

NEW-YORK, SUNDAY, APRIL 5, 1908.

DRY GOODS.

Macy's

Women's New Model Suits: A Most Satisfying Selection.

Suit prices start at \$13.74 and go upward, by easy stages, to \$169.00. Bounded by those extremes is one of the finest arrays of spring model suits you have ever seen.

FOR SPECIAL SELLING TO-MORROW: \$30.00 Suits at \$24.74. Entirely new model, short cut-away jacket, fashioned full 3/4 sleeves; finished with deep satin cuffs; jacket with fancy lining; full flare skirt, made of fine quality French serge in blue, black, Copenhagen blue, tan and rose.

Women's Waists

At 99c—Of striped, colored percale, with full, plain tailored front; French back, with 1/2 inch white madras, fancy stock and tie.

At \$1.29—Of very fine white linen, with wide pleats in front and plain back; short sleeves, turn-back cuffs and laundered collar.

At \$1.98—Of fine batiste, in two pretty models, one elaborately trimmed with Cluny lace insertion, the other with embroidered medallions and Valenciennes lace.

At \$1.98—Of all-over embroidered batiste, finished with fine tucks.

—SPECIALS IN THE BASEMENT— WAISTS, made of white lawn, embroidery panels or with embroidery insertion and tucks down front. 49c

WAISTS, made of white lawn, open front, trimmed with tucks and embroidery down center. 59c

Women's Sacques and Kimonos

DRESSING SACQUES, made of fine colored lawn, tucked front and back; finished with scalloped border. 99c

LONGER KIMONOS, elaborately trimmed with English lace and Persian border. 89c

SPECIAL IN THE BASEMENT. DRESSING SACQUES, made of colored lawns, yoke back and front; special at 19c

\$5.25 Silk Petticoats, \$3.79

Forty dozen in all—of heavy quality taffeta silk, in black, staple colors and evening shades; made with deep tucked ruffle, with extra ruffle of English eyelet embroidery; percaline underlay.

Percaline Petticoats, \$1.29

WASH PETTICOATS of plain and striped serusker; some with scalloped edges. 49c

BLACK PERCALE PETTICOATS, two styles—one with deep flounce and rows of stitching, the other with two ruffles. 69c

Misses' Waists & Petticoats

WAISTS, made of fine lawn, trimmed with lace and embroidery insertions; tucked back, tucked collar and cuffs, edged with lace. 1-1/2 to 16-year sizes. \$1.39

SHEER LACE WAISTS, prettily trimmed with lace and fine tucking; tucked back, lace collar and cuffs; 14 and 16-year sizes. \$1.49

FINE LACE WAISTS, elegantly trimmed with lace and embroidery medallions; lace collar and cuffs; 14 and 16-year sizes. \$1.79

BATISTE WAISTS, square lace yoke effect, prettily trimmed with embroidery and medallions; edged with lace; back trimmed with fine tucks and lace insertion; lace collar and cuffs; 14 to 16-year sizes. \$1.79

MISSES' SILK PETTICOATS, of heavy taffeta silk, in black and staple colors; with umbrellas and percaline dust ruffle; value \$5.00, sale \$3.69

STRIPED PERCALINE PETTICOATS, made with sectional flounce, finished with bands of plain colored percaline; blue and white, black and white and brown and white. 99c

Embroideries and Laces.

Muslin Flouncings, 27 inches wide, in a choice selection of English eyelet and floral designs—74 different patterns in all; for summer dresses. 69c and 88c

Nainsook Edgings, sold only by the strip; value 15c, a 11c yard; sale 9c

Linen Cluny Lace Medallions, in the fashionable shapes and dress trimming; ordinarily 12c to 35c a yard; sale, 8c

Sale of Girls' Jumper Dresses at \$5.49.

Dresses of fine quality mercerized linen, in light blue, green, pink and white; waists handsomely trimmed with tulle and short, stitched straps and pearl buttons; stitched separate bodice; full pleated skirts with deep hem. For girls of 6 to 14 years.

Princess Lace Handkerchiefs

Value 30c, and better; Sale 24c

IN ADDITION— WOMEN'S SHAMROCK LAWN 'KERCHIEFS, cruet effect, in various designs, with a neat black colored initial in lavender, pink, blue and green; each 12c

MEN'S PURE LINEN 'KERCHIEFS, with 1-inch wide and large open-work embroidery; initials; box, 69c

MEN'S PURE LINEN 'KERCHIEFS, handkerchiefs, with 1/2-inch hem, value 75c, the half dozen; 59c

Corsets

OUR 'MARCHIONNESS' CORSETS typify the best work of American corset makers. Our 'Comtesse' Corsets represent the best French productions. To-morrow—a 'Marchionness' sale.

At 98c—Corsets, of the white high bust and short hips; medium high bust and high bust with long hips; those supporters attached; value \$1.75.

Jewelry Sale.

