

Attractions Are Prices—Quality—Service
Macy's
 Herald Square. E'dway, 24th to 35th St.
 We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

SPRUCING UP THE BOYS FOR EASTER

To fathers and mothers of boys who are ready for

First Long Trousers Suits, \$22.50

We make a specialty of suits of this kind—models designed for youths not fully developed.

Easter is at hand, and your boy, if this is the year for his goodbye to knickerbockers, will be delighted with one of these suits.

Two-button sacks, waistline designs, with a mannish look, materials of the durable kind, tailored by craftsmen who know just what growing boys want.

Sizes 15 to 20 years.

Other suits up to \$29.75

2007—Fifth Floor, Front



An Easter Special All wool SUITS with two pairs of trousers, \$14.74

Boys' own peacetime clothes, with all the pleats and pockets that were restricted during the war, now featured in newer and smarter models than ever before.

Box and side pleated Norfolk styles tailored with as much care as a man's suit. Made of all wool chevots and cassimeres in Spring shades of brown, olive and gray.

The coats are lined throughout with alpaca. Both pairs of trousers are fully lined and finished with taped seams. All the pockets a boy could wish for. Sizes 7 to 18 years.

Three styles illustrated—

Let us help you to select his spring REEFER

MOST boys scorn an overcoat. Most boys that scorn overcoats are justified. They probably find them formal, confining things that make them feel stuffy. We've been very particular about selecting our boys' overcoats. Particular that the styles should be so smart that boys will want to wear them, and the tailoring so good that the coats will be comfortable.

TOP COATS of all-wool tweeds and homespuns in gray or olive. Sizes 10 to 18 years. \$14.74 and \$16.74

REEFERS in tweeds, checks or chevots in plain or mixed colorings. Also regulation naval styles. Sizes 2½ to 10 years. \$7.49 to \$14.74



2008—Second Floor, 34th St., Rear.

EASTER "FIXIN'S"

Blouses

of white or colored silks, fancy crepes, woven madras and fine percales, with collars attached; neckbands or fancy collars to match. Sizes 6 to 16 years. 94c to \$4.49

Shirts

of the same fabrics. Sizes 12 to 16 years. \$1.44 to \$4.89

Ties

Four-in-hand or open end styles in a large assortment of white satin or fancy colors and designs; striped effects, in college or regimental colorings. 44c to \$1.89

Collars

All the popular brands and styles, in laundered and soft collars, Eton and straight.

Hats

Mixed tweed and serge hats, in telescope, dolphin and alpine styles. They can be shaped or dented to suit his own taste. Tan, green and gray mixtures; also shepherd checks. Sizes 6½ to 7½. \$2.24 to \$2.49

Felt alpine hats in new Spring tones; olive, gray or blue; bound in silk or with plain edges. \$2.49

Blue serge sailor tams, with U. S. Navy bands or French name bands and pompons. \$1.48 and \$2.24

Boys' golf caps, in blue serge, mixed tweeds or checks, finished with leather sweatbands. Lined or unlined. 94c to \$1.89



Of course we look after the little chaps

Wash Suits in almost countless models—Dickens, middy, Russian and junior Norfolks of repp, poplin, galatea, linen, Devonshire cloth and any number of other appropriate fabrics. In plain or combination effects. Sizes 2½ to 10 years.

\$1.89 to \$6.94

Wool suits for juniors

Junior Norfolks, Middy Suits, Russian effects, Dickens and Sailor Suits. Of fine serges, fancy mixtures, checks, chevots, cassimeres, in models suitable for every day and dress-up occasions. Sizes 3 to 10 years.

\$6.49 to \$14.74



A sale of 195 women's silk dresses at \$23.74

They are extremely well fashioned and the materials used are of excellent qualities.

The styles are lovely—some are gracefully draped, others have deep tucks. Two styles have both the blouses and skirts effectively beaded.

The materials are plain Georgette over foulard, Georgette over silk, printed Georgette combined with taffeta, or used alone over a silk lining.

The colors are navy, Copenhagen, henna, taupe, black.

