

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

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

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

Only twelve such Thursday events in the year—Sales in which you reap the benefit of an entire Month's special preparation.

# May Thursday Economy Sale

Sufficient of almost every item to last nearly all day Thursday. Some may even last until Friday morning. Come early for best choosing.

## BROCADED SILK MULL BLOUSES, \$1.69



The pretty model, illustrated, is in delicate shades of flesh, maize, and in white brocaded silk mull; washable and of excellent quality. The collar and vestee are of sheer white organdie with novelty cameo buttons, and the smart cravat of black.

Third Floor, 34th Street

## WOMEN'S CREPE DE CHINE DRESSES, \$13.74

In Copenhagen, tango, navy, white and black. Russian tunic dresses, in two new models, one with long box pleated tunic skirt; the other with a plain flare tunic. Bodice effects that feature tucked organdie and lace vests, wing collars and the new set-in sleeves. Sizes 32 to 44.

Third Floor, Broadway

## WOMEN'S TAILORED SUITS, \$18.74

A new model in navy or black serge or in shepherd tunic. Skirt in the long Russian tunic effect over a skirt of charmeuse. Coat short at front with stole back finished with stitching and buttons.

Third Floor, Broadway

## WOMEN'S ALL-WOOL SWEATERS, \$2.24

Macy's Usual Price \$2.96  
 In white, gray, black, tan, navy and maroon. Sweaters knitted in fancy stitch; shawl collar model with deep pockets and turnback cuffs.

Third Floor, 34th Street

## SERPENTINE CREPE KIMONOS, 69c

Macy's Usual Price, 94c  
 Two models; one in Empire effect, piped with cord; another in shirred shoulder style, trimmed with bands of Persian. In pretty shades of pink, blue, lavender and other wanted colors; made of strong and serviceable serpentine crepe.

Third Floor, 34th Street

## MISSSES' & JUNIORS' SUITS, \$9.49

Macy's Prices were \$14.74 to \$19.74  
 Smart suits in serges, checks, poplins and wool crepes—in navy, green, violet, tango and tan. Only one or two of a style. Sizes 14 and 16 for misses; 13, 15 and 17 for juniors.

Third Floor, Broadway

## MISSSES' AND JUNIORS' DRESSES, \$9.49

Macy's prices were \$13.74 to \$18.74  
 Several attractive models, in taffeta, crepe meteor, and wool crepes, in choice shades of green, brown, violet, navy and in black. Misses' sizes 14 and 16 years. Juniors', 13, 15 and 17.

Third Floor, 35th Street

## NEGLIGEEES FOR MISSSES, \$1.69

Fine dotted Swiss negligees, trimmed with bands of Valenciennes lace insertion and rosettes of washable ribbon.

Third Floor, 35th Street

## GIRLS' PRETTY SUMMER DRESSES, \$1.96

Macy's Usual Price, \$2.74  
 Repp, tissue and flowered dainty dresses, in all the dainty colorings; long waisted models, with vests of finely tucked lawn, pique collars and cuffs, scalloped and embroidered fronts. Skirts in newest effects. Sizes 4 to 15 years.

Third Floor, 35th Street

## GIRLS' PRINCESS SLIPS Special at 49c

Macy's Regular Price, 99c  
 Made of fine, soft nainsook, with deep embroidery; flounces, in many desirable patterns, tucked and edged with Valenciennes insertion and lace. Neck and sleeves neatly finished with insertion, lace and ribbon heading. 12 to 15 years.

Third Floor, 35th St.

## Foulard SILK PETTICOATS, \$1.69

Pretty Petticoats in flowered foulard silks of excellent quality, in all the most wanted colorings. Cut on the correct lines and finished with pleated flounce.

Third Floor, Centre, Rear

## NAINSOOK COMBINATIONS, 69c

Macy's Usual Price, 99c  
 Corset cover and drawer and corset cover and skirt styles in waist line and "Princess" models. Made of good quality nainsook, prettily trimmed with eyelet and blind embroidery.

