

**Macy's**  
R. H. Macy & Co.'s Attractions Are Their Low Prices.  
Herald Square, Broadway, 34th to 35th St.

**Store Opens**  
at 8.30 A. M., closes 6 P. M.  
Look for the "Not Advertised" signs throughout the Store.  
There are always more UN-advertised than advertised special values at Macy's.

**The Most Profitable Business Day of the Month— FOR OUR CUSTOMERS**

**The Escalators**  
are the most convenient means of reaching the upper floors. ALWAYS IN MOTION. Never crowded. Swift, sure and safe.  
Take the escalators at the centre of the Broadway front.

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# The Great Monthly Event, originated at Macy's March Thursday Economy Sale

This Announcement Presents ONLY A PORTION of the SPECIAL VALUES Awaiting You TO-MORROW

*Bear in mind there are always more UN-advertised than advertised special values in all Departments at Macy's*

ONLY TWELVE SUCH THURSDAY EVENTS IN THE YEAR

THE MERCHANDISE is not only up to the rigid Macy standard of quality, but all is desirable, seasonable and just what is wanted now. Where the price comparison is between Macy's usual price and the price in this Thursday Economy Sale, bear in mind that Macy's usual price is "Lowest-in-the-City."

Where "prices elsewhere" are given we have made very diligent comparisons.

SUFFICIENT OF ALMOST EVERY ITEM to last most of the day, Thursday—some may even last till Friday morning. To be sure of adequate assortment and to avoid disappointment, however, come early to-morrow.

In order that we may include as many items as possible in this announcement, descriptions are made exceedingly brief. See the merchandise for yourself; it will pay you in the economies you will be able to effect in actually wanted merchandise.

These are wonder-working Thursdays, in which you reap the benefit of our entire month's special preparations for the clipping of cost on the most timely needfuls for every member of the family

**\$2.50 "ROYAL WORCESTER" CORSETS AT \$1.19**  
Made of fine white mercerized batiste, the Corset illustrated is in medium low bust and long hip model, suitable for the average figure.  
Wide lace and ribbon trims the top and there are 3 pairs of hose supporters attached.  
Sizes 18 to 20 inches.  
Third Floor, 35th Street

**MISSIS' SILK-AND-WOOL POPLIN SUITS, \$17.74**  
Tango, green, Copenhagen and black poplin of fine quality is used for these jaunty Suits. Lace collar and cuffs trim the short coat, well lined with peau de cygne. Double tunic skirt with panel front. Sizes 12 and 16 years.  
Third Floor, 35th Street

**MISSIS' MESSALINE PETTICOATS, \$1.69**  
Elsewhere \$2.00  
Silk messaline Petticoats, with drawing and accordion-pleated flounce; in all the desirable new shades.  
Third Floor, 35th Street.

**GIRLS' SERGE COATS, \$4.96**  
Smart Spring Top Coats, of fine all-wool serge. Kimono shoulder model, with extension sleeve and wide belt. Flat collar of Roman stripe silk. In navy or Copenhagen blue. Sizes 6 to 14 years.  
Third Floor, 35th Street

**WHITE BATISTE (yd.), 25c**  
Macy's Usual Prices are 69c, 79c and 95c  
Sheer, durable quality Batiste for dresses and lingerie. Finest imported qualities in extra width, 47 inches.  
White Goods Dept., 2d Floor, Centre.

**36-INCH BROCADED SATIN LINING (yd.), 89c**  
Flower and scroll designs, in fine cotton-backed satin, which should give two seasons' wear. In pearl, taupe, king's blue, mahogany, Copenhagen, emerald, cerise, sky, rose, pink and navy.  
Lining Dept., Second Floor, Broadway.

**SHIRRED SILK BELTS (each), 73c**  
Macy's Usual Price is 98c  
Stylish, comfortable Belts, 3 1/2 inches wide, of silk, shirred prettily over elastic, finished with a broad satin bow. In black and the season's new colors.  
Main Floor, 34th Street, Rear.

