

**PHONE TRUST'S BOOST
IN RATES IS CHECKED
BY P. S. BOARD ORDER**

Company Must Restore Tariff
Raised Under Regulation
Aimed at "Frank" Evil.

ALBANY, July 9.—The New York Telephone Company, under a ruling of the Second District Public Service Commission to-day, will have to restore the rates to thousands of its subscribers, which were raised a few weeks ago. The commission recently issued an order aimed at public of those and others who enjoyed reduced or free telephone rates. The company, taking an advantage of this ruling, which was not intended, raised charges to thousands of subscribers who had flat rates, including more than 1,800 apartment houses and clubs in New York City. The commission stated that the original order was aimed at the practice of giving free or reduced rate telephones to favored individuals in certain localities, such as village, town and city officials. It was so phrased, however, that the telephone

company was enabled to insist on the raising of a large number of rates throughout the State. The telephone company, as an instance of this, in one community where it had less than 5,000 subscribers served notices that the rates in 1,900 cases would be raised. The commission says there is "a suspicion" that a large number of people have been having free phone service in return for aiding the company in getting franchises. It adds: "Whether or not such a suspicion is justified, it seemed to the commission that in fairness to the public at large the practice of more or less indiscriminately giving free telephone service to local officials throughout the State should be stopped."

TAPS
The Medicinally Perfect
LAXATIVE
Internal Antiseptic
LIVER REGULATOR
and REMEDY for
CONSTIPATION
TAPS are free from
narcotics or bad after-effects.
Gentle, soothing, healing,
a Tonic to the Bowels, purify
the Blood, and strengthen
the entire Organism System.
Take a tap—take a TAP.
Small Tablets—Tial Box, 10c.
Bottle 25c, 50c, \$1.00—All Druggists

STORE CLOSED ALL DAY SATURDAY

Franklin Simon & Co.

Fifth Avenue

"Young Men's Shop"

16 West 38th St.—Store Floor

Entirely Separate from Fifth Avenue Store

Will Hold a Sale Friday

Wool Crash Suits (Unlined)

FOR MEN AND YOUNG MEN, 33 TO 44 CHEST.

Hand tailored three button sack suits, coat and vest unlined, patch pockets, of high grade English wool crash, in tan, light or dark gray colorings.

18.50 Actual Value \$27.50

Hand Tailored Suits

FOR MEN AND YOUNG MEN, 33 TO 44 CHEST.

Three or four button English sack models, in navy, black, gray or brown pencil striped cassimere, striped or checked worsted, Scotch homespun, vicuna or navy serge.

20.00 Actual Value \$27.50 to \$40.00

Separate Checked Coats (Unlined)

FOR MEN AND YOUNG MEN, 33 TO 42 CHEST.

Black and white shepherd check cloth, with stitched belted back; four patch pockets.

9.75 Actual Value \$12.50

White Flannel Trousers

FOR MEN AND YOUNG MEN, 27 TO 42 WAIST.

Of white English tennis flannel, also white striped English serge, with belt straps and cuffs.

3.75 Actual Value \$6.50

WILL CLOSE OUT FRIDAY

Hand Tailored Suits

FOR MEN AND YOUNG MEN, 33 TO 44 CHEST.

Three or four button English sack models, in navy, black, gray or brown pencil striped cassimere, striped or checked worsted, Scotch homespun, vicuna or navy serge.

15.00 Heretofore \$21.50 to \$29.50

Men's Silk Shirts

Of Pebble Crepe or Tub Silk

White, with blue, red, tan, violet, gray or black and white satin stripes or all white; new patterns. 13 1/2 to 18 neck. Regular Price \$5.00 2.95

Men's Bathing Suits

Two-Piece Swimming Suits

Of fine worsted, in navy or dark Oxford, with combination stripes; also plain navy. 34 to 44 chest. Regular Price \$4.00 2.75

"Young Men's Shop"—16 West 38th St.

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



**Picturesque
"Basque" Dresses
Sponsored by Leading
Paris Stylists**

Votaries of fashion abroad are wearing these quaint, long-waisted "Basque" models, favored by Premet and Cheruit and so successfully launched this season by these French fashion arbiters.

Illustrated is a frock of the new mode—a fetching creation in black satin and black tulle. Note the tight-buttoned bodice—the long transparent sleeves and the tunic banded with satin folds. This model, one of the many novel adaptations of the "Basque" displayed in the Macy collection of new Dresses, is priced \$36.75.

**The Bretonne Basque
Dress in Charmeuse \$28.75**

Satin charmeuse in black, navy and white, soft and lustrous in finish, is used for this smart but simple model. An exceptionally becoming Dress for a full figure.

