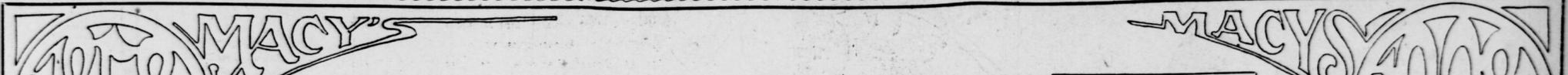


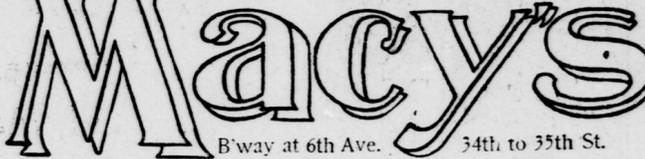
NEW-YORK, SUNDAY, FEBRUARY 2, 1908.

DRY GOODS DRY GOODS



Please use BLUE TRANSFER CARDS when you make purchases in more than TWO departments and expect to take them with you. Use RED CARDS when goods are to be delivered.

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



To-morrow—The February Sale of FURNITURE See details in Monday's newspapers.

FIFTIETH ANNIVERSARY

Established 1858 on Lower Sixth Avenue. Now at Broadway and Sixth Avenue, 34th Street to 35th Street.

THE LARGEST RETAIL STORE UNDER ONE ROOF IN THE WORLD

SERIES OF GREAT CELEBRATION SALES

Furs: Lowest Prices Yet

Additional reductions on the balance of our sale stock since we inaugurated the big sale a few weeks ago merely foreshadowed these GREATER reductions prompted by the 50th Anniversary Sale.

The values given are the prices such furs would command under normal trade and weather conditions. IN THE HISTORY OF MACY FUR SELLING THERE HAS BEEN NO UNDERPRICING AS DECISIVE AS THIS ANNIVERSARY SALE BRINGS.

BROADTAIL PERSIAN COATS, hip length, collarless \$124.00
value, \$125.00; sale, \$75.00.

NATURAL GRAY SQUIRREL COAT, 52 inches long, with high storm collar and broad satin lining; value \$160.00; sale, \$79.75.

SCARFS of dark Eastern mink, including Throat Scarfs, trimmed with tails, and fancy Scarfs, with full skins on ends; values up to \$198.00; sale, \$84.75.

FULLO MUFFS to match; \$98.00 values; sale, \$59.74.

SCARFS of Blended Baum Marten, trimmed with tails; value \$125.00; sale, \$49.74.

FULLO MUFFS to match; \$125.00 value; sale, \$49.74.

ANIMAL SCARFS, pointed Alaska fox; value \$40.00; sale, \$14.74.

MUFFS TO MATCH, \$45.00 values; sale, \$22.74.

BROADTAIL SCARVES, various shapes; values up to \$60.00; sale, \$19.08.

FULLO MUFFS to match; values up to \$60.00; sale, \$29.74.

SCARVES of clear blue Bolivian chinchilla skins; value \$80.00; sale, \$27.74.

FULLO MUFFS to match; \$39.74.

\$4.50 and \$5.00 Clocks, \$3.59

SETH THOMAS CLOCKS—50 in all—various designs, in black enameled wood cases, with gilt trimmings; fitted with Seth Thomas 8-day movement, hour and half-hour strike.

Mantel Clocks, \$2.97—Wood Mantel Clocks—55 in all—black and white enamel finish, gilt feet and side ornaments, fancy dials, topped by bronzed figure of Diana; Session's 8-day movement, with hour strike on cathedral gong and half-hour on bell; regular price \$4.63.

Axminster and Brussels Rugs

AXMINSTER RUGS, very best quality, 9x12 feet in size; this collection in Oriental designs and colorings. Our regular price for these Rugs is \$22.48.

BODY BRUSSELS RUGS, carpet size—8x4 1/2 feet—five-frame quality; selected from the special purchase group told of elsewhere; our regular price heretofore has been \$22.48.

