

They Also Serve Who Only Buy Bonds
 Aside from the fact that a Liberty Bond is a good sound investment that pays four per cent. interest, it is your duty and your privilege to serve your Government, and buying Liberty Bonds is one way to serve.

Macy's
 Herald Square, 5th Ave. 34th to 35th St.

AMBASSADOR GERARD'S BOOK
"My Four Years in Germany"
 Now on Sale at **\$1.79** In Our Book Department

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

U. S. and Italian FLAGS

For Columbus Day Decorations

On Friday next we celebrate the landing of the daring navigator whose discovery led to the founding of this great democracy. The flag of his land and the flag of this country should be displayed in honor of his achievement. We have a good assortment at "Lowest-in-the-City" prices.

Printed Silk Italian Flags Mounted on staffs. 7c, 12c, 19c and 49c ea.
Printed Cotton Italian Flags Mounted on staffs. 14c, 24c and 29c ea.

Italian Cotton Flags			
2 x 3 ft.	\$1.29	2 1/2 x 3 ft.	\$1.69
3 x 3 ft.	1.89	3 x 6 ft.	2.24
4 x 3 ft.	3.29	6 x 10 ft.	5.49
Italian Wool Bunting Flags			
3 x 3 ft.	\$4.39	3 x 5 ft.	\$13.49
U. S. Wool Bunting Flags			
2 x 3 ft., 45 stars.	\$2.97	2 1/2 x 3 ft., 45 stars.	\$20.19
4 x 3 ft.	5.49	10 x 15 ft.	31.50
5 x 3 ft.	6.94	12 x 20 ft.	46.75
6 x 10 ft.	11.89	15 x 25 ft.	59.75
U. S. Cotton Bunting Flags			
2 x 3 ft., 48 stars.	\$1.98		
4 x 3 ft.	2.74	4 x 6 ft., 48 stars.	\$1.49
5 x 3 ft.	3.19	5 x 8 ft.	2.39
6 x 10 ft.	4.69	6 x 10 ft.	2.79
8 x 12 ft.	8.79		
Service Flags			
2 x 3 ft. Wool Bunting.	\$1.79	3 x 3 ft. Wool Bunting.	\$3.39
2 x 3 ft. Cotton Bunting.	94c	3 x 3 ft. Cotton Bunting.	1.59

U. S. Flags and Flags of the Allies in Printed Silk Mounted on Staffs, at Prices Less Than Elsewhere.

SALE of MEN'S SHOES

Begins Thursday, 9 A. M.

\$3.69 **\$4.69**

Every Pair Taken From Our Regular Stock.

Smart Shoes—Well Made in Every Particular.

They are marked well below their former prices because we will not restock on some of these styles this season.

At **\$3.69** are smartly shaped shoes of good quality leathers in tan or black.

At **\$4.69** are included black patent leather shoes; also genuine tan Russia calf.

Men Who Know What Good Shoes Cost To-Day Will Be on Hand Early—While the Size Ranges Are Still Complete.

We Have a Special Section For Children's Dress Goods

And there we show materials specially suitable for misses' and children's costumes. The designs, colors and fabrics are selected purposely for young people's apparel,—and the prices are rigidly consistent with our policy of offering just as good and sometimes a little better for a little less.

JUST RECEIVED

2,500 Yards Checks and Plaids, 79c yd.

About twenty patterns and color combinations in varying sizes of checks and plaids. Some gay with bright red or gold, others in conservative school colorings.—blue and green. 38 inches wide.

Shadow Striped Serge For Service \$1.39 yd.

This fabric will prove its worth in wear and appearance. It's a good, sturdy quality. Green, brown, garnet, navy, soldier blue, black. 44 in. wide.

Trim the Children's Dresses With Plaid Poplin \$1.79 yd.

Just the brightening touch for young girls' cloth dresses. Plaids on blue, green or brown background. silk and wool. 40 inches wide.

Special Purchase of Seven Thousand RED SEAL VICTOR RECORDS

At About One-Fourth Less Than List Prices

This is indeed an event for music lovers—over one thousand different titles—in some cases but one of a kind—a fact which makes early selection advisable.

The following are but a few of the artists who made these records

Artist	LIST PRICE	SALE PRICE	Artist	LIST PRICE	SALE PRICE
Caruso	\$1.00	74c	Schumann-Heink	\$2.00	1.49
Tetrazzini	\$1.50	1.12	Williams	\$2.24	1.69
De Gogorza			Alda	\$5.00	3.74
			Gluck	\$4.00	2.97
			Cadaski	\$5.00	3.74
			Powell		
			McCormack		
			Amato		
			Journet		

Victor Records and Victorias at about 10% less than list prices

Scarfs and Pillow Covers

Of Venetian Art Silk Are Pleasingly Decorative

There's a fine assortment of scarfs in the Upholstery Section, ready to add an attractive touch to a library table or piano at very small cost. There are two-tone and combination effects in colors to harmonize with every decorative scheme.