THREE OF THE STYLES ARE ILLUSTRATED

2009—Third Floor, Broadway

WHEN Fixing Him UP from "Head to Foot" Be Good to HIS FEET

"Right Shape" Shoes for Boys

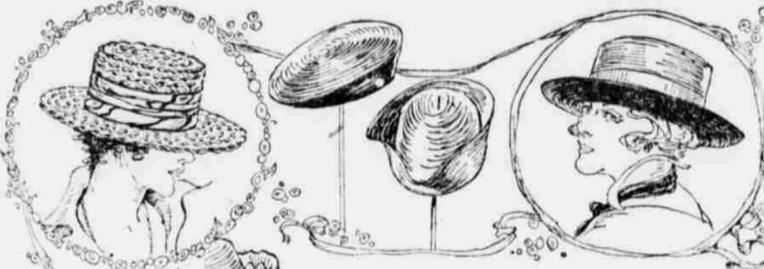
are made to keep his feet comfortable for the thousands of steps they take every day. They are made so sturdily, too, that they don't care how many thousands of steps they are made to tread.

"RIGHT SHAPE" SHOES are made of black and tan leathers in styles suitable for dress-up as well as rough-and-ready wear.

Sizes 11 to 6

\$4.49 to \$6.94

2010—Second Floor, Rear



A Sale Untrimmed and Ready-to-Wear Hats, \$1.69

We sold similar styles earlier in the season at \$2.97 and \$3.96.

We held a sale of this nature last week. It was so successful that we're making another similar offering to satisfy all the women who want such remarkably good hats for so little.

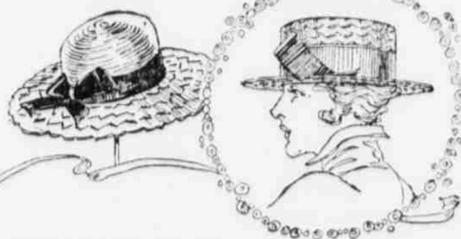
Untrimmed Hats

Watteau shapes
 New styles of tams
 Tricornes
 Matronly turbans
 Side rolls
 Front effects
 Mushroom
 Sailors
 Short back effects
 Dress shapes

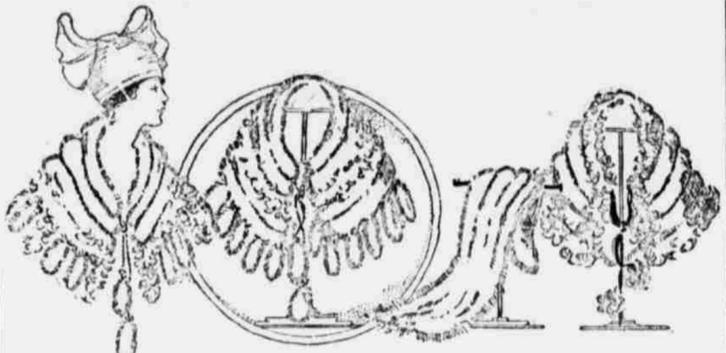
Tailored Hats

Rough straw sailors
 Lisere sailors
 Lisere mushroom
 Pineapple brims with lisere crowns
 Leghorn and pineapple straw combined
 All trimmed with grosgrain bands and bows

Black, Navy, Dust, Purple, Brown, Jay Blue, Cherry & many other wanted colors



2011—Second Floor, 34th Street



a sale of marabou capes

to provide the soft, fluffy finish that is needed with your easter costume.

\$6.89

The price is remarkably low for capes of such excellent quality marabou. The strands are soft and full. Made in three becoming

cape styles and one fox scarf effect with head and brush. The capes are combined with ostrich or finished with marabou "tails" as the illustrations show.

All are satin lined, finished with satin ribbons or silk cord and pom pom ends of marabou or ostrich, as illustrated above. Colors—seal brown, natural, black.

A special marabou cape, \$4.74

A becoming cape of five strands of marabou, satin lined, finished with ribbon streamers and marabou pom pom ends. Color: Seal brown.



—Main and Second Floors



75 Eight-Day Mantel Clocks—\$4.89 Originally, \$7.24

Mission finish case, with gilt feet and side ornaments. Strikes the hour and half hour; 11½ inches high, 10 inches wide, 5-inch dial and gilt bezel. Guaranteed movement.

2012—Basement, Front.

R. H. Macy & Co.
 Herald Square New York

Store Opens 9.00 A. M., Closes 5.30 P. M.