

Macy's

Navy Blue Dress Goods

The drift of popular taste is strong in the direction of navy blue. Wherever you go you'll see many blue dresses.

Chanticleer red is a brilliant color and like all fads will soon pass. Navy blue is stable, permanent—always in good taste.

All-wool Storm Serge 50 inches wide Value \$1.00; special... 76c

All-wool Panamas 50 inches wide Value \$1.00; special... 76c

All-wool Diagonals 54 inches wide Value \$1.50; special... \$1.12

Glaze Diagonal Shantung Silks 25 inches wide Large assortment of the new Spring colorings. Value \$1.35; special... 79c

Black Shantung Pongee Silks 36 inches wide Value \$1.00; special... 79c

Black Dress Satin Rich Quality and Light Weight 36 inches wide Value \$1.25; special... 94c

Hat Pins Nine thousand Hat Pins—fancy enamelled, silver, oxidized, jet, gun metal and rose gold finished. They are set with rhinestones and colored stones. Our prices for them were 24c to \$2.49. Special at 9c, 14c, 24c and 98c.

Women's Union Suits SWISS RIBBED WHITE LISLE THREAD UNION SUITS: plain or with lace-trimmed fronts; low neck and sleeveless; umbrella-shaped drawers, 49c. SWISS RIBBED WHITE LISLE THREAD UNION SUITS, hand-crocheted fronts; low neck and sleeveless; drawers-trimmed with lace, 69c. WHITE LISLE THREAD UNION SUITS, plain tops; finished with silk lace; umbrella-shaped drawers, 79c. WHITE LISLE THREAD UNION SUITS, hand-crocheted fronts; drawers-trimmed with lace, 89c.

Women's Silk Underwear

IMPORTED SWISS SILK VESTS, plain tops; low neck and sleeveless, \$1.19. IMPORTED CREAM SILK MIXED VESTS, hand-crocheted fronts and shoulders; low neck and sleeveless, \$1.49. IMPORTED SWISS SILK VESTS, cream and pink; hand-crocheted fronts and shoulders; low neck and sleeveless, \$2.29 and \$2.69. IMPORTED PURE SILK VESTS, cream-colored, hand-crocheted fronts, low neck and sleeveless, \$3.49 and \$3.89. "MARCHIONESS" PURE SILK KNIT VESTS, white, hemmed top, low neck and sleeveless, \$2.69. "MARCHIONESS" PURE SILK KNIT VESTS, white; trimmed with Valenciennes lace; low neck and sleeveless, \$2.70. "MARCHIONESS" PURE SILK KNIT UNION SUITS, white, hemmed top and with tight knees, \$4.89.

French Hand-Made Waists

WAIST made of navy bengaline silk, odd panel front formed of nine clusters of three tucks each, set off with crocheted buttons with loops, net frill beginning at centre and terminating at waistline; front reproduced on sleeves, \$21.80. WAIST made of soft reseda mesaline and net, trimmed with braid, tucked front, gold and net front, embroidered buttons. Chance for considerable thought as you look at this waist, \$42.89. WAIST made of black net over black chiffon embroidered with self-colored ribbonette and brilliant jet beads in an intricate and elaborate all-over design, \$74.50. WAIST made of black net over black mesaline silk, embroidered with silver chain braid, silk cord and jet. We look for such Waists to originate in this country in the days to come. Meanwhile we must draw upon France—\$52.75. FRENCH LINGERIE WAIST—made of sheer handkerchief linen, yoke and collar combination of Irish crochet lace and English eyelet embroidery, \$23.89. WAIST made of white mousseline de soie, over chiffon, side panel, stomacher and sleeves of heavy silk embroidery and gold bugles; front has braided cords run through eyelets, \$60.75.