Third Floor, Centre, Rear

## WOMEN'S "Colonial" TIES, \$2.97

Six styles, all made on new and graceful lasts, with flexible turned soles and Cuban Louis heels. In patent or dull leather, also in patent leather with backs of gray or tawn cloth, black brocade or white canvas.

Second Floor, 35th Street

## WOMEN'S UNION SUITS, 29c

Macy's usual price, 48c  
 Fine quality Jersey ribbed Union Suits, low neck and sleeveless; trimmed with mercerized tape; umbrella drawers, lace trimmed. Regular and extra large sizes.

Main Floor, 35th Street

## WOMEN'S FINE LISLE HOSE, 33c

Macy's usual price, 48c  
 Imported fine gauge gauze lisle, also fine silk lisle Hosiery; all with double soles, heels and toes; garter welt top; full fashioned and made to fit perfectly.

Main Floor, Centre

## COUTIL CORSETS, \$1.98

The Standard Price is \$3.00  
 Medium low bust model in strong coutil, made on straight lines, with long hips. Boned with non-rustable steel, free hip bone. Lace and ribbon trimmed and finished with 3 pairs of web supporters. Styles suitable for medium figures. Sizes 24 to 28.

Third Floor, 35th Street

## WHITE LACE WASH VEILS (ea.), 54c

Macy's Usual Price, 98c  
 Princess and Lierre lace borders and dotted net ground; length 1 1/2 yards. The most effective Veil to be worn with the fashionable White Hat.

Main Floor, Broadway

## MOUSQUETAIRE SILK GLOVES, (a Pair) 89c

Equal Quality Elsewhere, \$1.25  
 Excellent quality, heavy silk Mousquetaire Gloves, 27 inches long, made with double finger tips and Paris point backs. In black and white.

Main Floor, Broadway

## IMPORTED MARABOUT NECKTIECES, \$2.49

A very good quality of marabout is used for this pretty Necktie, shaped to fit the neck and finished with fancy braided tassels. In natural or black.

Second Floor, 34th Street

## WOMEN'S SILK PARASOLS, \$1.89

450 lovely Parasols are offered in this sale. They are made of extra fine taffeta silk. A variety of many pretty combinations in plain tops and fancy borders and centres. All desirable colors. Plain and attractive carved wood handles.

If you will place your orders to-day or to-morrow, we will re-cover your umbrella with a good tape-edge silk mixture, for 97c. Macy's usual price, \$1.49.

Main Floor, Broadway

## FANCY BUTTONS, (Doz.) 10c

Made to Sell at 18c to 42c  
 Exceptional assortment of beautiful fancy Buttons of crystal, ivory and crocheted. Small and medium sizes in various shapes and styles. All colors.

Main Floor, 35th Street

## Pretty MESSALINE RIBBONS (yd.) 19c

Splendid assortment of soft messaline Ribbons, 6 inches long, in all the desirable shades. Also showing an excellent selection of sash hair bow ribbons to match.

Main Floor, Centre, Rear

## LAGE COLLAR & CUFF SETS, 49c

Macy's Usual Price, 74c  
 Imported novelties in white and ecru lace—styles and shapes suitable for both coats and dresses. A variety of lovely patterns from which to select.

Main Floor, Broadway

## Silver Plated TOILET SETS, \$2.97

Macy's Price Was \$4.74  
 Brush, Comb and Mirror Sets, reproductions of a handsome hand-engraved sterling silver set including: A very large mirror (6 inches in diameter), in thin model. A large hair brush and heavy comb. Each set in a white lined box. (One script initial engraved without charge.)

Main Floor, Broadway

## RATINE CHECK CREPE, Yd. 49c

Quality Usually Sold at 94c a Yard  
 Width 40 and 42 inches. A sheer, fine fabric, of very delicate texture, but extremely durable. Very fashionable for blouses and dresses.

