

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

The Latest  
 Victor Talking Machines  
 and Records at  
 Usual Macy Savings

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

When a personal visit to  
 the Macy Store is not con-  
 venient, you may write  
 Macy's Mail Order Shop-  
 ping Service for whatever  
 you want.

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.

# November 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.

**GIRLS' & MISSES' BLOUSES,**  
**\$2.29** Macy's Usual  
 Price, \$2.89

These all-wool Norfolk Blouses  
 are splendid for school wear, or  
 are practical for outdoor sports;  
 neatly made with a yoke back  
 and front, Sailor collar, box pleats  
 and belt. Colors—red, white and  
 navy. Sizes 10 to 18 years.  
 THIRD FLOOR, 34TH ST.

**Skunk-Dyed RACCOON SET**  
**\$29.75**  
 Macy's Usual Price, \$34.75

Set comprises one large reversed double  
 Scarf, and handsome new style pillow Muff.  
 Unusually fine quality skins are used.

**TRIMMED CARACUL COATS, \$69.75**  
 Macy's Usual Price, \$79.75

A full flared 3/4 length model made of  
 selected skins of high lustre; collars of chin-  
 chilla squirrel, ringtail, civet, fish opossum,  
 and skunk raccoon.  
 THIRD FLOOR, 34TH ST.

**Women's FUR TRIMMED SUITS**  
 Macy's Usual Price  
 Would Be \$21.74 **\$17.74**

Tailor-made Suits of fine quality Broad-  
 cloth; short Blouse Coat, fur trimmed;  
 skirt with long over-drapery. In the new  
 shade of Tete de Negre, Russian Green,  
 Navy Blue, and Black.  
 THIRD FLOOR, 34TH ST.

**Women's DANCING FROCKS**  
**\$17.74** Verified Price  
 Elsewhere, \$22.74

Copied from a "Jenny" model; these very  
 picturesque Evening Gowns are of soft,  
 lustrous French satin, in exquisite shades  
 of peach, Nile, maize, flesh, turquoise,  
 black and white. The bodice, with deep  
 girder flower trimmed, has tiny shoulder  
 straps. The skirts flaring ruffles are picot  
 edged.  
 THIRD FLOOR, BROADWAY

**WOMEN'S ZIBELINE COATS**  
 Macy's Usual Price  
 Would Be \$15.74 **\$13.74**

Long Coats made of black, navy or dark  
 brown zibeline. Very smart model with deep  
 set-in sleeves; inverted pleats at waist line—  
 and wide belt. The rolling collar is of black  
 plush and the lining of satin throughout.  
 THIRD FLOOR, BROADWAY

**WOMEN'S TUB SILK BLOUSES**  
**\$1.39**

In smart new stripes and effective color  
 combinations, tailored Blouses of durable  
 Tub Silk. High neck and low neck models,  
 cut on the fashionable lines with black  
 moire cravat.  
 THIRD FLOOR, 34TH ST.

**Misses' BROADCLOTH SUITS,**  
**FUR TRIMMED, \$16.74**

Macy's Usual Price Would Be \$19.74  
 These Suits are made of excellent quality  
 Broadcloth, in Black, Navy, Dark Green and  
 Dark Brown. Smart short coat with yoke  
 front, Military Collar of Skunk Opossum;  
 coat peau de cygne lined and interlined. New  
 skirt with panel front and back, yoke over  
 the hips. Sizes 14, 16 and 18.  
 THIRD FLOOR, 35TH ST.

**Women's PETTICOATS, \$1.59**  
 Macy's Usual Price, \$1.89

Black wool Jersey Petticoats with a pleated  
 messaline flounce; remarkable wearing quali-  
 ties, with a comfortable amount of fulness.  
 THIRD FLOOR, CENTRE

**INFANTS' COATS OF**  
**CHINCHILLA, \$2.89**

Macy's Usual Price, \$3.89  
 As illustrated. Dressy little  
 Coats of chinchilla, saten lined,  
 with belt. Colors—gray and  
 navy. Sizes 2 to 5 years.  
 THIRD FLOOR, 35TH ST.

**FULL OSTRICH HAT**  
**TRIMMINGS, \$1.98**  
 Standard Price, \$4.00

Very rich Lyre Ostrich Bands, to be used  
 as Trimming around the crown of Hat, finish-  
 ed in back with two small heads, and in front  
 with two small plumes. Black, White,  
 Sand, Purple, Saxe Blue and Shell Pink.  
 SECOND FLOOR, 34TH ST.