Fine Silk Petticoats

Silk Petticoats—made of silk jersey—pink, light blue, white and lavender, accordion-pleated flounce of deep point d'esprit lace. Especially adapted for clingy gowns, \$12.69. Petticoats, made of soft mesaline silk, deep flounce of Valenciennes lace inserting and medallions, double ruffle of Valenciennes lace, \$22.49. Petticoats, made of pean de cygne, accordion-pleated flounce, beauteous with graceful floral and bow-knot designs painted by hand, \$15.89. Petticoat, made of fine white China silk, deep flounce English eyelet silk embroidery, trimmed with Valenciennes lace inserting, finished with lace ruffle, \$22.49. Petticoat, made of rich taffeta silk in elaborate Dresden rose design; deep flounce, composed of four rows of ruffles; Valenciennes lace inserting, \$23.89. Petticoat, made of white foulard silk, flounce of Valenciennes lace inserting and net bands, enhanced with gold rose designs in relief; Valenciennes lace ruffle, \$29.89. There are six of our finer Petticoats chosen at random—jersey, mesaline, pean de cygne, China, taffeta and foulard silk. So much for variety. Women's \$4.75 Silk Petticoats at \$3.79 Made of heavy quality taffeta silk, deep accordion pleating, Van Dyke of Dresden silk, finished with Dresden flounce and percaline dust ruffle. Women's \$5.50 Silk Petticoats at \$4.39 Made of extra heavy quality taffeta silk; extra deep flounce, tucked and finished with deep sectional flounce; percaline dust ruffle. Women's \$7.50 Silk Petticoats at \$5.89 Made of extra heavy taffeta silk, deep sectional flounce; tucked and finished with pleated ruffle and rose ruching; deep silk underlay and dust ruffle. Women's \$3.25 Mohair Petticoats, \$2.39 Made of checked or light-striped mohair; with deep accordion pleating, finished with narrow ruffle.



Latest Georgette Model—Large Black Picture Hat—Two Rich Willow Feathers \$44.89



Foulard Silk Motor Coats, \$49.74

These Motor Coats are copies of the newest Paris idea. We don't think you'll see them anywhere in New York except here. They are made of rich imported foulard silk—large white dots on black and blue grounds. Some of them are reversible—may be turned and worn on either side. They are graceful and chic—nothing smarter.

Women's Spring Suits and Dresses

STREET OR AFTERNOON GOWN, made of crepe de chine, in black, wistaria, reseda, Gobelin, tan, light blue and brown; effective semi-dress model—full blouse, embroidered in self-colored silk; net yoke and cuffs; kimono sleeves; soft crushed girde; full-pleated skirt with tunic, trimmed with two graduated rows of buttons; value \$35.00; special \$29.74.

TAILORED SUITS, made of navy and black storm serge, or all-wool shepherd checks; semi-fitted coat, with black satin shawl collar, overlaid with embroidered linen crash; lined with pean de cygne; full-pleated skirt, value \$35.00; special at \$29.74.

DEMI-TAILORED SUITS, made of navy, cadet and gray French serge or shepherd checks; handsome blouse with black satin shawl collar extending to waist-line, simulating a facing, overlaid with embroidery in Persian colorings; broad patent leather belt; full-pleated skirt; value \$45.00; special \$37.74.

Women's Spring Coats—Specials

\$14.74 FOR \$20.00 COATS, made of black and blue storm serge; full-length, half-fitted model, deep shawl collar, turn-up cuffs of shepherd checks; two slashed pockets edged to match cuffs; skeleton-lined with self-material; sleeves lined with pean de cygne. \$19.74 FOR DRESSY COAT, made of satin or bengaline; three-quarter length collarless model; neck finished with two rows broad silk braid, piped in black and white silk; full coat sleeves; lined with soft pean de cygne. \$34.74 FOR \$45.00 COAT, made of imported cloth of gold—a copy of one of the newest Paris models; deep black satin shawl collar effects; richly embroidered and braided; sleeves finished with tiny ball buttons, two handsome frog fasteners; lined to waist-line with pean de cygne.

Misses' Coat and Suit Specials

MISSSES' PROMENADE SUITS, navy and black French serge and all-wool shepherd checks; semi-fitted coat, fancy shawl collar, trimmed with broad silk braid, coat sleeve braided to match collar; full-skirted skirt; value \$27.50; special \$21.74. MISSSES' COATS, made of fine storm serge in black and navy; semi-fitted model with collar and cuffs of pongee silk and braid; lined throughout with polka-dotted foulard; sizes 14 and 16 years; value \$22.50; special \$17.74.

