites; private bath; single Rooms; first class cuisine; references.

37TH, 90 West—Large and small Rooms; elegantly appointed; table; references.

41ST, 137 West—Handsome furnished Rooms, single or en suite; private bath; home cooking; table; references.

44TH ST., No. 54 West—Rooms, with bath, and telephone; transients; or permanent; 314 weekly and up.

BOARDERS WANTED.

14TH, 221 West—Near Broadway—Nicely furnished Rooms; excellent board; references; excellent table.

45TH ST., 343 West—Pleasant Room, adjoining bath; suitable two; superior board; desirable table; reasonable references.

47TH ST., 10 East—Attractive Rooms, on suite, with board; hall Rooms; table Room.

47TH ST., 10 West—Near 5th av.—Desirable second floor, on suite, single; bath; refined neighborhood; references.

49TH, 150 West—First class table; elegant Rooms; private bath; every convenience; Board; excellent table.

49TH ST., 70 West—Desirable location; large and small Rooms; references.

52D, 237 West—Handsome furnished large Room; every convenience; telephone; for man and wife; Board wife.

53D, 57 West—Very comfortable large and small Rooms; with board; references; excellent table.

58TH ST., 534 West—Single and double Rooms and Board; excellent table; references; new management; within two blocks of Carnegie Hall and 10th st. garage; in West 57th st. Tel. F. D. BLOME, 1,082—Columbus.

62D ST., corner Central Park West, 10-20—DOVER STREET COURT.

Managers of elegant Rooms; private bath; FIRST CLASS TABLE; arrangements for seasons.

67TH ST., 131, 128, 127 West—Desirable Rooms, with best board; exceptional table; unlike boarding house; moderate; all cars; transient board; references.

64TH, 105 West—Elegant Rooms in newly furnished house; superior table; references; excellent table; references.

68TH ST., 242 East—Nice, clean and airy Rooms with board; gentlemen only; private house.

72D, 233 West—Desirable Rooms, newly decorated, with private bath; excellent table; parlor dining room; telephone.

73D ST., 150 East—Arrangements can now be made for fall and winter season; house open September 1.

72D ST., 261 West—Handsome Rooms, large, small; superior table; telephone; references; applications now received.

73D ST., 150 East—Charming Rooms; superior table; references given and required.

73D, 102 West—Furnished second and third floor, with board; single or en suite; references.

87TH ST., 147 West—Large, elegant furnished Rooms; moderate rates; references; table Room; unexcelled references.

87TH ST., 147 West—Large, elegantly furnished Rooms; moderate rates; references; table Room; unexcelled references.

82D, 128 West—Large Rooms; superb table; private bath; excellent board; parlor; electric light; telephone.

87TH ST., near Park—Handsome furnished Rooms; private bath; first class board; Address REFERRED, 107 Herald.

88TH ST., 318 East—Comfortably furnished Rooms, single or en suite; private bath; home cooking; German cooking; references exchanged.

123D ST., 118 West—Large and small Rooms; excellent board; table Room; \$5 per week.

FOR OTHER ADVERTISEMENTS, See 1, P. 2.

DRY GOODS, &C. DRY GOODS, &C. DRY GOODS, &C.

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Broadway, 34th to 55th st.

No other store in the world offers such a variety of facilities and conveniences, in addition to great and attractive stocks of merchandise.

Autumn Millinery
The exhibit of early Fall models is of radiant interest. A fairly large display of Continental, Gainsborough, Toque, Turban, Crownless and Large-shaped Hats represents what the Paris and New York milliners have been designing for the dawning season. 21 Fl.

The imported—\$19.96, \$22.96, \$24.96, \$29.96.
Our Own—\$6.96 to \$24.96.

Ready-to-wear Hats—all the newest styles, materials and trimmings—qualities sold elsewhere at \$5.00 to \$7.50; our prices \$3.34 to \$4.96. 1st Fl.

Mid-Summer Furniture Sale
The broad scope of this Furniture movement develops fresh interest and incomparable economies daily. Not even the great space surrendered to the display could accommodate all the goods involved at one time. The original offerings are continually fed by rare values from manufacturers' stock rooms, as well as from our own vast reserves. Little wonder that the business grows and grows. Chairs and Rockers are the salient features of to-day's news. A collection that we believe has never been equaled by any house in the world. The full length and breadth of the grand main aisle hold the samples. More kinds of Chairs and Rockers than you ever gazed upon at one time. The variety is amazing and the prices are in complete harmony with the matchless Macy method.

