

NEW-YORK, SUNDAY, JANUARY 30, 1910.

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

DRY GOODS. Our Annual February Furniture Sale Will Start Monday, February Seventh

DRY GOODS. Wait for it! Months of unparalleled preparations have given us the best values we've ever had. Don't buy Furniture until you've seen our offerings.

DRY GOODS. The Macy Price Policy

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Tuesday Specials. These items will be out of our receiving room until Monday evening. However, we quote them today, because the large circulation of the Sunday papers will carry the news of their economy to such a vast number of people.

Twenty Thousand Women's Pure Linen and Hemstitched Crossbar Shamrock Linen Handkerchiefs, with slight imperfections, special for Tuesday, 5c.

Shir White Nainsook, soft finished, made of combed yarn, 30 inches wide, value 15c.; special for Tuesday at 9c.

French Chemises, made of fine nainsook, hand-embroidered, finished with eyelet with ribbon, three models; value \$1.25; special Tuesday 90c.

Women's Waists, made of fine lawn, back and front finished with clusters of tucks, side effect, trimmed with eyelet embroidery and nine pearl buttons, value \$2.00; special for Tuesday at \$1.29.

Women's Petticoats, made of sateen, in rich Persian designs, bottom finished with deep accordion plaiting, narrow strapped ruffle; value \$1.50; special for Tuesday at 90c.

French and German Valenciennes Laces, Edgings and Insertings—many in matched sets—value 35c to 75c a dozen yards; special Tuesday, 27c, 34c, 30c and 49c.

Cambrie Skirting Embroideries, 12 inches wide; value 25c a yard; special for Tuesday at 24c.

Arabian Lace Door Panels, with large medallion centerpiece; mounted on cable net; value \$1.50; special for Tuesday at 78c.

Silk Damask Sofa Pillow Slips, various patterns and colors; value \$1.25; special for Tuesday at 63c.

Couch Covers, Oriental colors, fringed all-around; regularly \$1.94 to \$2.24; special Tuesday at \$1.24.

Hosiery Bargains. We'd better tell you something about these offerings in order to create a DEFINITE impression on your mind.

Women's Black Hose at 17c were imported by us. They were landed in the regular 50c lines. Some of them are from our own stock.

17c For Women's 25c Hose. Medium-weight Black Cotton Hose, fine-finished, double sole, heel and toe; made of fine Maco yarn.

24c For Women's 50c Hose. Black Gauze Lisle, with garter tops, Black Silk Lisle, in medium and light weights.

15c For Men's 24c Half Hose. Silk Lisle, in black, tan, navy, cadet, burgundy and green.

24c For Men's 50c Half-Hose. Black Lisle-and-Cotton, Black Cotton with unbleached split feet.

Women's Silk Hose. Pure thread silk—black and colors; \$1.50 to \$2.50 qualities; special—FOR A REASON—\$1.14.

24c For Men's 50c Half-Hose. Black Lisle-and-Cotton, Black Cotton with unbleached split feet.

Women's Silk Hose. Pure thread silk—black and colors; \$1.50 to \$2.50 qualities; special—FOR A REASON—\$1.14.

15c For Men's 24c Half Hose. Silk Lisle, in black, tan, navy, cadet, burgundy and green.

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24c For Men's 50c Half-Hose. Black Lisle-and-Cotton, Black Cotton with unbleached split feet.

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15c For Men's 24c Half Hose. Silk Lisle, in black, tan, navy, cadet, burgundy and green.

The Macy Price Policy. You see, it's like this: For over half a century the MACY store policy has been pretty well known, not only in this city, but throughout the whole country.

COLORED DRESS GOODS. There's an early show of what the weave-wits have been doing for Spring.

LACE ALL-OVERS. Single and double widths. White, cream, ecru and a strong line of colors.

EMBROIDERIES. All-overs, 20 inches wide, white grounds embroidered in pink, light blue or lavender.

HEMSTITCHED FLOUNCINGS. 45 to 54 inches wide. Combinations of delicate "blind" and English eyelet embroidery.

AMERICAN UNDERMUSLINS. Space on this page is valuable. But we owe it to you to tell you the story of THIS Underwear.

WASH GOODS. The Wash Goods are overrunning—coming in faster and faster.

WASH GOODS. "Princess" Dress Gingham, 27 inches wide. A standard woven American Gingham.

Handkerchiefs. It's ALWAYS Handkerchief time. But it isn't often that we can invite you to values like these.

Women's Capses. Long Capes, made of satin or broadcloth, in the best light and dark colors.

Imported Lingerie Gowns. Hand-made of very sheer batiste—semi-Princess effect.

Ribbons. All-silk Moire Sash Ribbons, enhanced with self-colored satin stripes.

Imported White Goods. The anomaly consists in selling such fresh, beautiful stuffs, just coming into their season.

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24c For Men's 50c Half-Hose. Black Lisle-and-Cotton, Black Cotton with unbleached split feet.

WOMEN'S WEAR. To the women of New York and vicinage, the hat-box must not usurp your interest in BARGAINS.

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ORIENTAL RUGS REDUCED. Aggressive Western methods applied to the rug industry.

HAT PINS. This is VERY interesting. This very long ago we "STRUCK A BARGAIN" with an importer.

LACE BED SETS. Renaissance and Renaissance-and-Marie Antoinette Lace Bed Sets.

IRISH POINT CURTAINS. Reduced from \$6.24 to \$4.98.

RENAISSANCE LACE CURTAINS. Reduced from \$6.74 to \$6.24.

GROCERIES. The Pure Food Act was presented to Congress twenty years ago.

COFFEE. Coffee—Genesta Brand, an old Government blend.

TEA. Tea—Lily Whip Tea, Formosa Oolong, English Breakfast.

SPREADS AND COMFORTABLES. Hemmed Crochet Bed Spreads, full-blended, closely-woven crepe.

SHEETS AND PILLOW CASES. 3000 dozen Full-Bleached Muslin Pillow Cases.

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Macy's Is Unique. The MOTIF underlying the Macy business! It is to sell goods AT THE LOWEST PRICE CONSISTENT WITH SAFETY.