SCARFS
 46 inches long at \$1.59 and 80 inches long at \$3.49.

PILLOW COVERS
 to match, with backs—for 24-inch pillows, \$1.12.

"Marchioness" Black Silks

The word "Marchioness" when applied to Dress Silks means more to the women of New York than any other fabric trade mark. It stands for quality and durability.

The "Marchioness" Black Silks we are displaying, made for us, are recommended for service. They are nearly pure dye.

The price range, from \$1.19 to \$2.97, affords a maximum of quality at a minimum outlay.

Smart Suits For Youths Who Clothe Themselves

\$14.75 to \$19.75

BROOMS and BRUSHES TO CLEAN ALL CORNERS

We have listed brooms and brushes to fit every conceivable corner and offered them at prices that will surely tempt the thrifty.

For brooms, genuine bristles, polished block. 99c, \$1.07, 1.23 to 6.74
 Whisk brooms, good quality corn. 29c, 34c, 46 to 64c
 Floor brooms, selected corn. 85c, 94c, \$1.13, 1.49
 Pick up brooms. \$1.19

BRUSHES

Dust. 34c, 52c, 71c to \$1.36
 Butler's pantry Brushes. 1.11
 Furniture. 57c, 87c, 94c to 1.19
 Sink. 5c, 6c, 8c to 11c
 Vegetable Brushes. 4c
 Window. 61c, 86c, \$1.07 to 2.82
 Toilet brushes, straight or curved. 24c, 38c, 57c to \$1.13
 Bath tub brushes. 49c, 78c to \$1.13
 Wall brushes, with extension handles. \$2.74 and 3.74
 Scrubbing brushes, best quality. 13c, 16c, 19c to 24c
 Hearth brushes, white blue, red or black bristles. \$1.13 to 1.38
 Shutter brushes, with long handles. \$1.32 and 2.07

Enameled Furniture For Little Daughter and Her Doll Family

About 25% Less Than Our Usual Prices

This is a special "treat" for the little girls. The furniture consists of about 125 sample pieces, no two alike,—that explains the savings. Pretty pieces, every one of them,—white or gray enameled, some decorated with floral cretonnes. Sh-h-h,—Christmas isn't so very far away.

China closets, \$1.19 to \$9.89	Costumers, \$1.39 to \$2.19
One illustrated, A, \$6.89	Chairs, 49c to \$4.19
Dressers, 69c to \$8.24	Rockers, 89c to \$4.19
One illustrated, B, \$2.97	Beds, 89c to \$3.24
Chiffoniers, \$1.19 to \$9.89	Desks, \$3.89 to \$9.89
Book Cases, \$1.19 to \$9.24	Tables, 59c to \$3.19

save

1-wheat use more corn
 2-meat use more fish & beans
 3-fats use just enough
 4-sugar use syrups

and serve the cause of freedom

For BAGS or FANCY WORK Metallic Ribbons ARE MOST EFFECTIVE

They can be used alone or combined with colored silks or ribbons to make stunning knitting bags. And for all kinds of novelties they offer opportunities for a wide variety of striking effects.

We have imported them in the popular shades:

GOLD OLD GOLD STEEL SILVER OLD SILVER
 19c to \$1.74 yd.

METALLIC GAUZE RIBBONS, GOLD AND SILVER
 12c to 49c yd.

Christmas Gifts for the Soldiers Must Be Mailed Before Nov. 15!

Christmas mail will be delivered to "Our Boys" if sent before the above date and marked "Christmas Mail." That means buy now! We are ready,—there's a Post Office in the store to take care of sending your parcels.

Some Suggestions,—

Fitted Cases of khaki, \$2.24 to \$6.94; of assorted black leathers, \$3.49 to \$25.75; of real sole leather, \$7.94 to \$11.89. Unfitted cases of khaki, \$1.74 to \$2.74; in bag form, \$1.14 to \$1.49; of leather, \$2.74 to \$13.49.

Money Belts, 89c to \$1.69
 Writing Cases, of khaki, with pad and pencil, 59c to \$1.24
 of leather, \$1.24 to \$9.94
 Sewing Kits and Rolls, 47c to \$1.94
 Trench Mirrors, in khaki cases, 47c and 89c

Drinking Cups, collapsible, in leather cases, 89c to \$2.94
 Straps for watch, bracelets, or identification, of various leathers, may have name stamped under space for watch, 59c to \$1.49

Officers' Cases—Envelope shapes of imitation leather, 74c; of real leather, \$3.24 to \$6.94; of sole leather, \$3.59 to \$9.94.
 Small Bottle Sets, in cases, 34c to \$4.74

Emergency Cases, of khaki, fitted, every compact, \$1.49 to \$2.94
 Fountain Pens with ink tablets, easy to carry, non-leaking, \$2.74

Note Paper, khaki colored, heavy cloth finish, package of 105 sheets, 34c; Envelopes to match, per hundred, 48c.