**BOYS' NORFOLK SUITS, \$3.96**  
Elsewhere \$5.00 and \$6.00  
There are two models, one with box pleat and the other with two side pleats. Made of all-wool mixed cheviot in a wide selection of gray, brown and tan; extra well tailored. With each Suit are two pairs of full-lined knickerbockers. Sizes 6 to 18 years.  
Second Floor, 34th St., Rear.

**BOYS' \$1.00 BLOUSES, 59c**  
Made of fine woven madras in a variety of pretty striped effects in blue, tan, helio and black. Made with attached or separate collars, French cuffs and ocean pearl buttons. All sizes from 6 to 16 years.  
Second Floor, 34th St., Rear.

**BOYS' CALFSKIN SHOES (pr.), \$2.39**  
Elsewhere \$3.00  
Made of box calfskin on a broad, comfortable last, with soles of solid leather, in medium heavy weight. Built for hard wear, but not clumsy. Sizes 1 to 6.  
Second Floor, 35th St., Rear.

**SMART NEW HEMP HATS— 20 SHAPES— at 84c**  
An assortment of about 2,000 new Hemp Hats made especially for this sale. Twenty shapes, including small turban effects and the larger flaring styles, turned up at side or back. In black, navy, brown, green and other fashionable colors.  
Second Floor, 34th Street.

**Women's SILK POPLIN SUITS, \$19.74**  
Sold Elsewhere for \$25.00  
Brocaded silk poplin in rich shades of copper, maize, amethyst, rose, Copenhagen and black is used for these handsome Suits. Short Eton blouse coat effect, with double ripple back and box pleated Medici collar. The skirt has a graceful puffed tunic over a circular ripple flounce.  
Third Floor, Broadway

**WOMEN'S HIGH SHOES, \$3.49**  
Elsewhere \$5.00  
In four styles: patent coltskin with back and tops of black, brocaded black, gray or fawn cloth. The soles are light in weight and close trimmed; the high Spanish heels are of leather. The Shoes are made on the medium long vamp last so popular at present and are very stylish.  
Second Floor, Rear, 35th Street

**ADJUSTABLE DRESS FORMS, \$3.79**  
The "Jewel" Adjustable Dress Form owes its popularity to the extreme simplicity of its construction. The upper part is made in four sections and enlarges at neck, bust, waist and hips. The skirt is of flat wire and enlarges and lengthens as desired. The Form is made in four sizes, which can be so adjusted as to suit practically any figure.  
Main Floor, 34th Street, Rear.

**RENAISSANCE SCARFS, 49c**  
Macy's Price Was 98c  
Hand-made Renaissance Scarfs of fine quality, with elaborate drawn-work centres. Many pretty designs from which to select. Size 17 inches x 52 inches.  
Second Floor, 35th Street.

**MEN'S RAINCOATS, \$8.65**  
Macy's Price Was \$9.75  
All-wool tan cassimere, guaranteed waterproof. Seams strapped and cemented, Raglan or regular shoulders; slanted pockets; buttons to the neck, plaid back. INCLUDED ARE 50 DOUBLE-TEXTURE IMPORTED RAINCOATS.  
Fifth Floor, Broadway

**WOMEN'S SPRING COATS, \$14.74**  
Gabardine—the season's smartest fabric, is used for these well tailored Top Coats, which are in navy blue or black, and are lined with self color peau de cygne. Cut-away front, fastening with fancy buttons. Novelty collar, long revers, fancy cuffs.  
Third Floor, Broadway

**Dainty New COLLARS (each), 47c**  
Would Usually Sell for 74c  
Collars in several shapes and designs of embroidered batiste and lace combined. In white and cream.  
Main Floor, Broadway.