**'LYONS' VELVET HATS, \$1.98**  
 Standard Price, \$3.50

Untrimmed Black Velvet Hats, made of  
 fine "Lyons" Velvet with French edges. A  
 variety of smart Sailor shapes, also new  
 Turbans.  
 SECOND FLOOR, 34TH ST.

**Women's Belts & Girdles, 29c**  
 Macy's Prices Were 98c to \$1.69

An accumulation of this season's styles—  
 Belts of every description, colored silk girdles,  
 suede and leather vestees, in a variety of  
 styles and colorings.  
 MAIN FLOOR, 34TH STREET

**EXTRAORDINARY**  
**VEILING OFFER (yd.), 24c**  
 Usually Priced at 49c to \$1.98 yd.

All this season's most wanted styles, in-  
 cluding scroll and filed effects, woven designs,  
 Rimage and lace bordered Veilings. Colors—  
 Black, White, Brown, Navy, Taupe, Sand,  
 Prune and Jackdaw.  
 The finest collection of Veilings ever  
 offered at this low price.  
 MAIN FLOOR, BROADWAY

**SHADOW LACE**  
**PLEATINGS**  
**(yd.), 39c**

Macy's Usual Prices,  
 69c to 99c  
 These Pleatings are  
 2 to 3 inches wide,  
 made of fine quality  
 shadow laces, in white  
 and cream.  
 MAIN FLOOR, 34TH ST.

**FINE EMBROIDERIES (yd.), 9c**  
 Macy's Usual Prices, 12c to 17c

White Muslin and Nainsook Edgings, em-  
 broidered in both eyelet and blind designs, in  
 pretty scalloped effects, two to four inches  
 wide.  
 MAIN FLOOR, CENTRE

**SOLID GOLD Lavallieres Set**  
**with DIAMONDS, \$4.49**

Macy's Usual Prices, \$5.49 and \$5.89  
 Also others with cameos and colored stones  
 and pearls, without diamonds. Rose, Roman  
 and English finish. Some designs show  
 outlines of black enamel. Many have real  
 baroque pearl drops.  
 "IDEAL CHRISTMAS GIFTS"  
 MAIN FLOOR, 34TH ST.

**SOLE LEATHER**  
**TRAVELLING CASES**  
**With Fittings, \$3.89**

Macy's Usual Price, \$4.89  
 Shown in two styles. **FOR MEN:** Fitted  
 with Military Brush and Comb, leather-  
 back mirror, manicure scissors and file,  
 tooth powder, tooth brush, and toilet water  
 bottles, and nail brush.  
**FOR WOMEN:** the same fittings, excepting  
 the Military Brush and Comb, which is re-  
 placed by the proper style brush and comb.  
 MAIN FLOOR, 34TH ST.

**LUSTROUS ARTIFICIAL**  
**PEARLS, \$1.49**  
 Macy's Usual Price, \$1.98

White, Cream or Pink tint. Opera length.  
 Three sizes of graduated pearls.  
 We were fortunate in securing these Pearls  
 before the foreign market closed—hence  
 this exceptional offering.  
 MAIN FLOOR, 34TH STREET

**"VIEWNET" OPERA GLASSES,**  
**\$5.74**  
 Macy's Usual Price, \$6.94

Fitted with powerful achromatic lenses that  
 give an unusually large and clear field of  
 vision. White or Oriental pearl, gold plated  
 tubes and bars. In leather case.  
 MAIN FLOOR, BALCONY, OFFICAL DEPT.

**English VELVETEEN (yd.), 48c**  
 Macy's Usual Price, 69c

About 3,000 yards of 21 1/2-inch English  
 Trimming Velveteen in Fall shades of Brown,  
 Green, Taupe, Plum, Wistaria, Wine, Car-  
 dinal, Purple, Jack-Rose, Copenhagen, Slate,  
 Ruby, Delft and Black. Plenty of Black.  
 SECOND FLOOR, BROADWAY

**Outing FLANNEL MILL-  
 ENDS (yd.), 6c**

A special purchase of 40,000 yards which  
 allows the extraordinary low price named  
 above. The Flannel is fine quality, heavily  
 napped, in a variety of pink and blue stripes.  
 The lengths vary from 10 to 20 yards. 27  
 inches wide.  
 SECOND FLOOR, CENTRE

**2,500 YARDS OF BLACK**  
**DRESS SATIN (yd.), 89c**  
 Sold Elsewhere at \$1.25 Yd.

Good quality if yarn-dyed Dress Satin,  
 40 inches wide. Black only.  
 SECOND FLOOR, 35TH ST.