Dinner Wares and Cut Glass

COMBINATION DINNER, SILVER AND GLASS SERVICE, comprising—An Austrian China Dinner Set of 100 pieces, prettily decorated in color and gold; set of 48 pieces of silver plated ware—table and tea spoons, forks and knives; and a 60-piece glass service—plain tumblers—a dozen each of the following:—Whiskies, champagnes, minerals, high balls and water tumblers. Value \$25.

COMBINATION OFFERING OF RICH CUT GLASS—a combination worth \$27.50 ordinarily. It includes a berry bowl, a water pitcher, a flower vase, a water bottle, a handled olive dish, a candy tray, sugar and cream, a spoon tray, a jelly dish and a footed bonbon dish.

Girls' and Misses' Raincoats

CRAVENETTED AND RUBBERIZED SILK AND SATIN GARMENTS, in a variety of different fashions—the Cravenetted ones particularly in grays, tans and Oxfords; several excellent models, for girls 10 to 12 years.

Made to sell for \$5.00 :: Anniversary Sale \$2.96.

RUBBERIZED SILK AND SATIN COATS—of both imported and domestic materials—in sizes as above; all colors; checks, stripes and rich plaids.

Values up to \$10.00 :: Anniversary Sale \$4.96.

\$4.00 to \$8.00 Corsets at \$2.49

CELEBRATED "C. B." CORSETS—600 in all—perfect qualities, made of silk and heavy brocade, elaborately trimmed with lace and ribbon; some filled with genuine whalebone; many with hose supporters; all attached; sizes in this remarkable collection—18 to 30 inches.

High Grade Ostrich Plumes

Exceptionally fine stock plumes, with broad, hard flues, in black, white, eiel, pink, Alice, brown, gray and emerald.

15 1/2-inch, each, \$2.64 17 1/2-inch, each, \$3.64

Net and Batiste Waists.

FINE BRUSSELS NET WAISTS, lined throughout with China silk; kimono effect, trimmed with Cluny lace insertion; new Jabot effect; accented sleeves; made to sell for \$5.50; this sale, \$3.79.

BRUSSELS NET WAISTS, lined throughout with Cluny silk; back, front and sleeves trimmed with very heavy, wide insertions; \$5.00 values; this sale, \$3.79.

WAISTS, made of embroidered dotted net; surface effect of wide Cluny lace insertion front and back; finished with mousquetaire sleeves and effect; mousquetaire piping; new mousquetaire jabot; made to sell for \$5.94; this sale, \$3.79.

SHEER BATISTE WAISTS, trimmed with Val. lace and two wide embroidered insertions, edged with Val. lace insertion; tucked back, sleeves, collar and cuffs; made to sell for \$1.25; this sale, 99c.

SHEER BATISTE WAISTS, tucked across front with Val. and Cluny lace insertion; finished below yoke with lace insertion; tucked back, lace collar and cuffs; sale, 99c.

Women's Petticoats: Specials

SILK PETTICOATS, good quality black taffeta, with accordion-pleated underlay; 100 in all; \$4.00 and \$1.50 values; sale, \$2.79.

SILK PETTICOATS, as above, made with deep circular flounce and percale lining; 100 in all; sale price, \$2.79.

WOOL JERSEY CLOTH PETTICOATS, black only; with deep accordion-pleated taffeta silk flounce, finished with narrow corded-pleated taffeta silk flounce; \$5.50 value; sale, \$3.79.

SCOTCH PLAID MOHAIR rows of tucks; \$3.75 value; finished with various rows of tucks; \$3.75 value; sale, \$2.49.

CHECKED SATENE PETTICOATS; deep circular flounce, with wide bands of black satene; \$1.75 value; sale, \$1.29.

Handkerchief Bargains

WOMEN'S INITIAL HANDKERCHIEFS, pure linen, hand-embroidered—a clearance stock from one of the best known manufacturers in England. Some of the initials are openwork or some are in fancy wreaths, others plain letters. In all there are 222 dozen—with nearly all the initials represented. Usual retail value of such handkerchiefs is \$1.50 the half dozen; anniversary sale price, 74c.

