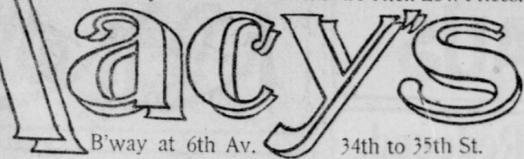




THE "NOT ADVERTISED" MERCHANDISE... Many of our BEST VALUES are NOT mentioned in our newspaper advertising.

R. H. Macy & Co's Attractions Are Their Low Prices.



B'way at 6th Av. 34th to 35th St.

Midwinter Sale of Household Linens.

BED SPREADS. Bed Spreads, a special value—fringed with cut corners, for brass beds, both in single and double bed sizes, at \$1.51, \$1.30, \$1.18 and \$1.08.

CROCHET BED SPREADS. Hemmed Crochet Bed Spreads at 88c., 94c., 96c. and 98c.

Table Damask—Napkins to Match. Scotch Double Damasks, one of the best qualities ever manufactured, 72 inches wide; regularly sold by jobbers everywhere at \$1.50 a yard, our special price for this sale... \$1.08

The above we consider one of the best values that have ever been offered in high class Linens. "Red Star" Damasks, beautiful designs and perfectly laundered, 72 inches wide; our price, a yard... 98c

Napkins to match the above:— 20x20 inches \$2.03 22x22 inches \$2.48 24x24 inches \$2.94

Table Damasks. Pure Linen Damask, full-bleached, very heavy quality, 70 inches wide, retained elsewhere at 75c. a yard; our price for this sale... 50c

Damask Table Cloths. All-linen Table Cloths, with imitation hemstitching, size 60x80 inches; also a large lot of Fringed Table Cloths, with drawn-work borders, size 62x78 inches; regularly retailed at \$1.25 each; your choice, for this sale, at... 96c

Pure Linen Hemstitched Table Cloths—our own importation—at one-third less than regular retail prices:— 62x66 inches \$1.36 62x82 inches \$1.59 62x94 inches \$1.83

Pure Linen, Full-Bleached Pattern Table Cloths, bordered on four sides:— 60x67 inches \$1.24 66x84 inches \$1.56 66x101 inches \$1.87

Damask Napkins. Pure Linen Napkins, good wearing qualities, perfect laundering, splendid values:— 20x20 inches 97c 23x23 inches \$1.98

20x20 inches \$1.39 22x22 inches \$2.59

Splendid Towel Values. Figured Huckaback and Mottled Weave Hemmed Towels, size 18x35 inches, sold elsewhere at 12c; our price... 10c

All Linen Crashes—Three splendid values:— 17 inches wide; elsewhere 10c. a yard, our price... 8c

17 1/2 inches wide; elsewhere 11c. a yard, our price... 9c

18 inches wide; elsewhere 12c. a yard, our price... 10c

"Fruit of the Loom" and "Atlantic Mills" Sheets and Pillow Cases.

An unprecedented assortment of sizes. At prices even we have never before. Made as nicely as the handwork of a housewife. "Fruit-of-the-loom" and "Atlantic Mills" are finished with 2 1/2-in. hems.

"FRUIT OF THE LOOM." "ATLANTIC MILLS." HEMMED SHEETS:— Size 54x90 inches, at 44c. Size 63x90 inches, at 51c.

Size 72x90 inches, at 56c. Size 72x90 inches, at 54c. Size 72x90 inches, at 52c.

Size 81x90 inches, at 53c. Size 81x90 inches, at 51c. Size 90x90 inches, at 64c.

Size 90x90 inches, at 62c. Size 90x90 inches, at 60c. Size 90x108 inches, at 74c.

HEMSTITCHED SHEETS:— Size 63x90 inches, at 61c. Size 72x90 inches, at 64c.

Size 81x90 inches, at 66c. Size 90x90 inches, at 76c. Size 90x108 inches, at 84c.

HEMMED CASES:— Size 42x36 inches, at 13c. Size 45x36 inches, at 14c.

Size 50x36 inches, at 15c. Size 54x36 inches, at 16c.

Size 54x38 1/2 in., at 17c. Size 54x38 1/2 in., at 15c.

Size 54x38 1/2 in., at 16c. Size 54x38 1/2 in., at 17c.

HEMSTITCHED CASES:— Size 42x38 1/2 in., at 21c. Size 45x38 1/2 in., at 18c.

Size 50x38 1/2 in., at 22c. Size 54x38 1/2 in., at 21c.