**ECONOMY LUNCHEON, 54c**  
 SERVED FROM 11:00 A. M. TO 3 P. M.  
 THURSDAY, NOVEMBER 19TH, 1914

Cape Cods  
 Celery a la Mode Radishes  
 Consomme, Printaniere  
 Paupiette of Sole, Georgette  
 Croustade of Sweetbreads, Epicure  
 Green Peas Potatoes Noisette  
 or  
 Roast Virginia Ham, Champagne Sauce  
 Spinach Anglaise Potatoes Persilade  
 Fruit Salad  
 Biscuit Glace Assorted Cakes  
 Coffee, Tea, Milk, Cider  
 RESTAURANT, 8TH FLOOR

**MASSIVE MISSION ROCKER, \$5.89**

Strongly Constructed frames of solid oak, in fumed or golden  
 oak, waxed finish. The automobile seat and reversible cushion at the  
 back are covered in "Moleskin Leather"—a superior leather substitute  
 that is both slightly and serviceable.

Arm Chairs to match at the same price, \$5.89.  
 SIXTH FLOOR.

**THE BOOK, "COLONIAL  
 HOLIDAYS," 42c**  
 Publisher's Price, \$2.50

A most attractive volume for holiday gift  
 purposes. A collection of contemporary  
 accounts of Holiday Celebrations in Colonial  
 Times. Compiled, illustrated and illuminated  
 by Walter Little. This finely bound volume,  
 in box 6 1/2 x 8 1/2 inches, has 12 full page  
 beautifully colored illustrations.  
 MAIN FLOOR, 35TH STREET, NEAR

**Embroidered GUEST TOWELS**  
**at 15c and 29c each**  
 Macy's Usual Prices, 29c and 49c

Very fine all-linen Huck Towels, neatly  
 Hemstitched or Scalloped, and effectively  
 embroidered on one end and with space for  
 Initial or Monogram. Sizes are 15x24.  
 SECOND FLOOR, 35TH ST.

**Oxford COWHIDE BAGS, \$6.38**

A special purchase of these Bags makes this  
 price possible. Under other conditions they  
 would be marked \$7.14.  
 Reinforced sewed-on corners; brass locks  
 and slides; leather lined; 16- and 18-inch sizes.  
 FOURTH FLOOR, CENTRE

**MERCERIZED**  
**DRAPERY ARMURE (yd.), 49c**  
 Macy's Usual Price, 74c

450 yards of Figured Mercerized Drapery  
 Armure in three patterns and a splendid  
 range of colorings—suitable for Draperies,  
 Hangings and Couch Covers.  
 Cannot be duplicated at this price.  
 FOURTH FLOOR, 34TH ST.

**"STRAUS" Cut**  
**Glass Flower Vase**  
**Special at \$1.23**  
 Macy's Usual Price, \$1.98

This beautiful Cut  
 Glass Flower Vase  
 is 10 inches high;  
 deep, rich design.  
 BARNMENT, 34TH ST.

**Wool Plaid Blankets (w) \$4.59**  
 Standard Price, \$5.50

Extra soft wool filling in a large variety of  
 choice colorings. Size 66 x 80.  
 BARNMENT, NEAR

**INDIAN BLANKETS (ea.), 99c**  
 Macy's Usual Price, \$1.99

Fine quality in beautiful color combina-  
 tions; size 54x72; will make an excellent  
 couch cover.  
 BARNMENT, NEAR

**CALIFORNIA ANGELICA**  
**PER BOTTLE 39c PER GALLON \$1.48**  
 Macy's Usual Prices

Bottle, 51c Gallon, \$1.64  
 "Red Star" Brand, made from the  
 finest California Grapes.  
 FIFTH FLOOR, 35TH ST.

**FANCY Florida GRAPE FRUIT**  
**BOX OF HALF DOZEN, 24c**

Thin-skinned, bright, juicy fruit.  
 FIFTH FLOOR, 35TH ST.

**SUGAR-CURED BOILED HAMS**  
**(lb.), 31c Whole Ham (lb.), 29c**

Sugar-cured, and so cooked that the sweet  
 and nutty flavor is retained. NONE TO  
 DEALERS. Not delivered.  
 FIFTH FLOOR, 35TH ST.