LACE HANDKERCHIEFS, with linen centres; perfect quality; 1,800 only; majority worth 25c each; this sale, 12c.

EMBROIDERED HANDKERCHIEFS, pure linen, beautifully worked, perfect quality; 50c to 75c values; this sale, 34c.

MEN'S COLORED LINEN HANDKERCHIEFS, in a very wide range of patterns and colorings; all perfect; 50c to 75c values; this sale, 24c.

SALE in the Underprice Basement an extraordinary collection of Men's and Women's Handkerchiefs at 6c each. Early buyers will find astonishing bargains in the lot.

Dress Trimmings, Buttons

GARNITURES Black and emerald striped ribbon, black silk hand-embroidered, collar and button, with and without bows, also available in colors. White and Gibson effects, embroidered with silk and cotton threads.

Ordinary 99c to \$1.50; Sale 34c to \$6.48

PEARL BUTTONS, 100 sizes, 100 styles, 100 colors and fancy patterns; 5c each.

Refrigerators and Trunks

NORTH STAR REFRIGERATORS, No. 20 size, built throughout of kiln-dried oak and ash; ice chambers lined with galvanized steel, walls filled with granulated cork; patent ice rack and water trap; nickel-plated locks and hinges. Sold elsewhere for \$26.00.

20th CENTURY WARDROBE TRUNK with three-ply veneer oval top, covered with heavy canvas, protected by hardwood slats, steel binding and malleable iron clamps; lined with cloth; has 3-compartment drawers for men's or women's garments; stands 26 inches high. Sells elsewhere for \$26.00.

Silverware and Clock Sets

CASE OF SILVERWARE—48 pieces of the celebrated "1835 R. Wallace" flat Tableware—12 tea spoons, 12 table spoons, 12 hollow handled dinner knives and 12 dinner forks; in a pattern copied from a sterling silver design; set complete, in a white leatherette case. Regular \$22.54.

CLOCK SET—Rich ornate gold plated set, the clock standing 14 1/2 inches high and the candleabra 16 1/2 inches; clock with decorated porcelain panels, 8-day guaranteed movement, with hour and half-hour strike. Regularly \$22.89.

Men's and Women's Watches

Men's 14-k. Gold Watches, thin model, open face; fitted with our celebrated La Forge & Valentine 15-Jewelled movement; value \$25.

Women's 14-k. Gold Watches, hunting case style, plain polished cases set with five small diamonds; fitted with our La Forge & Valentine movement; value \$25.50.

34740 Pairs of Hosiery: Remarkable

No one stock in this Anniversary Sale promises greater interest than this splendid collection of Women's and Men's Imported and Domestic Hosiery.

With this exception, there is every size in every style of Men's and Women's Hosiery listed here. The exception is the 14c Silk Hosiery, embracing only sizes 8 1/2, 9 and 9 1/2.

The collection of Men's Half Hose UNDER PRICE UNDER THIS OR ANY OTHER ROOF. Details:—

Women's 35c Hosiery, 24c

Imported black gauze Lisle thread, with garter top; also black cotton, high and medium weights, hand embroidered, mercerized domestic black Lisle, full fashioned and made with double sole, heels and toes.

\$1.39 to \$2.19 Silk Hose, 98c

Women's Pure Thread Black Silk Hose, in gauge, medium and heavy weights; some with cotton soles, others with all silk soles, some with double toes and heels, others triply reinforced; all have garter or double deep welt tops.

\$2.00 to \$3.50 Silk Hose, \$1.49

Pure Thread Black Silk Hose, hand-embroidered in neat designs, such as floral patterns and fancy figures, both plain black and with self side cloaks, sizes 8 1/2, 9 and 9 1/2.

Black and Colored Silks

For this anniversary sale over 100,000 yards of silks—standard weaves and qualities.

The values you may determine handily. The figures quoted to-day tell an eloquent story of silk underpricing:—

COLORED DRESS TAFFETA, yard wide, splendid quality; in a good assortment of colors; would be good value at \$1.25 a yard; this sale, 99c.

