

**ENCLOSED CAR NOW MADE WITH THE DETACHABLE TOP**

Some of the most interesting developments in the auto industry have been to do with the mechanics of the car, but bear upon comfort, service and style. Among the most important of these is the giving to the owner of a touring car all the year around service, regardless of weather conditions.

There is a great field for the enclosed car, especially of the Sedan type," says Lawrence Moore, Vice President of the Detroit Weatherproof Body Company, one of the exhibitors at the show. "Realizing the desirability of cars of this type, designers have been working to provide an enclosed job that would keep the touring car in its own price and yet give the owner the comfort and protection found in the regulation Sedan.

**FIGURES TELL STORY OF MAXWELL PROGRESS**

The Maxwell Motor Company is a melting pot, in which are welded into a harmonious whole the best that several motor car plants had to offer. It was born from a combination of ideas, sponsored by men whose ambition it was to build a light, high grade car and sell it at a price which would command a universal market.

Walter E. Flanders, head of the organization, was already famous as a production wizard.

Starting Jan. 1, 1913, the progress of the Maxwell Motor Company has been marked with such substantial and satisfying success that it has dazzled an industry already grown accustomed to big things.

In 1913 about 6,000 Maxwell cars were built and sold. In 1914 the new organization began to strike its speed and 20,000 Maxwell cars were marketed. In 1915 this figure was doubled and 40,000 cars found their way out of the big assembling plant in Detroit. In 1916 approximately 65,000 Maxwell cars were built, and more than 100,000 cars will be turned out in the 2017 season.

**Child Paralysis in Uruguay.**

MONTEVIDEO, Uruguay, Jan. 10.—Twenty-four cases of infantile paralysis have been reported in this city. Specialists are studying the disease and the authorities have decided to consult New York medical men.

**Poor Sight the Cause of Failures**

Don't handicap yourself in the battle of life. Correct glasses give your eyes the strength to cope with any daily problems.

Examinations by Registered Eye Specialists. No charge or obligation. Perfect Fitting Glasses as Low as \$2.50

**J. J. Hillich & Sons**  
Established 44 Years  
New York: 124 Broadway, at John St.  
125 Sixth Av., 12th St.  
127 Nassau, at Ann St.  
Brooklyn: 101 Fulton St., 2nd Fl.

**Delicatessen Specials**

**Old Farm Style "Scrapple"**—Special at 14c lb. Made according to an old tested recipe. Spiced and seasoned; easily prepared and appetizing. Cut in half-inch slices and fried to a golden brown color, served with fried potatoes and syrup. "Scrapple" is most delicious. 9c each.

**Boston Style Baked Ham**—Specially selected, prime sugar cured ham; tender, baked to a turn, and sliced thin. 49c lb.

**Young American Full Milk Cheese**—Rich, well matured cheese. 33c lb.

**New York State Full Milk Cheese**—extra fancy, mild, of exceptionally fine flavor. 31c lb.

**Jones' Bloaters**, lightly salted, are made from large, fat, fresh herrings and are cured just right for the table. 9c each.

**Smoked Finnan Haddies**, Special, lb., 10c. A fresh shipment of extra fancy smoked haddies of exceptionally fine flavor. An appetizing dish—broiled, creamed or made into a salad.

**Pork Sausages**, 26c lb. Old farm style Country Pork Sausages, extra fine quality. Fresh shipments daily.

**Extra Fancy Munster Cheese**, (lb.), 33c; medium sharp, excellent flavor; a cheese that will suit every one's taste.

**CHILDREN should use**

**Sozodont LIQUID DENTIFRICE**

not because of its pleasant taste and efficient properties, but it **Saves** them from gum and teeth infection if used regularly.

**Buy it for them**

**GRAND RAPIDS FURNITURE**

**CREDIT TERMS**

\$3.00 Down on \$50.00

5.00 " " 75.00

10.00 " " 100.00

15.00 " " 150.00

25.00 " " 200.00

30.00 " " 300.00

**FREE BRASS BED**

With Every Purchase of \$75.

**100 WEEK OPENS AN ACCOUNT**

**APARTMENTS FURNISHED COMPLETE FROM \$10 TO \$100**

Open Monday and Saturday Evenings

104 ST. L. STATION AT CORNER

**FISHER BROS COLUMBUS AVE. RET. 103 & 104 ST.**

**DULLAN'S DRY AND TOM GINS**

These brands will be found most suitable for every occasion that necessitates the use of gin. Their use in the making of cocktails, fizzes, etc., will give most satisfactory results.