## Plisse Underwear Crepe, Yd. 10c

Usually 16c a Yard  
 A crisp, cool, finely woven cotton fabric; ideal for underwear; requires no ironing. Width 29 inches.

Second Floor, Centre

## WHITE FRENCH RAMIE LINEN, 39c

A Very Special Value  
 Oyster white French costume Linen, in the popular Ramie weave, and of the correct weight and finish for Summer suits and dresses. Width 45 inches.

Second Floor, 35th Street

## BLACK CHIFFON DRESS TAFFETA, (yd.) 94c

Verified Price Elsewhere, \$1.25 a Yd.  
 The most fashionable of the season's Silks; soft, finely woven and very lustrous in finish. Yard-wide and of serviceable quality. Only 2,500 yards.

Second Floor, 35th Street

## WOMEN'S PURE IRISH LINEN HANDKERCHIEFS (six), 39c

Soft finish and ready for use. These are the handkerchiefs which are sold in many stores for 10c each.

Main Floor, 34th St., Centre

## FOUR OF THE STRONGEST VALUES IN THIS SALE

### Trimmed Hats, \$1.98

(Macy's prices were \$4.96 & \$5.94)  
 Two hundred and fifty very becoming Hats, in the fashionable straws and smartly trimmed.

Second Floor, 34th St.

### Imported Shepherd Checks (yard), 54c

(Macy's price was 89c a yard)  
 Five of the most fashionable sizes in black-and-white; two in blue-and-white checks. Widths 42 and 43 inches. Imported from Bradford, England; only 2,800 yards of this fabric, now so popular.

Second Floor, Broadway

### Honeycomb Bed-Spreads (each), \$1.29

(Macy's price was \$2.34)  
 Fine quality Spreads in a beautiful centre piece design, hemmed ready for use. For full size beds.

Basement, Centre, Rear

### Fitted Leather Hand Bags, 94c

(Made to sell for \$1.50)  
 Pin Persian and Persian Crepe Leather Hand Bags with nickel or gilt frames; fitted with mirror, salve or stamp box, memo tablet, pencil, change purse or powder puff case. Formerly sold without fittings at 94c.

Main Floor, Broadway

## 54c Special Six-Course Luncheon (6th Floor) 54c

Served Thursday, May 21—11.30 A. M. to 2.30 P. M.

## SIDEWALK SULKIES, 98c

Macy's Regular Price, \$1.24  
 Fine Sidewalk Sulkies, made of selected hardwood. Very roomy seat, finished in red, and fitted with a high railing; black enamelled, extra long handle, with 10-inch wheel and 3/4-inch rubber tires.

Fifth Floor, 34th Street

## TURKISH MATS (each), \$1.59

Just arrived. Made by hand by girls in Asia Minor. Hundreds to choose from, bright red, blue and green colorings. Useful and ornamental for tables and floors.

Fourth Floor, Centre

## LAGE WINDOW PANELS (each), \$1.98

If bought under ordinary circumstances, Macy's price would be \$2.74  
 Lacet Arabian and Marie Antoinette Lace Panels, in very effective patterns. Size 2 1/2 yards by 44 inches. A special purchase for this sale.

Fourth Floor, 35th Street

## COUCH HAMMOCK, \$5.49

Stand, \$2.67. Auning, \$3.74  
 The Hammock, in khaki only, has steel frame with galvanized Rome link spring. Size is 24x72; height of ends and wind shield is 17 inches. Mattress is wool filled, brown denim covered, cotton tufted; round dowel stretchers through ends and windshield. Double rope through ends. Has folding legs which can be made into a cot when not in use as a hammock. Has magazine pockets, complete with hanging chains.

Sixth Floor

## MEN'S NOVELTY INITIAL HANDKERCHIEFS, (each) 9c

(Elsewhere 15c each)  
 A great value. Wide white satin striped borders, medallions and initials in blue, lavender or tan. Extra large Handkerchiefs of all pure Irish linen at 10c each, elsewhere 30c. They are of pure Irish linen.