LOUISINE SILKS, 19 inches wide; complete assortment of checks in the various sizes; superior quality—would be excellent value at 75c a yard; this sale, 49c.

SATIN FOULARDS, 23 inches wide; a variety of dot and stripe effects on light and dark grounds; regularly 69c a yard, sale price, 49c.

ROUGH PONGEE SILKS, pure silk, 27 inches wide; superior quality; 54c.

BLACK DRESS PEAU DE CYGNE, yard wide, excellent quality; 11c elsewhere \$1.25 a yard; sale, \$1.14.

BLACK SATIN MESSALINE, yard wide; pure silk, regularly \$1.19 a yard; sale, 99c.

BLACK DRESS PEAU DE SOIE, yard wide, quality; \$1.14.

BLACK TAFFETA, 36 inches wide, excellent quality; 89c.

BLACK FAILETTE DE SOIE, 19 1/2 inches wide; yard wide, 69c.

ANOTHER LOT OF BLACK SATIN MAIRSETTE, one yard wide, manufactured expressly for us, \$1.29.

AN EXTRA EXTRA SPECIAL—BLACK TAFFETA, 36 inches wide, 54c.

\$1.50 and \$1.75 Voiles, 79c

All Silk Voile, 43 inches wide; stripes, plaid and check effects in navy and Copenhagen blue, tan, golden and wood brown, roseda, gray, heliotrope and cream; also shepherd checks in black, brown and navy with white.

An extraordinarily low price—and the 5,000 yards ready should catch away in no time.

\$1.00 Panama, 69c Black Panama, 50 inches wide; a beautiful fabric and a perfect hank; made to sell for \$1.00 a yard.

Floor Coverings: Extraordinary

INGRAIN CARPETS, all wool, best quality; 2,500 yards; 36 inches wide; fine selection of patterns; our regular price 69c a yard; anniversary sale, 39c.

LINOLEUMS—Figured Linoleums, 2 1/2 yards wide; 5,000 yards for special selling; our regular price 48c per square yard; anniversary sale, 29c.

STAIR CARPETS—Tansy Brussels, in two-toned reds and greens; 27 inches wide—suitable as well for hall runners; best 10-wire quality; our regular price 89c a yard; sale, 69c.

BODY BRUSSELS RUGS, size 27x54 inches; 500 in all; our regular price \$2.69; anniversary sale, \$1.98.

BODY BRUSSELS RUGS—Carpet sizes: five-frame quality; 630 in all in this anniversary sale stock:—

- 11x15-1/2-foot size, regularly \$54.74, sale, \$45.74
- 10x12-foot size, regularly \$44.48, sale, \$37.74
- 10x14-foot size, regularly \$49.74, sale, \$39.74
- 9x15-foot size, regularly \$42.74, sale, \$34.74
- 9x12-foot size, sale, \$24.74

24c to 36c Stationery, 17c

WHITING'S HIGH GRADE PAPERIES—5,000 in all—one quire size; linen and fabric-finished papers in handsomely decorated boxes. Our regular prices 24c, 29c and 36c; sale price, 17c.

Curtains and Draperies

RENAISSANCE LACE CURTAINS (124 pairs), with wide insertion and edge—some with all lace edge; full length and width; \$6.94.

IRISH POINT LACE CURTAINS (80 pairs), extra fine, best workmanship; 60 inches wide and 4 yards long; \$18.00 values; this sale, a pair, \$9.74.

RENAISSANCE BON FEMME CURTAINS (112), regulation length and width; \$5.00 values; this sale, each, \$2.74.

CLUNY SASH CURTAINING (62) CURTAIN DRAPERY (2,000 yards), fine quality, with good wide lace insertion and edge; 32c.

IMPORTED COLORED MARLONS (1,300 yards); new patterns; 50 inches wide; 80c quality; 48c.

Go-carts, Less Than Half

COLLAPSIBLE GO-CARTS—500 in all—listed by the manufacturer at \$10.00 each; bicycle tubing frame and rear wheel; leather upholstery; 10-inch wheels, with 3/4-inch rubber tires; finished in royal blue or gar-net; weight 15 lbs.; fold compactly; our regular price, \$3.94; Anniversary Sale, \$1.94.