"Society" Silk. We are sole New York Agents for this handsome fabric, well known to all high class dressmakers as a product that is ever increasing demand for evening costumes.

This silk has never been retailed for less than \$1.50 a yard—we are offering it as a special value at... \$1.24

Double Width Black Crepe de Chine; sold elsewhere at \$1.50 a yard, special at... \$1.19

Single Width Black Crepe de Chine; sold elsewhere at 85c. a yard, special at... 59c

Black and Colored Dress Goods. 49c a yard for Black and Colored Dress Goods, including Voiles, Crossbar Panamas and Etamines.

Illuminated Tweeds, Camel's Hair, Nub Suitings, Sail Cloths, Serges and Chevots. They are 46 to 64 inches wide, and were made to retail at 75c. to \$1.50 a yard.

Wash Goods Specials In the Basement. 300 Pieces of Mercerized Suitings, weight suitable for the making of two-piece suits; permanent luster in pink, champagne, reseda, ecru, cadet, pale blue and combinations of black on green, black on pink and black on cadet. These goods have been retailed elsewhere at 40c. and 45c. a yard—we secured the entire lot at a low price and offer them at... 12c

These on the Main Floor: Complete assortment of all the newest Wash Fabrics, representing the very best foreign and domestic mills. We show a new shipment of Flannels, Printed Tulle, Organdie Lisse, Organdie Raye Solo, Organdie Carreaux, Nouveaux, Embroidered Linn, Embroidered Chambray, Embroidered Moussins and Bettises, Embroidered Bourtois, &c., &c.

At 19c Best quality Irish Dimity, made in Belfast—large variety of designs, including dots, rings dots, rosebuds, forget-me-nots, apple blossoms, moss roses (large, medium and small designs), on white and tinted grounds and all the latest color combinations.

At 15c We offer a shipment direct from Glasgow of Knicker Voiles, Bourettes and Union Linn, in green, heliotrope, pink, pale blue, cadet, silver gray, sky blue, oxford and cream; every yard our own direct importation and the price is lower than others ask for domestic goods.

Women's Fine Furs. Women's Chic Blouse Coats, made of sable squirrel, full sleeves, lined through... \$74.96

Neck Pieces. Natural Squirrel Throw Scarf, \$4.90. Sable Squirrel Throw Scarf, \$5.74.

Sable Fox Long Scarf, with three tails on each, \$9.00. Alaska Sable (skunk) Pelatine, \$9.00.

Sable Fox Scarf (extra wide), \$14.90. Black Lynx Imperial, \$19.74.

Mink Stock, copied from imported model, \$18.74. Ermine Neck Scarf, \$29.74.

Muffs. Natural Squirrel Pillow Muffs, \$4.90. Sable Squirrel Pillow Muffs, \$5.74.

Sable Fox Pillow Muffs, \$6.74. Alaska Sable (skunk) Pillow Muffs at \$9.00.

Sable Fox Pillow Muffs, extra fine quality, \$9.34. Black Lynx Pillow Muffs, \$13.74.

Mink Pillow Muffs, \$29.74. Ermine Pillow Muffs, \$38.74.

We have made DECIDED REDUCTIONS in our stock of higher grade Novelties, Coats and Neckpieces.

35c. Fancy Taffeta Ribbon at 24c. Fine quality Taffeta Ribbon, clusters of satin stripes, and Jacquard woven ovals, 4 1/2 inches wide.

In white, light blue and pink; also in combinations of white and light blue, white and pink, white and- and- and- turquoise, white-and-llac and white-and-black; regularly worth 35c. a yard.

Dressmaking and Tailoring Dept. WE ANNOUNCE Our Annual Mid-Winter Reduction Sale of all Imported Models to much less than their actual value.

We are also showing new models and are prepared to execute, at short notice, orders for Gowns, suitable for Winter resorts, in Crepe de Chine, Pongee, Novelty Check Silk and Embroidered Batiste.

Continuation of the Muslin Underwear Sale. Sale in progress on three floors: Basement—Main floor. Full assortments—24 Floor.