Dining Chairs, solid oak, high spindle braced back, cane seat, two patterns to select from, sold elsewhere at \$1.50; our price \$1.24.

Dining Chairs, solid oak, high backs, full arms, full box cane seats, French legs, sold elsewhere at \$2.25; our price \$1.70.

Dining Chairs, solid oak, high back, full box seat, French legs, upholstered spring seat, covered with genuine leather, sold elsewhere at \$3.50; our price \$2.67.

Morris Chairs, solid oak frames, full size, high arms, cushions covered with denim or burial, sold elsewhere at \$5.00; our price \$3.74.

Morris Chairs, solid quartered oak or mahogany-finished frames, reversible cushions covered with velour, sold elsewhere at \$7.50; our price \$5.96.

Rockers, solid oak and mahogany-finished frames, saddle seat, high back, full arms, sold elsewhere at \$3.00; our price \$2.49.

Rockers, solid quartered oak, broad back, high arms, saddle seat, upholstered with embossed pantosole, sold elsewhere at \$5.50; our price \$3.96.

Rockers, solid quartered oak, croch veneered back, extra high, broad saddle seat, high arms, sold elsewhere at \$7.00; our price \$4.96.

Rockers, solid quartered oak, high back, full arms, saddle seat, back upholstered in silk plush, sold elsewhere at \$7.00; our price \$4.96.

Rockers, mahogany-finished, extra high spindle backs, full arms, broad seat, upholstered with springs and covered with figured tapestry, sold elsewhere at \$8.00; our price \$5.49.

Rockers, solid quartered oak, high back, double row of spindles, full arms, broad rush bottom, sold elsewhere at \$8.50; our price \$5.96.

Rockers, highly polished, mahogany finished, high back, veneered panels, full arms, broad rush bottom, sold elsewhere at \$8.50; our price \$5.96.

Rockers, highly polished mahogany finished, high back, full arms, seats upholstered with springs, back and seat covered with silk velour, sold elsewhere at \$19.00; our price \$13.49. 4th Fl.

New Autumn Dress Goods.
Women and Dry Goods men are showing an excited interest in the fabrics that will sway Fall Fashions. The foreword has been spoken and printed. It points unmistakably to rough and roughish stuffs, Zibelines, with their silky hanging hairs, glint richly through the mass of early comings. However, smooth-faced weaves are not wholly overshadowed. Plain, checked, striped and mixture effects come to the front here and there—and their quiet beauty wins easy admiration. Styled by the score—tasteful, well-ordered prodigality. 1st Fl.

98c.—Pin-checked Tweed Suitings, 46 inches.
90c.—Striped Tweed Suitings, 46 inches.
\$1.24—Checked Zibeline Suitings, 50 inches.
\$1.39—Novelty Nub Suitings, 50 inches.
\$1.49—Nail-curl Zibelines, 48 inches.
\$1.49—Rough Canvas Cheviot Plaids, 48 inches.
\$1.98—Fleece-striped Zibelines, 46 inches.

All Wool Crepe Albatross.
Each of the following lines may be seen in from twenty-three to forty different colors—including the two popular staples—cream and black. 1st Floor.

89c. for the 50c. quality—33 inches.
49c. for the 63c. quality—40 inches.
69c. for the 85c. quality—45 inches.
79c. for the 98c. quality—45 inches.

All-wool Venetian Cloth.
Venetians hold their own against the attempted invasion of the roughs. Their popularity for tailored suits and skirts is undiminished. Twenty colors and black—of these. 1st Fl.

99c. for the \$1.25 quality—45 inches.
\$1.24 for the \$1.50 quality—50 inches.
\$1.49 for the \$1.75 quality—50 inches.

Black Broadcloth.
Broadcloth sustains its prestige—sheer merit saves it from season to season. No style-setter ignores its claim. Soft, elegant, lustrous—and serviceable. Its simple, refined beauty is restful after the long procession of fancy beggared and color-spotted novelties. These are the renowned imported blacks—cloth of high-bred Australian wool; gloss of royally perfect dyeing.

\$1.98 for the \$2.50 quality—32 inches.
\$2.24 for the \$2.75 quality—30 inches.
\$2.79 for the \$3.00 quality—34 inches.
\$2.98 for the \$3.25 quality—34 inches.
\$3.49 for the \$4.00 quality—32 inches.