**SIX SPECIALS IN CANNED  
 GOODS**

TOMATOES, Earl of Kent Brand; large size, No. 2 1/2 can; usually 10c can.	SALMON, Chef Brand, packed in Oregon; 1/2 lb. can.
CORN, Westminster brand; fine Maine style cream Sugar Corn, No. 3 can.	EVAPORATED MILK, Van Camp's Brand unsweetened milk; tall pint cans; usually 10c.
SWEET GREEN PEAS, Bravo Brand, extra fine quality No. 2 can.	STRING BEANS, cut Refugee beans, Conewago brand; pkd. in No. 2 can.

**6 Cans FOR 44c**  
 FIFTH FLOOR, 35TH ST.

**MEN'S CHESTERFIELD WINTER OVERCOATS, \$13.75**  
 Macy's Usual Price, \$14.75

The most serviceable Overcoat for Dress wear. Made of all-wool Black or Oxford Kersey, Velvet collar; satin sleeve lining; body lined with good quality serge or tilled silk-finished Venetian; Length of Coat 44 inches; sizes to fit stout or slender men.  
 FIFTH FLOOR, 34TH ST.

**MEN'S ALL-WOOL Shaker Knit SWEATERS**  
 Standard Price \$5.00 **\$2.97**

Coat style with shawl collar; gray and maroon. Sizes 36 to 46. Exceptional offering.  
 FIFTH FLOOR, 34TH ST.

**MEN'S WOVEN MADRAS SHIRTS, 74c**  
 Standard Price, \$1.25

Made of excellent quality woven madras and high-count fabrics. These Shirts are in coat model; soft French cuffs attached. All sizes, 14 to 17. In all popular colorings.  
 MAIN FLOOR, 35TH STREET

**MEN'S DOMET PAJAMAS, 94c**  
 Standard \$1.50 Quality

Made of fine, soft combed Domet flannel—blue, pink, gray, etc. Cut and made to fit properly, in small, medium, large and extra large sizes.  
 In ordering by mail, mention collar size.  
 MAIN FLOOR, 35TH STREET

**MEN'S ONE-PIECE BLANKET ROBES, \$1.74**  
 Standard Price, \$3.00

One of the best offerings this season. The Robes are cut over our own measurements, insuring perfect fit. Made of good quality Blanket materials, cut robe style, with cord girder to match.  
 Colors are Blue, Gray, Wine, Brown, Green, etc., with contrasting Jacquard figures throughout.  
 MAIN FLOOR, 35TH ST.

**MEN'S FUR BAND CAPS, 79c**  
 Sold Elsewhere at \$1.25 and \$1.50

Excellent for motoring and cold weather. Made of Chinchilla and fancy Winter Coat-ings, with turn down flange to cover the ears and back of head. The turn down band is fur lined.  
 MAIN FLOOR, 35TH STREET

**BOYS' OVERCOATS, \$4.24**  
 Macy's Usual Price, \$4.89

Made of all-wool Chinchilla in gray, blue and brown. Models are the Russian style with belted back. Coats lined throughout with flannel, and yoke Venetian lined. Sizes 2 1/2 to 10 years.  
 SECOND FLOOR, 34TH ST.

**BOYS' Norfolk SUITS, \$2.97**  
 Macy's Usual Price, \$3.86

Materials are all-wool chevots and cassimeres; models are the new Norfolk effects, also patch pocket front with stitched belts. Colors are—Gray, Tan and Brown mixtures. Sizes 8 to 18 years.  
 SECOND FLOOR, 34TH ST.

**BOYS' PLUSH HATS, 98c**

Many of superior quality Plush in the new "Rah Rah" shape, lined with good quality satin. Colors—Black, Brown, Navy or Taupe. Sizes 6 1/2 to 7.  
 This Hat can be worn with any style coat or suit.  
 SECOND FLOOR, 34TH ST.

**BOYS' BATHROBES, \$1.74**  
 Macy's Usual Price, \$2.97

Made of heavy, warm Blanket Materials (one piece) in new Jacquard designs. Colorings are Gray, Tan, Maroon and Navy. Finished with cord at neck, heavy rope girder at waist, large roomy pockets. Sizes 4 to 10 years. The illustration gives but a faint idea of this "Economy" offering.  
 SECOND FLOOR, 34TH ST.