**EMBROIDERED FLOUNCINGS (yd.), \$1.98**  
Macy's usual price would be \$4.49 to \$8.49  
The surplus stock of a well known European manufacturer which contains the latest creations for 1914 in beautifully embroidered Flouncings, 46 inches wide and only enough for a limited number of dresses. The latest French designs in the prettiest of seasonable fabrics, such as Snowflake Voile with organdie applique embroidered border, Carreau-Lienne with Bretonne embroidered border, Torpedo Crepe with border in Rodier effect, and Soft Crepe with French knot, hand embroidery, Noppe, Rodier and Japanese effects.  
White Goods Dept., Second Floor, Centre.

**Black-&-White CHECK SUITING (yard), 69c**  
All Pure Wool.  
Macy's Usual Price is 98c  
A beautiful fabric which we have just imported. It was made by a well-known manufacturer in Bradford, England. The design is black-and-white checks in all the most desirable sizes popular this season. We have about 1,500 yards in the lot and some of the pieces included are the rare navy blue-and-white checks, 42 inches wide.  
Brown Goods Dept., Second Floor, N.W.

**CHAUFFEURS' MACKINTOSHES, \$4.49**  
Macy's Price Was \$9.94  
Made in regular coat shirt model with neck of rubber. They pull on over the head. Have no opening down the front, thus affording absolute protection for body and limbs in a storm. Made of black and tan mackintosh cloth. All sizes.  
Motor Dept., Fifth Floor, 34th St.

**WOMEN'S TAFFETA DRESSES, \$16.74**  
Plain taffeta, and also two-toned effects in shades of changeable green, marine blue, brown, navy and black. One-piece Dress, with vest of shadow lace, semi-veste of contrasting silk hand-embroidered, lace frill on neck and sleeves, draped pannier skirt.  
Third Floor, Broadway

**INFANTS' COATS (each), \$2.97**  
Macy's Usual Price is \$3.96  
In black-and-white check or fancy worsted. Sizes 2 to 5 years.  
Third Floor, Rear, 35th St.

**54c Special Six-Course Luncheon (Restaurant) 54c**  
Served Thursday, March 19—11.30 A. M. to 2.30 P. M.

**BELOOCHISTAN RUGS, \$9.94**  
This is a very special price. There are hundreds to choose from. The average size is 2 feet 4 inch x 4 feet 3 inch.  
Fourth Floor

**MEN'S SILK-&-MADRAS SHIRTS, \$1.69**  
Sold Elsewhere at \$3.00  
Colorings and designs are the newest. The predominant colors are blue, gray, helio and tan. So highly lustrous they appear to be almost pure silk. The madras warp gives the garment extra wearing strength. All coat models. Sizes 14 to 18.  
Main Floor, 35th Street

**LACE AND NET BLOUSES, \$2.94**  
New \$5.00 and \$6.00 Models  
A special purchase of 359 new Blouses, in three models, of effective style:  
Lace Blouses, of creamy silk shadow lace, in all-over patterns, have smart touches of bright color maline cleverly introduced for trimming.  
Net Blouses of fine white net, have dainty hand-embroidery in floral patterns on the soft finishing frills. All are in kimono blouse effects and all lined with net.  
Third Floor, 34th St.

**WOMEN'S MESSALINE PETTICOATS (ea.), \$1.69**  
Made of good quality messaline, with deep pleated flounce finished with small tuiled ruffle; in black, staple and changeable colors.  
Third Floor, Centre

**36-INCH PRINTED TUSSAH (yd.), 44c**  
A soft silk-and-cotton fabric with grounds of navy, pigeon, wistaria, tango, brown, green or taupe with printed figure and flower design. Copies of the patterns in the most expensive silks.  
Wash Goods Dept., Second Floor.