Gallon, \$2.94; Bottles, 66c

Gen. Cowie & Son produce at their distillery in Dufftown, Scotland, a pure Highland Malt Whisky known as "Mortlach Scotch." We import it direct from the distillery. Gallon, \$5.62; Bottle \$1.22

**EXCELLENT VALUES IN RYE WHISKIES**

We submit these brands of Whiskies which are well known for their purity, character, and fine flavor:

**One Star Whiskey**, Royal Charter Whiskey. Gallon, was \$1.95; now \$3.96. Bottle, was 74c; now 94c

**Real American Rye or Real American Bourbon** Gallon was \$3.24, now \$4.96; Bottle was \$1.24, now \$1.14.

**Pure California Wines Made From Selected Grapes** Chateau de Cabernet Claret, Tokay—Red Star Brand. Gallon, was \$1.95; now \$1.78. Bottle, was 51c; now 44c

**MARCEAU CORDIALS**

Creme de Menthe (Green and White), Orange Curacao, Anisette, Maraschino, Creme de Cacao, Apricot, etc.

Per large bottle, 94c. Medium bottle, 54c

Macy's—Fifth Floor, 35th Street.

**H—N**

Has proven something some people should know.

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**HEADQUARTERS for RUBBERS for the WHOLE FAMILY**



**Macy's**  
Herald Square, E'way, 34th to 35th St.

**For the Table Bountiful**



At Macy's the rich in foods, the delicate in wines, liquors and other beverages all come within the limitations of moderate incomes, for the little extras so necessary for the table are priced much less here than elsewhere.

**Macy's Own Make Bakery Products**

**Macy's Molasses Fruit Cake**. Prepared from the purest ingredients, raisins, citron, walrus, and the purest spices. Baked in special sized forms containing about two pounds each. 44c each.

**Macy's Old-Fashioned Crullers** (dozen), 19c. Large, light, thoroughly cooked—nothing to compare with them at the price in any other store.

**Macy's Delicious Almond Filled Coffee Rings** (Kaffee Kranz) German style, large size, at 15c each.

**Cocunut Layer Cake**. A 5-layer Cocunut Cake, made of the finest ingredients; at 37c each.

**All Our Bakery Products Are Baked on the Premises**  
Delicatessen and Bakery Products Not Delivered.

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Macy's—Fifth Floor, 35th Street.

**Macy's Bureau of Home and Office Furnishing**

Promptly submits plans and estimates for furniture, desks, rugs, linoleums, portieres, shades, etc. The Bureau is located on the 6th floor, 34th Street.

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**NEW Untrimmed HATS**  
Arrive Almost Daily

A hearty welcome is assured these chic Spring ideas in Millinery, when, after long months of wearing velvet hats, women seek something "new."

Most of these hats are combinations of satin and straw—many, too, are all straw; lisure or Milan. Each and every one will stand a critical test for smartness.

**Hand-Pressed Lisere and Satin Hats, \$5.94**

A noteworthy collection—lisere brims with satin tops; new "high front" shapes, tricorones, sailors and turbans. Black, brown, navy, gray, etc. Specially designed for January and February wear.

**High Grade Untrimmed Hats, \$6.89 \$7.89 \$9.89**

A pleasing variety. Lisere, Milan and other fashionable straws, in shapes copied from original French models.

**Between Seasons "Ready-to-Wear" Hats, Specially Priced, \$2.79**

Neat, plain hats for immediate wear, made of satin, with straw edges; well made, but inexpensive. Turban and sailor shapes. Black and colors.

**Clearance Sale of ODD RUGS**

At an Average Reduction of 20 to 25 Per Cent.

All are perfect weaves in desirable standard room sizes and small sizes. Included are Wiltons, Chenille Axminster, Velvets, Bath Rugs, Rag Rugs and other serviceable, well appearing floor coverings. Some are limited in quantity and may not last through one day's selling.

Wilton Rugs	Velvet Hall Runners
18x36 in. \$2.59 \$1.98	2ft. 3inx10ft. 6in. \$4.64 \$3.64
22 1/2 x 36 in. \$3.64 \$2.89	3ft. x8ft. 6in. \$5.14 \$4.24
27x54 in. \$3.89 \$2.74	3ft. x10ft. 6in. \$6.14 \$4.89
36x63 in. \$7.14 \$10.89	3ft. x12ft. \$7.14 \$5.14

**Wilton and Imported Seamless Chenille Rugs, 9x12 ft. Formerly \$46.50, NOW \$42.50**

6x9 ft. and 6 ft. 9 in. x9 ft. **Macy's** usual prices, \$28.75 to \$35.50. Clearance Price, \$26.25

9ft. x10 ft. 6in. **Macy's** usual prices \$43.50 to \$53.50. Clearance Price, \$37.50

The above will be found in Oriental designs, Persian effects, Two-tone patterns and other wanted effects.