Walking Skirts. Muslin, trimmed with umbrella-shaped ruffle, tucks and hemstitching... 39c

Muslin, trimmed with 18-inch lawn founce, three rows of wide hemstitched tucks, finished with dust ruffle... 79c

Cambrie, trimmed with umbrella-shaped founce, hemstitched tucks, two rows of wide lace insertion and wide lace edge... 79c

Cambrie, trimmed with circular founce, four rows of wide lace insertion and lace ruffle, finished with dust ruffle... 99c

Cambrie, trimmed with blind embroidery founce, finished with dust ruffle... \$1.29

Cambrie, trimmed with umbrella-shaped founce, tucks, two rows of ball pattern lace insertion, wide lace ruffle; finished with dust ruffle... \$1.29

Cambrie, trimmed with umbrella-shaped founce, tucks, two rows of three-inch Point de Paris lace insertion, narrow ruffle and lace edging; finished with \$1.98

Better qualities up to... \$31.98

Corset Covers. Cambrie, low neck, trimmed with hemstitched ruffle... 12c

Cambrie, V-shaped neck, trimmed with wide embroidery... 12c

Cambrie, neck trimmed with embroidery... 15c

Cambrie, neck trimmed with lace edging... 15c

Cambrie, French style, back and front trimmed with wide embroidery... 24c

Cambrie, low neck, trimmed with tucks, four rows of lace insertion down front and lace ruffle, with ribbon drawn through... 39c

Cambrie, low neck, trimmed with two rows of torcheon lace insertion down front, wide lace ruffle, with ribbon drawn through... 39c

Cambrie, low neck, trimmed with two rows of torcheon lace insertion, beading, ribbon and lace ruffle... 79c

Nainsook, low neck, trimmed with two rows of Maltese lace insertion in back and front... 89c

Nainsook, low neck, trimmed with Valenciennes lace insertion, beading, ribbon... 99c

Nainsook, low neck, trimmed with Valenciennes lace insertion, beading, ribbon and lace edging... 99c

Nainsook, low neck, trimmed with Valenciennes lace insertion, beading, ribbon and lace edging... \$4.79

Flannelette Undergarments. NIGHT GOWNS. Made of striped flannelette, ette, plain yoke... 59c

Made of striped flannelette, ette, plain yoke... 60c

A Sale of Men's Shirts. This offering of Shirts, Collars and Night Shirts is based on the low price of cotton. Market conditions enable us to sell merchandise of the high standard we have always maintained at lower prices than has been possible for many months. The quantities in this sale are ENORMOUS.

34c for Men's Unlaundered Dress Shirts, made of good quality muslin, well finished; reinforced continuous facings; sold regularly elsewhere at 50c.

Also Boys' sizes—12, 12 1/2, 13, 13 1/2, 14 and 14 1/2. For Men's Unlaundered Dress Shirts; body of New York Mills muslin, 2,100 linen bosom, reinforced backs, continuous facings on sleeves and back; cushion neck bands—all sleeve lengths, open back and front, open back only, also short bosoms with yokes; sizes 14 to 18; regularly sold elsewhere at 75c.

68c for Men's Laundered Dress Shirts; linen bosoms; good quality muslin body; open back and front; three stud holes, continuous facings, cushion neck bands. Also made with eight or fourteen buttons.

94c for Men's Laundered Dress Shirts, bodies of Utica Nonpareil muslin; 2,100 linen bosoms; in the following styles: Full Dress Coat Style, with cuffs attached. Full Dress, open back and front. Open back and front; with cuffs attached. Open back only.

A Special Offering: Madras Percalé Shirts, pleated bosoms, attached or detached cuffs; all sizes from 14 to 18; made by a prominent manufacturer to retail at \$1.00 to \$1.50; your choice at... 68c

Men's Night Shirts. Night Shirts, made of fine cotton, 52 inches long, with or without collars, neatly trimmed, sizes 15 to 20; sold elsewhere at 50c... 39c

Night Shirts, made of Washington Mills muslin; also of heavy twilled muslin, with or without collars, plain or trimmed, sold elsewhere at 75c; our price... 48c

Men's \$1.00 Pajamas at 68c. Men's Pajamas, made of domet flannel, extra full and large, finished with pearl buttons; all sizes.

Men's Four-Ply Collars, Six for 29c. There are six styles in all—two wing, one poke and three turn-down—sizes 14 to 18. Made by a well-known manufacturer and are the best values we have offered this season.

Included in the lot are several styles from our regular 12c. qualities that we are discontinuing; about six hundred dozen in the lot—sizes are broken.