The bodice fronts are on straight, figure-concealing lines—the sides extending to form a sash at the back—loosely knotted and falling over the long flaring tunic of the skirt.

Collar and cuffs are of sheer organdie edged with creamy lace.

**Clever Coatee Basque
Dresses of Taffeta, \$23.74**

Soft French taffeta in navy and black is employed for this model, with semi-fitted basque in jacket effect. These broad tucks are introduced at the bust line and the straight fronts fasten with "acorn" buttons. A wide collar and curving cuffs add to its quaint style, and a collar of embroidered organdie affords a dainty finish. A full, flaring tunic is a feature of this very charming frock.

Third Floor, Broadway.

**For Misses—Fetching
"Basque" Dresses of
White Silk \$19.74**

Typical of the new mode, is the quaint frock illustrated, fashioned of soft Japanese silk in white, navy and black—with deep girle and sash of moire ribbon. Collar and cuffs are of sheer voile, button trimmed. Note the long graceful lines of pleated tunic and underskirt.

Sizes 14, 16 and 18 years.

**Hand-Embroidered
Dresses of White Voile \$11.74**

A charming Summer frock of French voile—with hand embroidered bodice and tunic, the latter inset with medallion of creamy Venise lace.

Collar, vestee and cuffs are of fine batiste.

**Pretty Summer Dresses
of Corded Crepe \$9.74**

A collar with filet medallions, a broad girle of black moire ribbon and crochet, centres and loops add to the effect in style of this model in white corded crepe. The bodice has the new "wing sleeves" and the skirt is in Russian tunic style, over a tucked underskirt of plain white crepe.

**Misses' Dresses of
White Crepe \$4.89**

A girlish model, distinguished by its simplicity. Girle bow and tiny buttons are of black satin, flaring collar vestee and cuffs of hemstitched organdie. The bodice is in kimono lines, and the long Russian tunic is slashed at the sides.

Each of these models in sizes for Misses—14, 16 & 18 years. Third Floor, 35th Street.

**Women's Low-Heel Oxfords
of Tan Calfskin, \$3.96**

Extremely smart in style and very comfortable—this is the style of shoe now in such demand for Outing wear.

Made on flat "English" last—from tan calfskin in the dark "mahogany" shade—these have invisible eyelets and low, broad heels.

Soles and heels of durable rubber, or of all leather, as preferred. Sizes for women and misses. Second Floor, 35th St., Rear.



**Sport Coats of
White "Polo
Cloth" Special at \$11.74**

The model illustrated, developed in a soft, fleecy, light-weight fabric, known as "Polo Cloth," has collar and cuffs of black velvet. The back is belted in smart effect, and the garment cut on loose and swinging lines.

**Tennis Coats of
Scarlet Chinchilla \$12.74**

In fine "Worumbo" Chinchilla, these gay scarlet coats are cut on mannish lines, and very finely tailored. Broad white silk braid binds the rolling collar, fronts, cuffs and the 3 large patch pockets and the garment fastens with cut pearl buttons. Embroidered on the left sleeve are tennis racquets, in white and blue.

**Sport Coats of
White Chinchilla \$14.49**

An excellent quality of white "Worumbo" Chinchilla is employed for these jaunty coats, made in Raglan shoulder model, with belted back, shawl collar, patch pockets and deep cuffs. Third Floor, Broadway.

**Black Velvet Hats--The Latest
Fancy of
Fashion, \$6.89**



Extremely modish are these large black velvet Sailors, broad brimmed and in smart new shapes—trimmed, as illustrated, with bands and cockades of grosgrain ribbon in white or gold.

Also, at this price there are Sailors with velvet crowns and transparent brims, trimmed with velvet poppies and novel metallic flowers. Priced \$6.89.

The new close-fitting Feather Turbans in white and black—many clever styles. \$3.96; and ranging to \$16.89. Second Floor, 34th St.

**300 Women's Dresses
Originally \$15.74 to \$23.74**

In Charmeuse, Crepe de Chine, Taffeta and Serge. Now \$9.74 New Models, many with long tunic Skirts.

All the fashionable colors are represented as well as black and navy blue. The sizes are broken, but there is excellent selection in every size. Third Floor, Broadway.

**74 Women's Summer Suits
That were \$23.74 to \$39.75**

In gabardine, serge, crepe cloth and broadcloth. \$12.74 Strictly tailored and trimmed models in fashionable colors.

Although the size range is broken, there is excellent selection. Third Floor, Broadway.

**Women's Taffeta Silk Skirts
Russian Tunic Model, \$9.74**

A very attractive Skirt to wear with dainty Blouses, this model in fine quality black taffeta features the long Russian tunic effect with side pleatings.

Tunic Skirts of Taffeta, \$10.74 Tier Skirts of Taffeta, \$15.74

The Russian tunic of this model is smartly box-pleated, and the high girle of Roman striped silk.