**Odd Assortments in These Rugs**

Rug Rugs, 24x36 in. 59c	Round Rug Rugs, 30 in. diameter, 94c
Bath Rugs, 36x72 \$1.64 98c	Round Rug Rugs, 36 in. diameter, \$1.24 99c
Cotton Chamber Rugs, 27x54 in. \$1.48 98c	Round Rug Rugs, 48 in. diameter, \$2.24 \$1.14
Smyrna Rugs, 26x52 in. \$2.48 1.89	
Smyrna Rugs, 30x60 in. \$3.29 2.89	

In addition, there are other items, not containing sufficient quantities to list, which include bath rugs in assorted sizes, small grass rugs, cocoa mats, and a few Wilton rugs in room sizes larger than 9x12 ft.

**Carpets Reduced to \$1.04 Yd.**

A few Body Brussels, Wilton Velvets, Wool Velvets and Axminsters, 16 patterns in all, reduced because the patterns have been discontinued by the manufacturer. All perfect goods in several grades, approximating 1,700 yards. Formerly \$1.34, \$1.48, \$1.59 and \$1.79 yd.

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**Advance Blouse Modes**

As a forerunner of Spring fashions, we present three new models, distinctively smart for sport or dress wear.

**Sharp Reductions in This Clearaway 221 Women's SUITS**

Every suit in these two groups represents a saving well worth considering. All up-to-date models—but here and there a size or color missing.

<b>97 Women's Suits</b> Now \$24.74 <i>Macy's original prices were \$38.75 to \$43.75</i>	<b>124 Women's Suits</b> Now \$29.75 <i>Macy's original prices were \$43.75 to \$63.75</i>
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Wool Velour, broadcloth and wool mixtures. Strictly taller made styles, with velvet collar and cuffs; others in belted, flare effects. Fancy and plain silk linings, also warmly interlined.

Velveteens, broadcloths and wool velours trimmed with Scotch Mole, Skunk Opossum and Hudson Seal (dyed muskrat); others plain or velvet trimmed. Warmly interlined. Dressy and simple styles.

P. S.—Not all sizes in each style, but a goodly selection, including many fine models in EXTRA SIZES.

**Continuing the Sale of Black Dress Silks**

Enthusiasm must have a cause, and the cause of the enthusiasm over the sale of Black Dress Silks is occasioned by the excellent qualities and desirable weaves of the silks and their exceptionally low prices.

36-in. Dress Satin \$1.49 yd.	40-in. Dress Taf-feta, 1.29 yd.	40-in. Georgette Crepe, 1.29 yd.
40-in. "Marchion-ess" Dress Satin, nearly pure dye, \$1.98 yd.	35-in. "Marchion-ess" Dress Taf-feta, nearly pure dye, 1.69 yd.	40-in. Imp'd Dress Satin, made by C. J. Bonnet & Cie. \$1.89 yd.
35-in. Satin Mes-saline, 99c yd.	35-in. Dress Taf-feta, 99c yd.	40-in. Dress Satin Majestic, \$1.19 yd.
40-in. Crepe Meteor, \$1.89 yd.	40-in. Satin Charmeuse, \$1.49 yd.	

**The Annual Sale of Notions**

Features Noteworthy Values

The enthusiastic response to our first announcement of this sale shows wide appreciation of the exceptional values offered. Only three more days. The following items but hint at the money-saving opportunities:

**Notions**

**"Marchioness" Shields**, flesh color, silk lined. Sizes 3-4. Regularly 31c, 34c pr. Sale price, 28c pr.

**Safety Pins**, Defender quality, nickel only. 5 doz. assorted pins on string. Special, 9c

**Hair Nets**, all-over real hair, Terms brand. Dark, medium or light brown; black or blond. Regularly, \$1.27 doz. Sale price, 98c doz. 9c each

**Skirt Markers**, lighter weight, good quality. Special, 21c

**Fresh Water Pearl Buttons**, two holes. Sizes 14 to 24 lines. Special, 5c doz.

**Shoe Polish**, "2 in 1" or "Shi-nola," black or tan. Reg. \$1.08 doz. Sale price, 79c doz. 7c ea.

**Sanitary Aprons**, medium size, good quality rubber. Regularly 2c each. Sale price, 19c each

**Sanitary Elastic Belts**, two sizes. Regularly 13c each. Sale price, 10c each

**Findings**

**Sewing Silk**, black or white, 100-yd. spools, best quality Letters A-B. Reg. \$1.22 doz. Sale price, \$1.04 doz. 9c spool

**Sewing Silk**, same quality as above, 1/2 size spools, black or white. Letters O-A-B. Regularly \$3.94 doz. Sale price, \$3.12 doz. 28c spool

**Macy's Herald Square Hooks and Eyes**, rustproof, black or white. Sizes 0 to 4 inclusive. Regularly, 21c gross. Sale price, 16c gross; 3c card of 2 doz.

