

NEW-YORK, SUNDAY, DECEMBER 8, 1907.

DRY GOODS. DRY GOODS.

Macy's logo and address: 111 W. 4th St. 34th to 35th St.

Underpricing of Dress Patterns, Boxed for Holiday Gifts.

DECISIVE underpricing of most desirable fabrics, in 7, 8 and 10-yard lengths—the quantity, in every instance, sufficient for a costume. Among the offerings:—

10 YARDS FANCY SUITING, \$4.50 VALUE, SALE, \$2.39. 10 YARDS WOOL STORM SERGE, \$5.00 VALUE, SALE, \$3.89.

Silks: Dress, Waist and Skirt Lengths for Holiday Gifts.

LAIN and Fancy Silks, cut in any length desired and boxed attractively, at prices lower—say by one-third—than you must pay to match such silks in any other store. Suggestions:—

Mark-Down Sale of Laces.

A price revision—in some instances quite drastic—affecting both hand and machine-made laces. From one-fourth to two-thirds has been clipped from regular prices.

Three Groups of Women's Suits and Coats Underprice.

\$30.00 Suits at \$19.74. About eighty garments from our regular stock line—the newest and most wanted models, including: Prince Chap, collarless and fitted styles, fashioned of a great variety of woolen fabrics, including plain chevrons, fancy stripes and mixtures; all strictly tailored. In addition a number of Military Suits, in broadcloth, are included.

Waists for Special Selling.

PLAID SILK WAISTS, of Louisianes and taffetas; strictly tailored, finished with tucks, side pleats and silk-covered buttons; \$4.25 values, sale \$2.97.

Sale of Women's Petticoats.

SILK PETTICOATS, of heavy quality taffeta silk, in black, staple and evening colorings; deep accordion pleating, finished with four sectional ruffles; percaline dust ruffle; \$5.75 value; sale \$4.79.

Women's French Undergarments.

FOUR-GARMENT SETS OF FRENCH UNDERWEAR, consisting of Night Gown, Chemise, Drawers and Skirt; hand-made of network and finished with eyelets and ribbon; imported; \$8.94 \$12.50, sale, \$10.00.

Holiday Handkerchiefs: Unequaled Varieties and Values.

MAIN floor, second floor and basement—three displays of copying almost four times the space. Kerchiefs stocks are ordinarily. Our own factory in Belfast, Ireland, supplies a deal of this stock, and to your distinct advantage.

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Holiday Shifts in Department Locations. SEMI-MADE ROBES from main floor to second floor to make way for Holiday Novelties in Women's Neckwear and Handkerchiefs.

Flake the Most of Your Holiday Gift Expenditures!

Unusual conditions prevail this season, so—THE GREATEST HARVEST OF HOLIDAY GIFT VALUES YOU HAVE ENJOYED IN MANY YEARS AWAITS YOU HERE.

This Mark-Down Sale of Oriental Rugs Provides Purchasing Opportunities Unprecedented

Gift givers who favor gifts of a practical sort will welcome this extraordinary sale. The Rugs concerned are from our regular stocks and the reductions affect prices that were pretty generally conceded to be the lowest quoted in New York for worthy Oriental Rugs.

Rugs, Formerly Up to \$34.74, This Sale \$14.94. Both modern and antique Rugs, from Caucasia and Persia, including Daghestans, Guenjes, Mossuls, Irans, Feraghans, Shiraz, &c., all of close texture and in excellent colorings, sizes up to 4x7 1/2 feet.

Some Gift in Fine Jewelry, of Course!

Count such a purchase an INVESTMENT, to be made after you have made thorough comparisons. If our assortments of Diamonds and Gold Jewelry figure in ANY comparisons you elect to make your jewelry gifts will be selected here.

Embroidered Waist Patterns. Fronts, collars and cuffs hand-embroidered; complete with sufficient plain linen for making a waist up to size 44.

New Neckwear for Women. Novelties in a recent importation include French Hand-embroidered Real Lace Neckwear and Hand-embroidered Linen Collars, Jabots, Collar and Cuff Sets and Turnover Collars, any of which will make an acceptable holiday gift.

Girls' & Misses' Coats.

At \$7.74 Full length Coats, double breasted, made of fine chevrons, novelty plaids, stripes and mixtures; with notched velvet collars and tailored notched velvet throughout with sleeves, or flannel; 4 to 18 year sizes; made to sell for \$12.00, sale, \$7.74.

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PAYING THE LOWEST PRICE FOR A GIFT—no matter whether it be a trinket in toys or a treasure in jewelry—is MERELY A MATTER OF BUYING IT AT MACY'S.

Our UNDERSELLING SUPREMACY is a bit of trade history the country over. We owe that supremacy largely to the fact that we SELL FOR CASH, GIVE NO DISCOUNTS AND PAY NO COMMISSIONS.

PRICE-BREAKS, under abnormal trade conditions, are noticeable in this cash-system store earlier than in any other store, and they are always MOST DECISIVE PRICE-BREAKS.

Choice Specimens of Straus Cut Glass Reduced.

LITTLE pre-holiday stock-taking in the Cut Glass parlor develops a number of very fine pieces and sets that have been here the allotted time. The larger specimens should be of particular interest to organizations seeking articles suitable for holiday gift purposes.

Apparel for Maids and Waitresses.

MAIDS' DRESSES, 1 and 2-piece models in a variety of styles; ordinarily sold at prices ranging from \$1.75 to \$2.50, this sale \$1.49.

Clearance of French Bronzes.

Art Bronzes—a scant half a hundred specimens—marked down decisively. All are large pieces, from two to three feet in height, beautifully designed and richly finished—Busts, Grotesques, Vases, Figures and Stands.

Choice \$24.89.

Abandoned, was \$69.66. Vase, "The Siren" was \$43.66. The Lesson, was \$49.66. The Slave, was \$49.66.

Comfortables 1/3 Under-price.

Involved is a factory sample collection of 150 Comfortables—crib, three-quarter and full bed sizes—with silk and satin coverings, in plain and novelty figured designs, all filled with lamb's wool and down.

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Christmas Books:—Price Can Be the Only Consideration.

A Book selling the wolf cry of "better quality" cannot be used to offset underpricing. Qualities are generally the same, whether it is a late novel or a standard set in finest bindings.

Scan This List of Sets:

Irving's Works, Panchatan edition, 40 vols., half morocco, \$64.00. William H. Linsworth's Historical Romances, 20 vols., \$31.24. Arabian Nights, edition de grande luxe, three-quarter morocco, \$74.49.

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