**ROYAL WILTON RUGS, \$2.97**  
Standard Price Elsewhere \$6.00  
Size 27x54 inches. Made of all-worsted yarn, each Rug fringed, absolutely perfect. In two-tone blue, two-tone green and tan and green-Oriental designs. Size 36x63 inches, \$3.48, standard price elsewhere \$7.50.  
Fourth Floor, Broadway

**Waltham & Elgin WATCHES, \$9.89**  
Macy's Usual Price is \$13.49  
For men. Guaranteed 25-year gold-filled cases, new, stylish thin model; Waltham or Elgin movements; 7 jewels. Same case, with 15-jewel nickel movement, \$12.00; Macy's usual price, \$17.49.  
Main Floor, Broadway

**WOMEN'S NIGHTGOWNS (ea.), 89c**  
Elsewhere \$1.25  
Of fine nainsook in three styles; daintily trimmed with choice embroidery; fancy embroidered yokes; or Valenciennes and Cluny lace combined with Embroidery; puff or butterfly sleeves.  
Third Floor, Centre.

**WOMEN'S WASHABLE GLOVES (pr.) 69c**  
Elsewhere 85c  
Of soft, washable, white doekin; part pique sewn; four rows of needle embroidery on the backs; gusseted fingers; and one large clasp.  
Main Floor, Centre, Front.

**WHITE HABUTAI SILK (yd.), 59c**  
Elsewhere 75c  
36 inches wide; of good quality; durable and especially desirable for linings and waists.  
Colored Silk Dept., Second Floor.

**VELVET CARPETS, (yd.) 78c**  
Macy's Prices Were \$1.09 and \$1.14  
Standard quality and perfect; 27 inches wide; half-and-full-rolls. In small all-Oriental and two-tone effects. An excellent variety.  
Fourth Floor, Broadway

**Men's All-Wool Underwear (g'm't.) 98c**  
Macy's Prices Were \$2.49 to \$3.73  
A final clearance of broken sizes from our regular stock of winter goods; all foreign-made garments. Made entirely from the finest Australian all-wool staple yarn. Most of them full-fashioned; in white or natural color. Nearly all sizes in the drawers, but large sizes only in the shirts.  
Main Floor, Centre

**WOMEN'S UNION SUITS (ea.) 39c**  
Macy's Usual Prices, 49c to 79c  
Extra fine quality jersey ribbed cotton and lisle Union Suits; low neck and sleevesless; with tight knee or umbrella drawers, lace trimmed; some finished with picot edge and silk tape.  
Main Floor, Centre.

**WOMEN'S LISLE HOSE (pr.), 27c**  
Macy's Price Was 48c  
In black only. Fine gauze lisle stockings; deep double garter welt; extra heavy sole, toe and double-spliced heel; fine gauge; spliced selvage; very sheer and clear; taken from our regular stock of imported lisle hose.  
Main Floor, Centre.

**Artificial PEARL NECKLACES (ea.), 49c**  
Macy's Usual Price is 74c  
Of fine white lustrous pearls in popular sizes; 15 inches long and with a solid gold clasp.  
Main Floor, 34th St., Broadway.

**WHITE ENAMEL CHIFFONIERS, \$5.67**  
Macy's Usual Price \$6.24  
Five large, deep drawers, wood pulks, wood gallery, fitted with strong locks and best hand baked enamel.  
Sixth Floor

**GILLETTE SAFETY RAZORS, \$4.49**  
Sold Elsewhere at \$6.00 and \$7.50  
Put up in fine genuine leather covered box, with 12 blades.  
Main Floor, Rear.

**WOMEN'S DRESSING SACQUES (ea.) 49c**  
Macy's Usual Price is 79c  
Dainty Dressing Sacques of lawn; tucked back; "V"-neck trimmed with embroidery and run with black velvet ribbon; three-quarter length sleeve; narrow belt at the waist.  
Third Floor, 34th Street

**SILK SHETLAND VEILS (ea.), 49c**  
Macy's Usual Price is \$1.49  
A special purchase of these Veils, which have slight mill imperfections, enables us to offer them at such a saving. In black, white, brown, navy and taupe, in all the new shadow and frame effects.  
Main Floor, Broadway.

