

**Demonstration of Japanese Water Colors
For Coloring Photographs**

Come in and learn how to make your prints more attractive by using these water colors. Bring in one of your prints to be colored without charge.
Book of Colors 49c and 74c
Sets Containing Colors, Brushes, Instruction Book and Eradicator 98c and \$1.23

Camera Department, Fifth Floor, 35th Street

Attractions Are Prices—Quality—Service

Macy's

35th Street
Broadway

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

READY—Bonds of the First Liberty Loan

The Federal Reserve Bank has delivered our allotment of Bonds of the First Issue. All who paid for their bonds here may have the definitive bonds now upon tendering the receipt and upon satisfactory proof of the identity of the holder of the receipt.
Those who made application but paid no money at the time of their subscriptions may have their bonds now by paying the price of the bonds plus accrued interest to date.
The withdrawals of the amount of the bonds and accrued interest have been made from the accounts of our D. A. customers who authorized us to do so, and their bonds are awaiting them.
The Liberty Bonds of the first issue may be claimed at the Transfer Desk on the Main floor in the rear of the Main Stairway.

Smart Women Will Be Interested in These Important Reductions on

WINTER SUITS
\$33.75

That were formerly priced from \$39.75 to \$59.75

Only one or two of a kind, taken from our regular stock and repriced downward. They are so excellent in quality and so substantially reduced in price as to make this a sale of marked importance to all who seek GOOD suits.

Suits of wool velour, broadcloth, Oxford cloth, silvertone and mixtures, trimmed with fine furs, velvet, buttons and stitching; also plainer models to be worn with one's own furs.

Navy, Black, Brown, Green, Taupe, Burgundy

Third Floor, 34th Street, Broadway



The New SWEATER Section

Needed These New Headquarters to Take Care of Its Complete Stock

Here's a view of our new, increased department for sweaters, which is our way of responding to the vogue for these popular garments. It has been moved to an easily accessible spot on the main floor, where our customers may be served with comfort and convenience.—with satisfaction, too, for the collection of sweaters constitutes an almost unending variety of styles, weaves and prices. There are sweaters for all requirements of taste, purpose or purse—at prices consistent with our policy of selling a little more for a little less.

Slipover Sweaters

One of the fibre mixtures, in pretty colors, with striped collar, cuffs and bands. \$7.74
Another of alpaca yarn with pointed collar, cuffs, band, and pocket trimming of contrasting color. \$8.94

Fibre and Mercerized

A good looking plain one with brushed wool collar in contrasting color—very attractive. \$8.94
A smart sweater with checked border around the collar and down front; checked sash, too. \$6.94

Soft Shetland Weaves

A beauty of soft, fine alpaca yarn has novelty collar, sash and fancy buttons. \$12.74
Another very comfortable and warm one has brushed wool collar and cuffs; tasseled sash. \$6.49

Beautiful Silk Sweaters

A particularly fine one in fancy block weave with fringed shawl collar. \$32.75
Another in ribbon weave with large sailor collar and sash. \$23.74

Plain, Sensible Sweaters

Mannish sweater with collar buttoned to neck, deep pockets. \$7.49
Another practical sweater with deep sailor collar and sash. \$5.94

Some Novelties

A fancy knitted sweater with shirred back and sash coming from the sides has collar and cuffs of striped brush wool. \$10.74
A novelty weave sweater of fibre and brushed wool, shirred in back with sash attached at sides. \$8.94

Cozy Ones of Brushed Wool

A sweater coat, in blanket patterns, in pretty color combinations. This has a fancy crossed belt, fastened at sides. \$14.74
A brushed wool sweater with plain knit collar, cuffs and sash. \$6.94

For Misses and Children

Brushed wool sweater with wool collar and all around belt. \$6.49
Plain weave sweaters with deep sailor collar and plain all around belt. Rose, Copenhagen, tan, maroon, white, gray or navy. \$4.49

What is a Blue "Will Take" Transfer Card?

It is a card, obtainable from any salesperson, which will insure quick shopping for those who wish to take parcels home. Show the card in every department in which you make a purchase. At the end of your shopping tour pay for all purchases in one payment at the Main Floor Transfer Desk and receive the purchases wrapped in a single parcel.
The woman who takes parcels home is doing a patriotic duty.