A short side-pleated tunic effect is introduced in this 3-tier skirt of black taffeta with Roman silk girle.

Repp and Cordeline Tailored Skirts, 96c

White Skirts of excellent style in strictly tailored effects, with pocket. Lengths and waist bands for large, small and regular sizes. Third Floor, Centre.

**Store Your Furs
at Macy's—**

Your Furs will be kept lustrous and perfectly protected against moths and dust if stored in Macy's

COLD, DRY AIR STORAGE VAULTS

where the temperature is never higher than 25 degrees.

REPAIRING AND REMODELING

of Furs will be done during the Summer months at much lower prices than will prevail in the Fall.

Oriental Rugs

Accepted for Cleaning and Storage at "Lowest-in-the-City" Prices. Third Floor, Broadway.

**Sterling Silver
Vanity Cases
Special, \$6.89**

Macy's Usual Price, \$12.89

Fine hand engraved on one side, and other in plain program; heavy weight and sterling silver inside as well as outside. Very stylish and useful. Fitted with memo tablet and pencil, mirror, two coin holders and place for cards and bills. The compartment for cards is gold lined. Fine soldered link chain handle. Main Floor, Front.

**Just Received
From Europe**

From Paris, the delectable of Boudoir Caps that have a distinct appeal of newness about them. Two novel patterns have been chosen instead of repeating the conventional round cap idea that is almost a puzzle for some time. One style suggests a sunbonnet with a broad sunbonnet band at the front and a deep rufflet at the back that falls low on the neck. The other is a combination of finest laces and cut so oddly that it is almost a puzzle to know the right angle at which to wear it. Properly placed it is one of the most becoming models produced for some time. A striking note is a broad flat pink satin bow placed directly in front and held in place by a spray of tiny blue chiffon ruffles. These lovely creations are priced at \$8.49 each. Third Floor, Centre.

**Boys' Sturdy
Shoes--
Of English
Make \$1.89**

These Shoes, solid and serviceable, are made especially for R. H. Macy & Co., in England.

The leather used is pliable, durable box calfskin.

The last broad and comfortable.

The soles are extremely strong and will stand hard wear. Sizes 1 to 6. Second Floor, 35th St., Rear.

**New Silk
Shetland Veils
Special at 49c**

Heavy silk Veils in all the fashionable colors and in many novel and becoming styles. Some in plain heavy mesh, others in delicate shadow lace patterns; many new "frame" and bordered designs.

Specially purchased for this Sale, these Veils have scarcely perceptible imperfections—hence, their very low price. Main Floor, Broadway.

**Macy's
Fine Candies**

For many years R. H. Macy & Co. have made Fine Chocolates and Bon Bons—in quality and flavor ranking with the choicest and most expensive Confectionery of specialty stores.

So great has been the demand for these Fine Candies that a special section—

**A Candy Shop on the
Main Floor**

has been devoted to their display and sale.

Here you will find among other tempting and delicious Sweetmeats—one of the most popular Macy Confections, of grade sold by the exclusive Candy Shops at 90c a lb. and usually 59c a lb. at Macy's—viz:—

**Macy's Perfection
Chocolates for
Fridays and Satur-
days Only
Special at,
a Pound, 49c**

Packed in 1, 2 and 3 pound boxes. These are in assorted flavors or with hard centres in many varieties. Main Floor, 35th St.

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

**Men's Summer Suits
Were \$14.75 & \$16.75, \$11.75**

Many Suits in the Lot, Specially Purchased, Made to Sell for \$20

These Suits cannot be matched elsewhere at the price. The fabrics are fancy chevots, tweeds, fancy mixed worsteds and cassimeres, and the styles are two- and three-button sacks in the English and American models. A full range of sizes, and also suits for men of stout build.

White Flannel Trousers, Special, at \$3.49

In Specialty Stores these trousers are invariably marked at \$5.00. They have belt loop and cuff bottoms, and are admirably adapted to golf, tennis and yachting wear. Fifth Floor, Broadway.

During July and August the store will be open from 8.30 A. M. until 5.30 P. M., except on Saturdays, when the closing hour will be 12 Noon.

**Macy's Rich
Pound Cake,
Home-made
Style, lb. 34c**

Made of the best and purest ingredients, pound for pound, and baked to perfection.

Plain Pound Cake, Raisin, Nut, Cherry, Citron and "Tutti-Frutti" Cake.

**Layers of
Delicious Cake, ea. 9c**

For Short Cakes or for Layer Cakes of any sort, try these light, rich layers. Always fresh and as fine in quality and flavor as the best home-baked Cake could be.