**Snap Fasteners**, black or white, good quality, three sizes. Regularly, \$1.08 gross. Sale price, 79c gross, 7c doz.

**Cotton Dress Belting**, black or white, 1 1/2, 2, 2 1/2, 3 inches wide. Good quality. Regularly \$4c, 9c, \$1.08, \$1.20 doz. yds. Sale prices, 1 1/2 and 2-in., 44c doz. yds., 4c yd.; 2 1/2 and 3-in., 69c doz. yds. 6c yd.

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**14-inch Ostrich Feather Fans, 99c**

A surprise indeed—but it is necessary to see the fans in order to appreciate the exceptional value offered.

Real ostrich feather fans; 13 attacks; nicely curled feathers; carved celluloid attacks; dainty evening shades—light blue, pink, gray, canary, also white.

Also 10-inch real ostrich feather fans with 16 attacks; same colors as above, 49c

**Macy's**—Main Floor, 34th St.

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**"Nottahook" Garment Fasteners**

Owing to the increased price of brass, no more of these fasteners will be made until after the war. We purchased the manufacturer's entire stock and offer the fasteners at a lower price than they were ever sold before. Garment Fasteners, black or white, all sizes.

Cards	Tape (2 sides)
9c	48c 19c

**Macy's**—Main Floor, 34th St., Rear

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**More About the Sale of Women's Shoes \$5.94**

Many women quickly saw the opportunity for saving which this event offered. A good assortment to choose from.

**Three Attractive Combinations**

**Gun-Metal Vamps with Gray Suede Uppers**

**Tan Calf Vamps with Fawn Buck Uppers**

**Gray Kid Vamps with Gray Suede Uppers**

Well made in every particular. Up-to-date model with uppers of buckskin or oze calf. Soles are light welted. Leather Louis XV heels. Heights 8 1/2 inches above the heels or 10 1/2 inches above the ground.

**Macy's**—Second Floor, 35th Street, Rear

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**THE JANUARY SALE OF BEDS AND BEDDING**  
Continues to Offer Opportunities for Economy

With everything entering into the manufacture of beds and bedding increasing in cost, the special prices quoted give to this sale a compelling interest.

**Brass Bed, Illustration B**. Two-inch posts with five filler rods, 3-in. thick, with fancy ornaments; top rails 1 1/2 in. thick, bright and satin finish. All sides, strongly built. Specially priced, \$15.24

**Cedar Box Couches**, upholstered with tempered spring, covered in assorted drapery. Open construction. Specially priced, \$20.24

**Steel Spring**, woven wire, rope edges and helical ends. All regulation sizes. Special, \$5.24

**Silk Floss Mattresses**, finely stitched, covered in fancy tickings with roll edges. Prices ranging from \$12.74 to \$15.74 for full size.

**Wit Edge Spring**, all sizes, woven wire, fitted with sides to prevent mattress from slipping. Specially priced, \$8.49

**White Enamel Crib**, see Illustration C. High sides and ends fitted with sanitary linck fabric upholstery. Well built. Price, \$10.24

**White Enamel Bed, Illustration A**, with 1 1/2 inch continuous post and five 1/2-inch filler finish. Well built in all parts. May be had in all sizes. Special, \$6.94

**Rabbit Edge Box Spring**, upholstered with well tempered steel springs, covered in good quality A. C. A. ticking, regulation sizes. Specially priced, \$11.24

**Cotton Mattresses**, stitched and covered in blue and white ticking, 3 1/2 ft. size. Price, \$6.24

Larger sizes at proportionate prices.