First Long Trousers Suits
\$14.75

At this low price we are showing many smartly tailored suits that strongly appeal to the young chap who is beginning to show his first real interest in clothes. Fashioned after the Men's up-to-date models but changed enough to give the youthful appearance.
Norfolk, Semi-Norfolk and Sack Coats, also the New Coat with the disappearing belt, which may be worn all around or buttoned underneath the coat as desired.



Serviceably tailored of Cassimeres, Tweeds, Worsteds and Flannels—and priced much less than elsewhere.

Fifth Floor, 34th St., Broadway

WOMEN'S Shoes, \$6.94
With Long Lines

Tan lace boots with vamps of dark tan leather and tops of lighter tan cloth, a combination that will be appropriate with street and tailored costumes.
Perforations give the effect of a wing tip. With light welted soles and Cuban heels.

2d Fl., 35th St., Rear

A Woman Who Tips the Scales at 260

wore a CORSET that kept its shape for a year and eight months!

She wrote and told us so herself—she was so satisfied.

One of our skilled corsetiers fitted the corset. She made certain alterations that would insure proper distribution of the flesh. She reinforced it to give substantial support. She adjusted it to allow comfort when the wearer was seated. She gave it lines that would give symmetry to the figure. —And it lasted a year and eight months. Our customer tells us it is good for many months more!

This is but one example of the work done by our artisans. This is but one of the many similar compliments we receive every day.

Why not have a corset fitted that will give YOU satisfaction? That means: WHY NOT HAVE YOUR CORSET FITTED HERE?

Third Floor, 35th Street

TELEGRAPHIC TIDBITS



Gorgeous Wrap, wonderful lines, turquoise velvet, Kamchatka wolf collar.

See it on the Third Floor. Cameos, rare beauties, plain and pearl mountings. Not so expensive. On the Main Floor.

Metallic Ribbons, various widths, stunning on velvet millinery or evening gowns. On the Main Floor.

Girls' Coats, reasonable, serviceable. Specially good ones in velour. On the Third Floor. Printed Georgette Blouses, new, smart. Why not get one?—only \$5.49. On the Third Floor.

New Veil, has soutache braid centre over hat and floral scroll design. On the Main Floor.

Wear close-fitting mole hat next skating party. On the Second Floor.

Flesh Georgette Neglige, beaded. Ever so graceful. On the Third Floor.

A French Cushion would beautify your room. We have stunning ones. On the Fourth Fl.



Warmth and Comfort for Chilly Days in These

Boys' Sweaters
\$1.98 to \$6.24

Sizes 24 to 36

There are hundreds of sweaters in every desirable color and style in our boys' department, at prices that take no heed of the scarcity of fabrics and labor.

Shaker Knit, brush, worsted and ropestitch weaves; Byron collars, shawl collars and slip over head army style.

Colors: Maroon, khaki, gray, oxford, heather, rose, green, navy, king blue and brown

BOYS' SPECIAL:—

Khaki Army Sweaters, \$3.89

For 153 Little Chaps We Have

Novelty Suits at \$4.89

Because these suits are parts of broken lots we are disposing of them at this special low price. Made in several Russian and Junior Norfolk Models in Serge, Cassimere and Corduroy.

Sizes 2½ to 8 years

Second Floor, 34th Street, Rear

A SALE That Makes Savings Positive

Black Dress Silks

With Dependability in Every Yard

Nearly sixty years of experience as silk merchants, a well earned reputation for reliability as specialists in black silks, and a sound cash policy—these are the things that create confidence in our silks and make a sale such as this an event of importance.

Well Wearing Qualities—Standard Weaves—Serviceability

Black Dress Satin, good quality, lustrous finish. Pure silk. 35 inches wide. 99c yd.	Black Satin Charmeuse, excellent quality and good weight. 40 inches wide. \$1.69 yd.	Black Dress Taffeta, fine quality, nearly pure dye. 35 inches wide. \$1.12 yd.
Black Imported Dress Taffeta, lustrous and fine quality. 35 inches wide. \$1.49 yd.	Black Satin Majestic, good weight and quality, lustrous finish. 40 inches wide. \$1.39 yd.	Black Satin Liberty, high lustre and fine quality. 36 inches wide. \$1.79 yd.
Black Silk Faille, good weight and quality. 36 inches wide. \$1.69 yd.	Black Satin Crepe Meteor, good weight and quality. 40 inches wide. \$1.69 yd.	Black Satin Duchesse, well wearing quality. 36 inches wide. \$1.29 yd.
Black Crepe de Chine, serviceable weight and well wearing quality. 40 inches wide. \$1.49 yd.	Black Imported Dress Satin, very fine quality. Made by C. J. Bonnet et Cie. Lyons. 40 inches wide. \$1.98 yd.	