Children's and Misses' Drawers. Made of Muslin, trimmed with hem and tucks, all sizes, 2 to 9c

Made of heavy quality Muslin, trimmed with umbrella-shaped hem-stitched ruffle, sizes 2 to 8 years, 10c; sizes 10 to 12 years, 14c; sizes 12 to 16 years, 18c; sizes 16 to 18 years, 22c; sizes 18 to 20 years, 26c

Made of Muslin, trimmed with hem-stitched umbrella-shaped ruffle and embroidery edging; sizes 2 to 8 years, 22c; sizes 10 to 16 years, 28c

Infants' Wear. Long Slips, made of nainsook, gathered at the neck, with feather-stitching in centre, neck and sleeves finished with hem-stitched ruffle... 39c

Long Slips, made of nainsook, gathered at the neck, trimmed with the embroidery insertion, neck and sleeves finished with hem-stitched ruffle... 39c

Short Dressing Gowns, made of nainsook, round yoke trimmed with embroidery insertion and hemstitching, 6 months and 1 1/2 years... 49c

Corset Values. White Tape Girdles, with hose supporters and attached; sizes 18 to 23 in.; sold elsewhere at 60c... 49c

Straight Front Corsets, bias cut, dip hip, medium bust, sizes 18 to 25, hose supporters attached; sold elsewhere at \$1.00.

English Silver Photograph Frames. Just received from abroad a lot of Cabinet Size Silver Photograph Frames, that were intended for our Christmas trade, but were too late. For that reason we have marked them at these exceptionally low prices: \$1.74 to \$11.96 each.

Lace Curtains. IRISH POINT. All this season's importations, in white and champagne colorings. Others' \$6.25 qualities at \$4.98

Others' \$7.75 qualities at \$4.98

Others' \$4.25 qualities at \$3.98

RENAISSANCE. Some with insertion and edgings; Others with solid lace borders. Others' \$18.00 qualities at \$11.08

Others' \$13.00 qualities at \$10.74

Others' \$11.75 qualities at \$9.24

Others' \$10.00 qualities at \$7.48

Table and Couch Covers. Imported Bagdad Couch Covers, heavily embroidered; sent direct to us from our representative in the East; sold elsewhere at \$5.75; our price... \$4.48

Imported Reversible Tapestry Couch Covers, Oriental colorings, 60 inches wide; sold elsewhere at \$8.25; our price... \$6.48

Imported Reversible Tapestry Table Covers, Oriental colorings, finished with heavy knotted fringes:— 14x21 1/2 yds., \$4.25 quality, at \$3.24

2 x 2 yds., \$7.00 quality, at \$5.74

2 x 2 1/2 yds., \$8.00 quality, at \$6.74

French Velour Table Covers, with plain and fancy centres:— 14x21 1/2 yds., \$5.25 quality, at \$3.74

14x21 1/2 yds., \$7.75 quality, at \$6.24

2x2 yds., \$10.50 quality, at \$7.74

Three special offerings in Verona Velour, 60 inches wide:— Others' \$3.50 qualities at \$2.50 yd

Others' \$2.75 qualities at \$1.98 yd

Others' \$2.25 qualities at \$1.40 yd

FURNITURE REUPHOLSTERED AT MODERATE PRICES.

New Year's Luncheon. TUESDAY—11.30 to 2 O'CLOCK. Six Courses. 49c

A Clearance Sale of Carpets. With the advent of the New Year we place on sale for a quick clearance, all the dropped patterns in our Carpet stock. Included are part pieces, as well as full rolls, in the various grades quoted below.

There are Room Carpets—some with borders to match—Hall and Stair Carpets, and some odd Stair Carpets and Borders. It will be impossible to duplicate these offerings, and to facilitate selection we recommend that customers bring actual room measurements.

Royal Wilton Carpets—nine hundred yards in all; same quality—in the new patterns—we sell regularly at \$2.39 a yard:— Sale Price for Quantities up to 10 yards... 98c. a yd.

Sale Price for Quantities from 10 to 20 yards... \$1.18 a yd.

Sale Price for Quantities over 20 yards... \$1.34 a yd.

Best Body Brussels—eleven hundred yards in all; same quality in the later patterns—we sell regularly at \$1.44:— Sale Price for Quantities up to 10 yards... 69c. a yd.

Sale Price for Quantities over 20 yards... 79c. a yd.

Hartford Axminster Carpets—eight hundred and sixty-nine yards in all; same quality in the new patterns—we sell regularly at \$1.34:— Sale Price for Quantities up to 10 yards... 69c. a yd.

Sale Price for Quantities over 20 yards... 79c. a yd.

Best Wilton Velvet Carpets—seven hundred yards in all; same quality—in the new patterns—we sell regularly at \$1.34:— Sale Price for Quantities up to 10 yards... 69c. a yd.

Sale Price for Quantities from 10 to 20 yards... 79c. a yd.