**PEARL OPERA GLASSES, \$4.96**  
Macy's Price Was \$6.94  
Made in France, with powerful achromatic lenses that give a clear, magnified field of view. The metal parts are gold plated, with the body in white or Oriental pearls. The Glasses are conveniently packed in neat leather cases.  
Balcony, First Floor, Rear, 34th Street.

**IMPORTED FRENCH MIRRORS (ea.), 99c**  
Macy's Price Was \$1.49  
French Mirrors in hand-carved frames, with pictures at the top.  
Fourth Floor, 34th Street.

**"LA JOYA DEL SUR" CIGARS (BOX 100), \$1.98**  
Macy's Usual Price \$2.34 (Box 100)  
The finest Manila Cigars, Londres size. The same quality elsewhere costs 1/4 more than the Macy usual price. Only 300 boxes in this lot—a fresh importation.  
Fifth Floor, 35th Street

**WOMEN'S EASTER HANDKERCHIEFS (each), 12c**  
Would Usually Sell for 19c and 24c  
New 1914 styles in hand and machine-embroidered effects, in various pretty color combinations. Of pure linen and genuine Irish Shamrock.  
Main Floor, 34th Street

**NEW MILLINERY FLOWERS, 39c**  
Fifty different styles of roses, asters, small daisies and many other flowers, in beautiful bouquets and montures, especially designed for the new Spring hats.  
Second Floor, 34th St.

**MONOGRAM DIE AND PAPER, 99c**  
Macy's Usual Price is \$1.39  
For this sale we offer a hand-cut steel Monogram Die of two or three letters and one quire of fine line paper, stamped with the monogram in gold, silver or any color, at this very special price. There are fifteen styles from which to select your dies.  
Main Hairway Landing.

**CALIFORNIA ASPARAGUS (can), 19c**  
Macy's Usual Price 28c Can  
Colossal Green Asparagus, the "San Jose" Brand, is the finest grown in California. It is packed in large No. 2 1/2 square cans, each containing 15 or 16 large thick stalks. Per dozen cans, \$2.24.  
Dealers will not be supplied.  
Fifth Floor, 35th Street

**\$5.00 COMFORTERS, \$2.49**  
Covered with figured silk and silk mull, in a large variety of floral and Persian designs, finished with 9-inch silk border; for full size beds.  
Department

**PANNIER HANDBAGS (ea.), \$1.74**  
Would Usually Sell for \$2.24  
Genuine Goat Crepe Seal Handbags, with pannier handles and linings in a choice of colors. Fitted with leather change purse and mirror. Frames of nickel, gilt or gun-metal. In black, blue, green, brown, tan and gray.  
Main Floor, 34th Street

**LINEN CLUNY LACES (yd.), 12c**  
Elsewhere 18c  
Edgings and Insertions to match (machine-made); 1 1/2 to 3 inches wide, suitable for trimming household linen and curtains.  
Main Floor, Centre.

**CHARACTER DOLLS (each), \$1.24**  
Character Dolls, 11 inches high, with beautiful lawn dress and straw bonnet. With the new colored wig, in pink, green, blue and yellow to match the dresses. Parents need not fear to buy these Dolls, because the color in the wig will NOT come off.  
Fifth Floor, Centre.

**CALIFORNIA SHERRY (bottle), 39c**  
Macy's Usual Price 46c Bottle  
The "Red Star" Brand. The usual price per gallon is \$1.57; this sale, \$1.37.  
Fifth Floor, 35th Street

**SCRIM CURTAINS, (Pair) 69c**  
Would usually be priced 98c  
Of good quality cross-bar scrim, finished with 1 1/2-inch hemstitched hem in silk length of 2 1/2 yards. Suitable for simple Curtains in any sort of dwelling. In white and Arabian.  
Fourth Floor, 35th Street