Fancy Linens: Special

ALL-OVER RENAISSANCE SCARFS, hand-made, 20x54-inch size; regularly \$1.00; sale, \$1.00.

20x28-inch size, value \$2.00; sale, \$1.69.

CENTREPIECES as above, 18-inch size, 39c; each; 24-inch size, each, 74c.

RENAISSANCE SCARFS, three-piece design, hand-made, with union linen centres, 20x54-inch size; value \$1.00, sale, 74c.

MADEIRA DOLIES, hand-embroidered in English eyelet patterns; 4-inch size, regularly 19c; sale 15c; 9-inch size, regularly 34c; 38c; sale, 29c.

SCALLOPED 6x8-in. 6x9-in. 8x12-in. 10x15 18x30

DOLIES, 3c. 6c. 9c. 14c. 19c.

RENAISSANCE SCARFS, three-piece, all linen centres, finished with Japanese hand-drawn work; 18x54-inch size, \$1.29.

JAPANESE HAND-DRAWN SCARFS AND SHAMS, 18x50-inch size, \$1.00 value, sale 74c; 20x29-inch size, 95c value, sale, 74c.

RENAISSANCE ROUND DOLIES, with Union linen centres; 13c.

Comfortables Half Price.

Splendid news of Bedding Bargains, headed by a sale of Comfortables. These are 6x8-foot Comfortables, covered with plain Japanese silk and filled with down; made to sell for \$12.00 each, sale, \$5.79.

IN ADDITION:—Covered with excellent quality figured saten, filled with down, size 6x6 feet.

\$4.50 Comfortables, \$3.33

Macy Grocery Specials

OUR "RED STAR" BRAND SELECTED HAMS, 11c. lb. Perfectly cured meats, in weights from 8 to 12 lbs. Canned—and must not be confused with the coarse, fat, uncured meats so frequently offered in other special sales; regularly 17c, for this sale, 11c.

OUR FAMOUS "RED STAR" BRAND BONELESS HAMS, only the highest grade and choicest selection, this brand on each piece is our guarantee; weights 3 to 6 lbs.; regularly sold at 19c. lb.; for this sale, 12c.

CALIFORNIA WASHINGTON NAVEL ORANGES, extra fancy, large size; usually 45c dozen; wooden boxes, containing 36, this sale, \$1.29.

OUR FAMOUS "RED STAR" BRAND PINEAPPLES, large and sweet; usually sold at 20c; for this sale, 12c; each; dozen, \$1.33.

CURIO CHOP TEA—Ceylon, Mixed, Young Hyson, Japan, Formosa Oolong and English Breakfast; 5-lb. caddy, regularly \$1.50; sale, \$1.29.

CEREALS:—QUAKER OATS—A straight carload, just received from the mill; while it lasts, 9c package, \$1.04 dozen.

MAZALL (Toasted Corn Flakes), made by the Quaker Oats Co.; regular 10c packages; for this sale, 6c; each; dozen, 57c.

New York State Pea Beans, 5-lb. bags.

California Dried Lima Beans; extra quality; 2-lb. carton, containing 14c; 5-lb. carton, containing 36c; this sale, from the finest whole wheat flour; 2-lb. carton, \$1.29.

Ponderosa brand Tomatoes, red ripe, solid stock, regular size, 14c; dozen can, \$1.57. For this sale, 10c; dozen cans, \$1.14.

Tomatoes—Jesseman brand Tomatoes; best quality red Tomatoes; per can, 12c; dozen, \$1.33.

Lily White brand corn, 12c; dozen, \$1.33.

Lily White brand corn, with and without tomato sauce; 14c; dozen, \$1.57.

Jesseman brand extra sliced beef, California Lemon Curing Process; can, 25c; dozen, \$2.50.

Our Famous "Red Star" Brand of Laundry Soap—the equal of any of the high priced Laundry Soaps on the market—60-lb. boxes, full weight 1-lb. cakes, regular price \$1.50; special at \$1.45.