Sale Price for Quantities over 20 yards... 89c. a yd.

Savonnerie Carpets—two hundred and thirty-two yards in all; same quality—in the new patterns—we sell regularly at \$1.24:— Sale Price for Quantities up to 10 yards... 69c. a yd.

Sale Price for Quantities from 10 to 20 yards... 79c. a yd.

Sale Price for Quantities over 20 yards... 89c. a yd.

IMPORTANT!! How To Shop In Comfort. Pink and Blue Transfer Cards and Their Uses.

Transfer Cards should be used whenever you expect to make purchases in more than two departments.

If you expect to make your purchases with you USE A BLUE TRANSFER CARD. When you have finished shopping your purchases will be found packed and ready to be taken as soon as you present the card at the Transfer Desk.

If your purchases are to be DELIVERED to your home or SHIPPED elsewhere USE A PINK TRANSFER CARD. As fast as you make purchases with either card the goods are collected at one central point, ready to be re-packed when the card is turned in; AND ALL THE GOODS GO TOGETHER.

TRANSFER CARDS MAY BE PROCURED FROM ANY OF THE STORES.

Our Annual Midwinter Sale of Canned Goods. Not JOB LOTS, but standard qualities. Quantities sufficient for any emergency. At prices that are their own argument. All this season's packing.

An Enormous Lot, Including Tomatoes, Corn, Peas and String Beans, Dosein Cans. TOMATOES—Pride of Berlin brand, fine red ripe fruit, in regular size quart cans.

CORN—Rich Valley brand, tender, rich and creamy; regular size cans.

PEAS—Household brand, medium size, early June; extra fine flavor, regular size cans.

STRING BEANS—Farren's Shield brand, best Maryland pack; young and tender.

TOMATOES. Jesamine Brand, best quality, red, ripe Jersey stock; can, 11c.; dozen, \$1.46.

American Beauty Brand, best quality, red, ripe Jersey stock; can, 11c.; dozen, \$1.46.

Extra Fancy Ripe Fruit, extra large size, highest selection of whole Jersey stock; can, 13c.; dozen, \$1.56.

Tomatoes, with skins; 2-1/2 lb. cans, 12c.; dozen, \$1.44.

California Parsnips. Jesamine Brand, 1-1/2 lb. tall cans; can, 16c.; dozen, \$1.92.

Manhattan Brand; can, 24c.; dozen, \$2.88.

American Beauty Brand, extra large cans, extra fine quality; sold elsewhere at 14c. a can; can, 16c.; dozen, \$1.92.

Large cans; can, 27c.; dozen, \$3.24.

UMBRELLAS AND CANES. EXPERT CHINA REPAIRER. CHINA AND CUT GLASS RIVETING A SPECIALTY. UMBRELLAS & PARASOLS MADE TO ORDER. REPAIRING. SPENCER'S, 34 1/2 6TH AVE. 21ST AND 22D STS. ESTABLISHED 1861.

STREINSHNEIDER'S Continental are the BEST. English Guitars... \$20.00. Taffeta Union... \$1.50. Pure Linen... \$2.50. London Smoke... \$3.25. Recovering with Imported Silk... \$1.50. All repairs... \$1.25. 124 Fulton st., opp. Nassau, Basement.

PIANOS AND ORGANS. "WHAT IS HOME WITHOUT A PIANO?"—WAS. Sacrifice Sale HIGH GRADE PIANOS \$75.00 and Up.

We are the largest dealers of second-hand pianos in the United States. Every instrument we sell is FULLY GUARANTEED. 150 HIGH GRADE PIANOS. Made by such prominent makers as Steinway, Knabe, Hagerston, Decker, Chickering, Halton, Fischer, Wm. Steinway & Co., Chickering, Soliman, New England, Francis Bacon, and OTHER RENOWNED MAKERS.

Wise Piano Warehouses, The Home that Made Harlem Famous. 19 and 21 W. 125th St.

OPEN EVENINGS—LIBERAL TERMS. Send for our Bargain Catalogue with prices. BUYING A PIANO? Buy direct of the makers and save 25% on cost. We buy back pianos less a nominal rental. WE DO OTHER HOUSEHOLD GOODS.

REMEDIES. Hair Restored, Falling Hair, Itching Scalp, Dandruff Cured. Examination Free. DR. JOHN AUGUST. Rejuvenator, \$1.50. \$3. Trial bottle, 75c. Office and Laboratory, 370 Fulton st., opp. Flatbush Ave., Brooklyn.