Main Fl., 34th St., Centre

## ALL-LINEN HEM-STITCHED SHEETS (each) \$1.74

Macy's Usual Price \$2.19  
 Excellent quality that will wear and launder well. Size 72x96 inches. Pillow Cases to match, size 22x36 inches, each 39c.

Basement, Centre, Rear

## 1,200 REAL HEMP HATS, BLACK OR WHITE, 89c

Real Hemp Hats in the newest shapes and in qualities never before offered at this price.

These Hats, made especially for this sale, are very finely finished and in twenty of the smartest shapes, including:—

Sailors, Flare and Turned-up effects for women and misses.

Second Floor, 34th Street

## London Made RAINCOATS, \$5.85

"Aqua Repel"—Guaranteed Waterproof  
 Double texture English model, seams strapped and cemented; raglan shoulders; button-to-neck; regulation pockets with flap. All sizes.

Fifth Floor, Broadway

## \$3.50 SHOES, FOR MEN, \$2.89

Tan and black calfskin and patent leather, either button or lace styles. Also Oxford ties in tan and black calfskin.

Main Floor, Broadway

## MEN'S "ATHLETIC" UNDERWEAR (garment) 33c

Macy's Usual Price 49c.  
 Madras Underwear of fine quality, with fancy colored blue, black and lavender stripes on white ground. Sleeveless shirts, knee length drawers. Very well finished garments.

Main Floor—35th Street

## MEN'S FINE LISLE SOCKS, 19c

Macy's usual price, 24c  
 Imported fine gauge lisle Socks, Hermsdorf dye; extra heavy spliced heels, soles and toes; very elastic ribbed top. All sizes.

Main Floor—35th Street

## BOYS' KNICKERBOCKER SUITS, \$3.74

Macy's Prices Were \$4.96 and \$5.96  
 Norfolk and plain double-breasted suits (500 of them). Made of navy blue serge and all wool mixed chevrons, alpaca or serge lined. Suits are extra well tailored. Sizes 6 to 18 years.

## REEFERS REDUCED TO \$1.98

Sizes 2 1/2 to 10 years. The usual prices were \$2.97 to \$3.49.

Second Floor, Rear

## BOYS' PAJAMAS, 59c

Macy's Prices Were 88c and 79c  
 Made of Madras and Percale, in natty striped effects; also plain white, tan, helio and blue cotton pongee, etc. Finished with silk frogs. Ages 6 to 16 years.

Second Floor, Rear

## BOYS' STURDY SHOES, \$1.89

Made expressly for R. H. Macy & Co. in England from good wearing black box calfskin, on a roomy, comfortable last and with solid leather soles. Sizes 1 to 6.

Second Floor, 35th Street, Rear

## AUTO GOGGLES, \$1.74

Macy's Usual Price, \$3.49  
 Made of imitation Tortoise Shell with large round bent lenses of clean white amber or amethyst, with side shields.

Optical Dept., Basement, Rear

## "LA JOYA DEL SUR" CIGARS, 99c

(Box 25) Elsewhere \$1.50  
 In two shapes, Conquistador and Esquijatas; one of the finest cigars made. Each cigar wrapped in foil, which keeps them moist and fresh. Smooth and grateful to the palate.

Fifth Floor, 35th Street

## "SIMPLEX" FOOD CHOPPERS, 87c

Macy's Usual Price, \$1.34  
 Meat and food Choppers, of excellent make, strongly constructed, easily operated and fitted with four knives of various sizes.

Basement—35th Street

## BOILED HAM, SLICED (lb.), 31c

Macy's Usual Price, 39c  
 Sugar-cured Ham—selected from young corned pigs; cured and smoked with greatest care, thoroughly cooked and of exceptionally fine flavor. Counter delivery only.

Fifth Floor—35th Street

## "RED STAR" CALIFORNIA SHERRY (Bot.), \$1.37 (Bot.), 39c

Macy's usual price is \$1.87 per gallon and 46c per bottle. This is an excellent Sherry.

Fifth Floor, 35th Street