"Marchioness" Silks—Known for Quality

Made Expressly for This Store

Black "Marchioness" Dress Satin, nearly pure dye. 35 in. wide. \$1.49 yd.	Black "Marchioness" Dress Satin, superior quality, nearly pure dye. 35 inches wide. \$1.89 yd.	Black "Marchioness" Taffeta, nearly pure dye. 35 inches wide. \$1.49 yd.
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Second Floor, 35th Street

FLOOR COVERINGS

Of the Practical Kinds Priced with the Thrift Appeal

American Made Wilton Rugs

At prices the same as eight months ago. Made of the finest quality yarns, closely woven and linen fringed. Designs borrowed from Chinese, Turkish, Persian and other Oriental rugs.

27 in. x 54 in.	\$7.74
59 in. x 63 in.	12.48
4 ft. 6 in. x 7 ft. 6 in.	25.25
6 ft. x 9 ft.	45.75
6 ft. 9 in. x 9 ft.	45.75
8 ft. 3 in. x 10 ft. 6 in.	66.75
9 ft. x 12 ft.	73.75

An excellent assortment of these rugs in large sizes at prices below today's quotations.

9 x 12 ft., 11 ft. 3 in. x 12 ft., 10 ft. 6 in. x 13 ft. 6 in. and 11 ft. 3 in. x 13 ft.

Solid Color Carpets—Imported and Domestic

Our collection of solid color carpets includes a range of qualities and shades for every conceivable purpose. Mostly all solid color, some in Moresque effect, others in the new corduroy weave.

Domestic Velvet weave, solid color, 27 inches wide, \$1.34. Imported Wilton Velvet carpet, good grade of worsted yarn, \$2.69 yd.

Imported Chenille Carpet, heavy quality and very wide, used to cover rooms solid or to make into large size rugs. 9, 12 and 15 ft. wide. Two qualities, \$8.48 and \$9.74 sq. yd.

Seamless Axminsters

In two grades, marked at savings of about one-fourth because of slight irregularities in the outlining of some of the patterns. They are all seamless, of standard quality wool yarn that will give satisfactory wear.

First Quality—	
27 in. x 36 in.	\$1.74
27 in. x 54 in.	2.89
3 ft. x 6 ft.	4.89
6 ft. x 9 ft.	18.48
7 ft. 6 in. x 9 ft.	23.89
8 ft. 3 in. x 10 ft. 6 in.	31.50
9 ft. x 12 ft.	34.50
Second Quality—	
27 in. x 36 in.	\$2.34
3 ft. x 6 ft.	4.14
6 ft. 3 in. x 10 ft. 6 in.	24.89
9 ft. x 12 ft.	28.75

From mills that make only goods of standard grades. Hardwood patterns, tile effects, matting and wool designs.

Inlaid Linoleum \$1.14 and \$1.48 sq. yd. Figured Cork Linoleum 2 yds. wide, 74c sq. yd. 4 yds. wide, 79c sq. yd.

Inlaid and Figured Cork Linoleums

From mills that make only goods of standard grades. Hardwood patterns, tile effects, matting and wool designs.

Inlaid Linoleum \$1.14 and \$1.48 sq. yd. Figured Cork Linoleum 2 yds. wide, 74c sq. yd. 4 yds. wide, 79c sq. yd.

Fourth Floor, Broadway

Clothes That Set a High Standard in Tailoring and Fabric, at Their Price

One need not qualify as an expert to recognize in these garments a degree of superiority that is not reached in garments he will find elsewhere at even higher prices. Our fall line of



Suits for Men
at \$27.50

is far ahead of the garments offered elsewhere to-day, at the price, as rigid tests proved.

Hand tailored, where hand tailoring would improve the style, fit and wear—of all wool fabrics that will give a full measure of service—and designed along semi-conservative lines that will lend dignity and smartness to a man's appearance.

Clothes of Equal Quality Would Cost You at Least \$35.00 Elsewhere



Fifth Floor, Broadway, Front