**Macy's Home-made
Style Pies, each 27c**

Large size Pies with flaky, rich, well-baked crust; many varieties, some with delicious fresh fruit fillings:—Huckleberry, Raspberry, Blackberry, Apple, Pineapple, Peach, Cranberry, Rhubarb, Lemon-Meringue, Custard, Coconut and Lemon.



DELICATESSEN

Macy's Delicatessen Products, pure and fresh, palatable and appetizing, are a distinct addition to the summer menu.

Here are Cooked Meats, tender and savory; Entrees that are tempting and delicious; Relishes that will tickle the appetite, and an infinite variety of dishes as appealing to the eye as they are to the palate.

**Counter Delivery Only
On Delicatessen Products**

**Sugar Cured Boiled Ham,
special, sliced, 32c per lb.**

Macy's usual price is 50c per lb. Cut from young, tender, corn-fed pigs, sugar cured and so cooked that the sweet and nutty flavor is perfectly retained. None delivered. None to dealers.

**German style Potato Salad
12c per lb.**

The old-fashioned potato salad, made after a tested German recipe. Savory and appetizing.

**Macy's Perfect Mayonnaise,
47c per lb.**

A perfectly blended, rich and delicious salad dressing, in which the freshest eggs and purest oil are invariably used.

**Imported German
Salami,
Special, 61c per lb.**

A new importation of this spicy appetizing smoked sausage. Macy's usual price is 60c per pound.

**French Style Soused Pig's
Feet,
Special, 10c Each.**

Cooked very tender; a popular hot weather dish.

**Ementhal Swiss Cheese,
Special, 28c per lb.**

Macy's usual price is 32c per pound. Rich and delicious flavor.

**English Style Dairy
Cheese,
Special, 24c per lb.**

Macy's usual price is 28c per pound for this mappy cheese.

**Smoked Sliced Salmon
in 4-oz. tins: 15c per tin; \$1.75 per dozen.**

Luncheon Put Up for Outings. Fifth Floor, 35th Street.

**"John Seger"
Surf Casting Rods
Reduced \$11.74**

Macy's Usual Prices \$14.89 & \$16.89

Greenheart Rods of the very best quality. Surf fishing in good at present all along the coast.

**Split Bamboo and Snake-
wood Rods, which were
\$24.74, are priced for this
sale at \$18.49.**

**Reels of All Kinds
Greatly Reduced**

A clean-up of one of the leading reel factories. Practically every reel on the list is worth double the price marked.

Rubber and Nickel Plated, single action and multiplying Reels (most of the latter fitted with a drag as well as a check), 34c

Better quality Reels, 49c.

Heavy Nickel Plate Quadruple Reels with check and drag; also some rubber single action fly Reels, bound with metal, 74c.

German Silver and rubber Fly Reels, some long spoon Casting Reels, a few metal finished, 98c.

Trotting and Casting Reels of rubber and nickel plate, German silver with jeweled bearings, and some entirely of nickel finish, \$1.24 and \$1.74. Fifth Floor, Centre.

**Clothing and Furnishings for
Boys--Great Savings**

Every suit in the department has been reduced for quick clearance. The Norfolks, and there is a splendid assortment of them, are priced from one-third to one-half less than Macy's original "Lowest-in-the-City" prices.

All Our Finest Suits Reduced Nearly 1/3

Now \$6.96 and \$9.74

37	were	\$6.95	100	were	\$8.94
94	were	7.49	101	were	9.74
20	were	7.94	81	were	11.74
14	were	8.94	75	were	12.75
24	were	9.74	21	were	14.74

All sizes from 8 to 18 years.

**All Wool Tweed and
Cassimere Suits
\$3.49 and \$4.74**

They were priced before the reduction at \$4.96 and \$5.94. Norfolk and plain double breasted models. Sizes 7 to 18 years.

**Light Weight Reefers
\$1.98, \$2.97, \$4.96**

Before reduction they were priced at from \$2.97 to \$9.74. The garments are in blue serges and mixtures. All sizes from 2 1/2 to 10 years.

**Boys' Shirts,
Special at 68c**

Verified Price Elsewhere \$1.00 Woven madras, percale and mercerized materials. Plain colors and stripes. Separate collars and also soft collars attached. Sizes 12 to 14 inch. Second Floor, Broadway.

**Tub Norfolk Suits,
\$2.49**

New model Norfolk Suits with patch pockets and several different styles of plaits; made of white duck, tan linen, gray or tan linen crash and khaki. Sizes 7 to 17 years.

**Boys' Washable Suits
98c, \$1.39, \$1.98**

Macy's Prices Were \$1.88 to \$2.87 Russian, Sailor, Middy, Oliver Twist, Dickens, French Sailor and Balkan models. A big assortment of stripes and checks.

Boys' Pajamas, 68c