Black and Colored Broadcloth
99c. for the \$1.25 quality—50 inches.
\$1.24 for the \$1.50 quality—50 inches.
\$1.49 for the \$1.75 quality—32 inches.

Silk-finished Henriettes—thirty colors, including cream and black, 44 inches wide, sold elsewhere at 85c.; our price 69c. 1st Fl.

Walking Suits and Skirts.
The plainer, more popular and less costly garments are also here—in profusion. They are the ones given precedence in to-day's news. Every item stands for the Macy principle of underselling competition. 2d Fl.

\$14.74—Long Coat Walking Suits, made of fancy wool mixtures, graceful blouse front; gored flare stitched skirt.

\$19.96—Single-breasted Long Coat Walking Suit, made of exceedingly pretty fancy mixtures, strapped seams.

\$23.96—Walking Suits, made of gray and dark green mixtures—double-breasted semi-fitted coats, finished with stitched straps and smart capes.

\$33.84—Walking Suits, made of tweeds, chevrons and tan cover cloth, several of the latest models—some have the forty-one inch loose-fitting coats, with and without capes.

The Skirt story is intensely absorbing. Here's a partial recital:—

\$4.74—Walking Skirts, fancy mixtures, gored flare, trimmed with straps and buttons.

\$5.74—Walking Skirts, black chevrons, gored flare style, heavily stitched.

\$7.81—Walking Skirts—black chevrons, side-plaited model.

\$9.74—Walking Skirts, black-and-white cassimere mixtures, gored flare, front gore finished with "kick" plait and straps.

Women's Sample Stockings.
Women's High-grade Imported Stockings—samples from a German maker who has achieved great distinction among American buyers for the beauty and excellence of his products. There are three hundred dozen pair in this lot. Enough for a day's flurry.

Sheer Gauze Lisle.
All-over Lace Lisle.
Lisle-Lace Insets,
Plain Black Cotton.
Black Cotton—split feet.
Black Cotton—unbleached feet.
Black Cotton—fleece-lined.

Not a full range of sizes in all the styles. In the same purchase and at the same price are Children's Ribbed Cotton Hosiery in the following sizes:—8, 9, 10 and 11.

Value 25c. to 75c.
Choice, 19c.

Very Special.
Foreign and Domestic Royal Wiltons, rich, handsome, effective Oriental and Two-toned Novelties—also light, delicate colorings—with and without borders, sold elsewhere at \$2.73 and \$3.50; our regular prices \$1.79 and \$1.98; special at...
\$1.49

Women's Sample Stockings.
Our buyer has just returned from Europe where he went to make personal selections of Oriental Rugs and Carpets. You will soon be invited to see the goods. He secured great quantities, as we intend to conduct this department on a very much larger scale than heretofore. 2d Fl.

Linoleums.
Linoleums—the worthiest of every grade. The variety of designs is amazing—and we chip right much off the prices of our closest competitor. For example:— 2d Fl.

Others ask 55c. for our 48c. quality.
Others ask 60c. for our 48c. quality.
Others ask 65c. for our 54c. quality.
Others ask 75c. for our 68c. quality.
Others ask \$1.00 for our 74c. quality.

Through the Basement
Domestic China Dinner Sets, 102 pieces, new shape, blue-and-green floral decorations, sold elsewhere at \$10.00; our price \$7.87.

English Tea Sets, 56 pieces, pretty shape, neat green-and-blue floral decorations, sold elsewhere at \$4.00; our price \$2.97.

Porcelain Toilet Sets, 9 pieces, full size, floral decorations, \$1.60.

Cut Glass Fruit and Salad Bowls, 8-in. diameter, deep, rich, brilliant cuttings, sold elsewhere at \$4.00; our price \$2.97.

Nickel Table Lamps, best central draught burner, ten-inch white dome-shaped shade, \$1.43.

Mason's Fruit Jars, pints, 49c. dozen; quarts, 59c. dozen; half gallon, 74c. dozen.

Our Quadruple Plate Ware is always reliable and standard. We never gather inferior, untrustworthy grades in order to exploit a sale. And the fact is constantly proven that our prices are invariably lower than others charge who are not so careful concerning quality. 1st Fl.

Four-piece Tea Sets, plain burnished, fluted borders, rooco edge, \$7.37 to \$24.00.

Chocolate Pots, plain burnished and fluted, \$1.30 to \$2.61.

Cream Jugs and Open Sugar Bowls, gold-lined, highly-polished, 90c.

Hotel Sugar Bowls, \$2.34. Hotel Cream Jugs, \$1.41.