Manufacturer's Sacrifice Stock of Rings, Brooches, Scarf Pins, and Cuff Buttons at Record Low Prices.

THIS is an underpricing that ranks with the greatest in the history of Macy Jewelry selling—only if you can appreciate only after inspecting the Jewelry involved.

All of it is solid gold, 10 and 14 carat, and many of the pieces are set with genuine diamonds.

Prices are half and less than half regular.

Single-Six Rings, \$2.00 to \$1.98

Signet Rings, 98c to \$1.49

Rose Diamond Rings, \$4.00 to \$9.89

Solitaire Diamond Rings, \$7.94 to \$28.89

Mounted Scarf Pins, 98c, and \$1.74

Diamond Scarf Pins, \$2.97 and \$3.96

Diamond Brooches, \$1.29 to \$12.49

Diamond Cuff Buttons, \$4.96 to \$8.49

Gift-buying time—Easter Gifts or even Christmas Gifts. No money invested in gift merchandise can possibly pay greater dividends.

Women's Hosiery at 19c—Values Unusual.

Scarce Hosiery—so this lot of 5,000 pairs, just through our foreign office from the German manufacturer, we count exceedingly good luck.

Hosiery-dyed black cotton Hosiery, made of excellent quality yarn; with double soles, heels and toes—unbleached silk socks. Regularly 24c, a pair.

Underpricing of Easter Ribbons

Ribbons for every purpose—for millinery, dress trimmings, sashes, hair bows and table decoration—much underprice, right when the spring demand is at its fullest. Some of the prizes:—

MOIRE SASH RIBBON, all silk, fine quality, 7 1/4 inches wide; pink, light blue, white, cream, lilac and black; ordinarily 69c a yard, this sale, 49c

MOIRE HAIR RIBBON, to match, 5 1/4 inches wide; a yard, 27c

LUSTRE'S FALLETTE RIBBON, 5 1/4 inches wide; white, cream, light blue, pink, gray, cardinal, tan, light brown, green, Alice and navy blue, lilac, old rose, black and maize; a yard, 17c

WARP PRINT RIBBON, all silk, very fine quality, 5 1/4 inches wide; dainty floral design and narrow stripe in desirable colors on white grounds; value 45c a yard, this sale, 29c

Women's Neckwear

LINEN AND LAWN COAT SETS, embroidered; five different patterns; 50c values, sale 39c

GIBSON STOCKS, with bow of Val. lace; 55c value, sale 24c

50TH ANNIVERSARY SALES.

Black Dress Silks in The Low-Price Spotlight

PURE DYE TAFFETA, 35 inches wide, with detachable edge; one of the best qualities manufactured; similar quality sold in other stores as high as \$1.75 a yard; here, a yard, \$1.09

YARD WIDE PEAL DE CYGNE, excellent quality; our regular price, \$1.29 a yard; this sale, \$1.14

SHOWERPROOF BLACK FOULARDS, 23 inches wide; elsewhere 70c a yard; our price, 49c

BLACK TAFFETA SILK, 19 inches wide; this sale, a yard, 49c

SILKS IN THE UNDERPRICE BASEMENT. SILK MULLS, broche effects, 27 inches wide; good assortment of colors; a yard, 38c

WHITE HABUTAI SILK, 23 inches wide; all shades; good assortment of colors; a yard, 24c

BLACK DRESS TAFFETA, 35 inches wide; good quality; yard, 79c

BLACK AND COLORED PONGEE SILKS, 18 1/2 inches wide; yard, 29c

Dress Goods Bargain Bulletin

\$1.00 Shadow Check Panamas, 67c

\$1.25 Mixed Suiting Panamas, 67c

\$1.00 Fancy Suitings at 49c

50c Black All Wool Serges, at 39c

Novelty Dress Trimmings for Half and Less Than Half Usual.

THE sorts of fine imported Trimmings carrying Dame Fashion's indorsement this season because they are the same trimmings as are used on all the high class model costumes that came from Paris for this season's exhibitions.

Included are FILET and NET BANDS and EDGINGS, embroidered and braided; hand-made SILK SOUTACHE and CORD PASSEMENTERIE in one-side effects, also in straight effects which may be detached to form separate ornaments for strapping or general trimming—in all the new colorings, combinations. Oriental effects trimmed in black. Cotton Novelty Trimmings, made of embroidered batiste combined with soutache braid and lace, in blue, helio, rose, green and brown. Imported To Sell At Prices Ranging from \$1.50 to \$4.00 A Yard, 74c, 98c, \$1.24 and \$1.49

Plain and Figured White Goods

THE time for Shirts waists is always with us and that for Summer Waists is now not far away. While nimble fingers are saving the cost of making, why not let nimble wits reduce the cost of material by taking advantage of such opportunities as are offered here?