Hosiery, merino, 29c;
 casimere, 47c, 59c, 69c, 79c
 Gloves, wool, 79c to \$1.69;
 fleece lined, \$1.69 to \$3.69

Service Watches, worn on the wrist, Swiss make, 7 and 15 jewel movement, \$10.89 to \$27.50
 American make, 7 and 15 jewels, plain and luminous dials, \$7.94 to \$25.75

Handkerchiefs, khaki cotton, 12c, 23c; red and blue cotton bandanas, 15c; plain linen hem-stitched, 17c
 Smokes—all well known brands of cigars, cigarettes and tobacco. Pipes, 24c up.

Folding Lanterns, galvanized, \$2.49

All Wool Sweaters, sleeveless, \$4.96
 Coat style, \$7.74 and \$8.24
 Bedding Rolls, \$9.74, \$12.49
 Folding Lanterns, galvanized, \$2.49

Blankets, plaid, all wool, 69x80 inches, \$5.39; gray, 61x81, \$4.96; 62x82, \$6.29; heavier, 66x91, \$6.69

MEN'S Imported Overcoats

For Motoring and Street Wear

\$49.75 and Up.

Burberry's and other London clothes makers have supplied this assortment of smartly tailored motor coats—some of them specially made for us.

The style, cut and finish are of the sorts that men look for in imported garments at much higher prices elsewhere.

Tailored of fine, rich fleece, in dark, serviceable colors. Warm but not heavy.

FROM THE DELICATESSEN

Old Farm Style "Scrapie"—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. "Scrapie" is most delicious. Special at 21c lb.

Smoked Beef—Best quality; all middles; sliced, 59c lb.

Star Brand Salami Sausage—Fancy Sausage; well spiced and seasoned; savory and delicious; at 69c lb.

New Sauerkraut—at 8c lb.

Smoked Finnan Haddies—A fresh shipment of extra fancy smoked haddie of fine flavor. An appetizing dish—broiled creamed or made into a salad. Special 23c lb.

Nova Scotia Salmon—The very choicest quality. 87c lb.

Shrimp Salad—Made of fine Shrimps, celery and mayonnaise; delicious. 49c lb.

Celery Potato Salad—French style—An appetizing combination made of crisp celery, finest potatoes and perfect mayonnaise. 19c lb.

Domestic Swiss Cheese—Rich and of a piquant flavor. 54c lb.

New York State Full Milk Cheese—extra fancy, mild and of fine flavor. 37c lb.

Fresh Tomatoes—Stuffed with Chicken and Lobster Salad, and mayonnaise. 12c ea.

Ivory Enamel Bed, \$14.24
 As illustrated, above, has 2-inch posts with large metal cadet caps, five 1-in. filler rods and five castings in head and foot boards. 14-in. square cross rods, panel effect. Well constructed in all sizes, also finished in white enamel.

Brass Bed, \$21.74
 With 2-in. caps, five 1-in. filler rods with T-head ends, 1-inch top rods, center ornaments, panel effect. All sizes in bright or satin finish.

Ivory Enamel Bed, \$8.74
 As illustrated, below, has 1 1/2-in. continuous posts and 2-in. filler rods. Finished in hard, baked-on enamel. Well made, in all sizes.

BEDS In Three Attractive Styles

Junior Girls' New Serge Frocks

In Three Distinctive Models

\$11.74 **\$11.74**

Sizes 12 to 16 yrs.

These navy men's wear serge frocks are cut on lines that will be becoming to the growing girl. They are carefully finished and well tailored. Taken all in all, they have the appearance and the wearing quality of higher priced dresses.

A—Is a clever buttoned style, laid bound and closed at the side with a large buckle. The shawl collar is of broadcloth of a contrasting shade. The skirt has large bound pockets lined in broadcloth to match the collar. The turn back cuffs are also braided.

B—The smart straight lines of this frock are accentuated by the new long waisted back and d pleated front. The white poplin collar is stitched in a contrasting color and the sleeves are pearl button trimmed. And we mustn't forget the wide leather belt and patch pockets.

C—This trimly tailored coat model buttons all the way down the side with novel pearl buttons. Hand embroidery trims the wide belt back and front. The collar is made of white serge and the patch pockets are generously large.

There are two reasons why mothers will enjoy seeing their daughters in these frocks—they are appropriately youthful and particularly smart and well made at this price.