Engraved Satin-finished Ice Pitchers, \$1.63.

Engraved Satin-finished Butter Pitchers, \$1.08.

Engraved Satin-finished Syrup Pitchers, \$2.18.

Condensed Milk Holders, bright finish rooco decorations, \$1.33.

Condensed Milk Holders, plain burnished beaded borders, 90c.

Salad Bowls, gilt-lined, bright finish, fluted design, \$2.43.

Fern Dishes, openwork pattern, \$1.94.

Children's Sets, including knife, fork, spoon, napkin ring, mug and china plate, 63c.

Rogers' Fruit Knives, dozen, \$1.98. Rogers' Fruit Forks, dozen, \$1.49. Rogers' Medium Knives, dozen, \$2.24.

Fac-simile of the American Yacht Cup in Kayser Zinn—18 inches high, \$14.29.

Amaryllis Chop Tea.
Mixed, Formosa Oolong, English Breakfast, Ceylon, Japan, Young Hyson and Gunpowder; our regular price 48c. a pound. Special this sale, 6th Fl.

3lb. pound; 5-lb. caddy, \$1.94; 10-lb. caddy, \$3.76.

Genesta Coffee.
Our regular price is very low—quality considered—only 24c. In order to increase its popularity, by having more people to test it, we'll sell it for this sale at 19c.

Sultana Brand Coffee.
The choicest selection of South American Coffee—our special price for this sale, 13c.

Macy's Breakfast Cocoa, half-pound cans; our regular price 19c.; for this sale 16c.

"Lily White Jams."
15c. each, \$1.69 doz., for one-pound glass jars:—

Strawberry, Raspberry, Raspberry and Red Currant, Black Raspberry, Peach, Quince, Green Gage, Apricot, Pineapple, Pear, Damson, Red Cherry, White Cherry, Cranberry, Red Currant and Blackberry.

9c. for glass of Jam and Red Currant Jellies, Monogram brand; dozen glasses, \$1.02.

6c. for a dozen cartons of Farina, Corn Starch, Sago, Pearl Tapioca, Barley, Old Virginia Corn Meal.

7c. for 2-lb. package of Lily White Oats.

6c. for 12c. package of Purina Pancake Flour.

Royal English Worcestershire Sauce.
It is absolutely pure. One trial bottle will prove its piquancy and palatableness. A delicious and appetizing condiment.

Half-pint bottle, 14c.; doz., \$1.57
One pint bottle, 24c.; doz., \$2.49
One quart bottle, 44c.; doz., \$5.06

Housefurnishings.
Nickel-plated Towel Racks, 21c. to \$3.98.
Nickel-plated Paper Holders, 50c. to \$1.34.
Nickel-plated Soap and Sponge Holders, \$1.08 to \$2.68.
Nickel-plated Comb and Brush Trays, \$1.01 to \$1.51.
Nickel-plated Tumbler Holders, 28c. to \$1.51.
Nickel-plated Bath Sprays, \$1.01 to \$1.34.
Nickel-plated Clothes Hooks, 10c. to 94c.
Clothes Wringers, 11-in. rolls, \$1.49.
Clothes Poles, 10c. Clothes Horses, 5-ft. high, 30c.
Hardwood Cutting Tables, yard measure, 18x36 in., 74c.
Hardwood Blacking Cases, 60c.
Hardwood Meat Boards, 12x14 in., 11c.
Pastry Boards, 14x20 in., 21c.
Hardwood Commodes, enamelled pans, \$1.90.
Oval Willow Clothes Baskets, 39c. to 67c.
Square Willow Hampers, \$2.01 to \$3.02.
Fancy Scrap Baskets, 38c. to \$2.18.
Palm Leaf Baby Hampers, \$3.89 to \$6.03.
Bassinettes, \$5.52 to \$6.10. Travelling Baskets, \$1.54 to \$3.95.
Fishing Baskets, \$1.07 to \$1.54. Market Baskets, 67c. to \$1.12.
Carpet Beaters, 12c. and 15c. Furniture Beaters, 21c.
Wire Soap Shakers, 4c. to 14c. Spiral Egg Beaters, 3c.
Ten Balls, 9c. to 21c. Coffee Strainers, 3c. to 8c. Extension Strainers, 9c. to 21c. Sink Strainers, 14c.
Vegetable Boilers, 5c. to 8c. Gas Stove Broilers, 50c.
Salad Washers, 54c. to 64c. Vegetable Parers, 5c.