**Shelf Box Springs**, upholstered with fine tempered steel springs, covered with a good grade of A. C. A. ticking. May be had in regulation sizes. Specially priced, \$10.24

**Hair Mattresses**

Made in our own sanitary factory on the premises. Excellent quality materials. Good workmanship

<b>Black Waxed Hair Mattresses</b>	<b>Empire Gray Hair Mattresses</b>
2 ft. 6 in. \$11.24	2 ft. 6 in. \$14.50
2 ft. 9 in. \$12.24	2 ft. 9 in. \$15.50
3 ft. 0 in. \$13.24	3 ft. 0 in. \$16.50
3 ft. 3 in. \$14.24	3 ft. 3 in. \$17.50
3 ft. 6 in. \$15.24	3 ft. 6 in. \$18.50
3 ft. 9 in. \$16.24	3 ft. 9 in. \$19.50
4 ft. 0 in. \$17.24	4 ft. 0 in. \$20.50
4 ft. 3 in. \$18.24	4 ft. 3 in. \$21.50
4 ft. 6 in. \$19.24	4 ft. 6 in. \$22.50
4 ft. 9 in. \$20.24	4 ft. 9 in. \$23.50
5 ft. 0 in. \$21.24	5 ft. 0 in. \$24.50
5 ft. 3 in. \$22.24	5 ft. 3 in. \$25.50
5 ft. 6 in. \$23.24	5 ft. 6 in. \$26.50
5 ft. 9 in. \$24.24	5 ft. 9 in. \$27.50
6 ft. 0 in. \$25.24	6 ft. 0 in. \$28.50
6 ft. 3 in. \$26.24	6 ft. 3 in. \$29.50
6 ft. 6 in. \$27.24	6 ft. 6 in. \$30.50
6 ft. 9 in. \$28.24	6 ft. 9 in. \$31.50

**Macy's**—Fourth Floor, 34th Street, Rear

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**You Will Save Time Shopping**

If you make use of the Services of the "Carnation Squad" and ask specific questions. If you are in doubt as to the location of any article you wish to see, ask the section manager. Tell him what you want and he will direct you to the exact location you wish to find.

**Macy's**  
Herald Square, E'way, 34th to 35th St.

**NEGLIGEEES**

of a "different fabric" Flannel, with hem-stitched band of self material. Pink, light blue, rose, Copenhagen, navy, or navy. As illustrated. An unusual offer at an exceptionally low price of \$2.99

**CAMISOLE**  
Attractive styles Modestly priced

**Aprons**

are first aid to good housekeeping. Bungalow Aprons of striped or figured percale and plain color chambray. Buttoned at side, down entire front or back; some in lace front. Many have dust caps to match. \$2.99

Bungalow Aprons of fine percale in figured or striped designs, trimmed with bands of contrasting color, rick-rack braid, etc. Covered effects, laces or shirred at waistline. \$4.99

Large Aprons, large of percale or ringham. Others of striped percale, or striped with rick-rack braid. \$1.99

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**Steel Spring**, woven wire, rope edges and helical ends. All regulation sizes. Special, \$5.24

**Silk Floss Mattresses**, finely stitched, covered in fancy tickings with roll edges. Prices ranging from \$12.74 to \$15.74 for full size.

**Wit Edge Spring**, all sizes, woven wire, fitted with sides to prevent mattress from slipping. Specially priced, \$8.49

**White Enamel Crib**, see Illustration C. High sides and ends fitted with sanitary linck fabric upholstery. Well built. Price, \$10.24

**White Enamel Bed, Illustration A**, with 1 1/2 inch continuous post and five 1/2-inch filler finish. Well built in all parts. May be had in all sizes. Special, \$6.94

**Rabbit Edge Box Spring**, upholstered with well tempered steel springs, covered in good quality A. C. A. ticking, regulation sizes. Specially priced, \$11.24

**Cotton Mattresses**, stitched and covered in blue and white ticking, 3 1/2 ft. size. Price, \$6.24

Larger sizes at proportionate prices.

**Shelf Box Springs**, upholstered with fine tempered steel springs, covered with a good grade of A. C. A. ticking. May be had in regulation sizes. Specially priced, \$10.24

**Hair Mattresses**

Made in our own sanitary factory on the premises. Excellent quality materials. Good workmanship

<b>Black Waxed Hair Mattresses</b>	<b>Empire Gray Hair Mattresses</b>
2 ft. 6 in. \$11.24	2 ft. 6 in. \$14.50
2 ft. 9 in. \$12.24	2 ft. 9 in. \$15.50
3 ft. 0 in. \$13.24	3 ft. 0 in. \$16.50
3 ft. 3 in. \$14.24	3 ft. 3 in. \$17.50
3 ft. 6 in. \$15.24	3 ft. 6 in. \$18.50
3 ft. 9 in. \$16.24	3 ft. 9 in. \$19.50
4 ft. 0 in. \$17.24	4 ft. 0 in. \$20.50
4 ft. 3 in. \$18.24	4 ft. 3 in. \$21.50