SHEER PERCALE LAUNES, of fine, mercerized, light and small neat figures, 25 and 31 inches wide; quality good; special Tuesday on the main floor, 34c

MERCERIZED LINGERIE LAWN, of fine, soft, pure white, for shirt waists, gowns and fine underwear; 38 inches wide; 20c quality, a 15c

IRISH UNION LINEN CAMBRIC, warranted to be one-half linen; as attractive as an all-linen weave, with the added durability of cotton; especially desirable for waists, gowns, uniforms; 60c, 28 inches wide; 25c quality, a yard, 15c

MERCERIZED MADRAS, in stripes and figures; suitable for waists, gowns, children's frocks and costumes; 36 inches wide; 20c quality, a 12c

FANCY SWISS, in a single openwork effect; 27 inches wide; 20c quality, a yard, 12c

NEW FOOTWEAR for Women.

SUMMER FOOTWEAR for the free-WALKING and TONGUE PUMPS, with ribbon or buckle trimmings; SAILOR and GIBSON TIES and regular OXFORD TIES, with straight or wing tips—in such leathers as gun metal calfskin, glazed kidskin, tan, russet and brown kidskin and suede. Our lines of WOMEN'S LOW SHOES at \$3.49 are justly popular. In other styles \$4.50 and \$5.00 are the prices asked for shoes of equal merit.

Half Price FINE CASTILE SOAP

Our 'La Tena' Brand Pure White Spanish Style Castile Soap, made in America expressly for R. H. Macy & Co. is here, sale specially cut into 15 cakes, nearly 40c each, regular \$1.00, the box, sale \$1.00. This is the first of a series of weekly specials from the Drug and Toilet Goods section. Watch for them.

CARPETS

Fifty Rolls of Best Quality VELVET STAIR CARPET

27 in. wide; our regular price, \$1.09 69c a yard, this sale

Mattings

Japanese Figured Straw Mattings, 40 yards to the roll; two patterns only; our regular price, \$14.89 a roll, this Sale, \$8.89

Linoleums

Figured Linoleums, four yards wide; all GOOD patterns; our regular price 74c. a square yard, this sale . . . 48c

Macy's

RUGS: Sale of Extra Large Sizes at Extra Low Prices.

9x15-foot size. Regularly \$42.48; \$29.74 sale

10 1/2 x 12-foot size. Regularly \$42.48; \$29.74 sale

10 1/2 x 13 1/2-foot size. Regularly \$47.24; sale \$32.48

11 1/4 x 15-foot size. Regularly \$55.48; \$39.74 sale

Body Brussels Rugs, 9x12-foot size. Regularly \$27.74; sale \$23.74

Royal Wilton Rugs, 9x12-foot size. Regularly \$36.74; sale \$29.74

RUGS FOR PORCHES AND DENS. India Moodji Rugs are ideal for porches, dens, bungalows—wherever there is need of a Rug that is extra durable. In this sale a limited quantity at greatly reduced prices.

China and Glass Decorated To Order at Special Prices.

Our factory on the premises we decorate China and Glass with monograms, pennants, streamers, crests and heraldic—copying old designs or submitting new ones if desired.

To acquaint you with our facilities for doing such work we make this special one-week offer—an underpricing that is of particular interest to yacht owners, hotel proprietors and keepers of boarding houses.

These prices for decorating china or glass in lots of one dozen:—

Single flag decoration, \$1.49; single flag with two colored lines \$1.97

Double flag decoration, \$2.49; double flag with two colored lines \$2.97

Single flag and two gold lines \$2.49

Double flag and two gold lines \$3.69

For yachts, we show a special line of china-ware with a heavy rolled edge, very graceful in shape and very durable.

HOTEL AND BOARDING HOUSE CHINA. Full assortments of Greenwood Vitrified China, in two weights—"thick" and "one-half thick"—specially adapted for hotel, restaurant and boarding house use. Decorating white china, in quantities of twenty dozen or more, with colored monogram and two colored lines, or name decorated in color, one dozen. Price for decoration only.

VASES FOR EASTER FLOWERS. Including pure glass Vases, from our own glass-cutting shops; English, French, Bohemian and domestic glass Vases, plain, colored, decorated or elaborately gilded, many being especially designed for long stemmed flowers.

Prices ranging from 10c. up to \$99.89 Each. PEAS, BEANS, JARDINIERS AND POTS AND PEDESTALS. Our assortments of the above—the largest to be found in the city—include a variety of brass receptacles.

SPECIAL 7-inch Jardiniere; value 75c, each, sale price, \$3.00

10-inch Jardiniere; value \$1.00 each, sale price, \$4.00

For the Garden and Lawn

Steel Garden Rakes, 12-teeth, 55c; 14-teeth, 57c; 16-teeth, 59c

Iron Garden Shovels, 10-teeth, 28c; 12-teeth, 24c; 14-teeth, 26c

Steel Spading Forks, 59c, to 97c

Combination Hoe and Rake, 28c

Grass Shears, 18c, to 26c

Turf Diggers, 29c, to 34c

Grass Saws, 49c

Steel Garden Tools, 5 pieces, \$1.00

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