Real Glace Kid Gloves

16-BUTTON LENGTH—Red, Brown, Beaver, Pink, Black, Tan, Navy, Slate, Sky, White. Special at \$2.74. 20-BUTTON LENGTH—Black, Sky, Tan, White, Pink. Special at \$3.69.

Women's Neckwear for Easter

It is a pleasure to look at the Neckwear we show—AND A PROFIT TO BUY. The variety of styles is very great. Many came to us from Paris and Vienna. They are novel—EXQUISITE. Many others were copied from the imported models. They are just as pretty as the originals, but cheaper, because the duty does not figure in their prices. We want you to see this display of dainty, beautiful Easter Neckwear. Will you come to-morrow?

Real Irish Crocheted Lace Stock Collars, heavy and "baby" patterns, \$1.89, \$2.63, \$2.74. Real Irish Crocheted Lace Dutch Collars, round shapes, heavy and delicate patterns, \$3.49 and \$3.87. Jabots made of hand embroidery and Irish crocheted lace, \$2.49, \$3.39 and \$3.79. Dutch Collars, made of fine lawn trimmed with imitation Valenciennes, Cluny and Irish laces, 25c, 49c and \$1.39. Dutch Collars, made of heavy or sheer linen, hand-embroidered in eyelet and blind designs—also Madeira embroidered Collars, 99c, \$1.48, \$2.24 and \$2.69. Combination Stock Collars and Jabots, trimmed with imitation Valenciennes and Cluny lace; some are prettied with a chic bow, 47c and 69c.

Princess Lace Jabots, double top, 98c. Jabots trimmed with imitation Valenciennes and Cluny lace, 23c. Double Jabots made of marquise, trimmed with Valenciennes and Cluny lace, 47c. Double-frilled Lawn Jabots, trimmed with lace inserting, edged with Valenciennes lace, \$1.39. Jabots made of white lawn, edged with butter-colored Mechlin lace, exact copy of an exclusive Paris novelty; value \$1.25; special at \$1.09. CHIFFON SCARFS, a-glint with pressed spangles; white, sky and pink; value \$2.00; special 89c. CHIFFON SCARFS, covered with bugle beads—six of the newest color combinations; value \$15.00; special... \$7.69.



THE PAISLEY SCARF-CAPE, \$29.74

This Paisley Scarf-Cape is one of the newest things for the Spring. It is really a scarf draped into the modern wrap. It is made in various designs, from the extreme Persian or Oriental colorings to the most delicate shades. This garment is lined with richly tinted harmonizing colors and is held tight to the body by strappings of white satin. It is finished at each end with tassels that combine every color used in the weave.

Macy's

Boys' Easter Clothing

Our Boys' Knee-Trouser Suits are distinct from Men's and Youths' Clothing. They are in a separate department, and the business is conducted beneath a management devoted exclusively to this single interest.

Never before have we displayed such complete stocks of Clothing for boys—Sailor, Russian and Knickerbocker Suits, Reefers and Top Coats.

Not only will the selection—if made here—be satisfactory so far as style, fabric and workmanship are concerned—but even more so as to the Cost. Our shopping organization has investigated the local market—more systematically and thoroughly than any inexperienced individual would attempt—to find Boys' Clothing that represented values equal to ours.

They found Suits, Top Coats and Reefers as good as ours, but invariably at higher prices. For example, they found Suits with single pairs of trousers priced much higher than we ask for similar Suits with extra trousers. Make comparisons, as we are doing constantly to keep the store for Boys first and foremost. Particularly interesting this Easter Week:

BOYS' NORFOLK AND DERBY SUITS, made of imported and domestic chevots, cassimeres, tweeds and worsteds—hand-made button-holes, hand-padded collars and thoroughly shrunk canvas lining, sizes 8 to 18 years, \$7.49 to \$14.74. Suits made of blue or black serge or unfinished worsted. They are made and finished with the greatest care. Ideal for confirmation, \$4.96 to \$12.74.

BOYS' SUITS, single or double-breasted Norfolk models, extra pair trousers, made of all-wool cheviot, cassimeres and tweed, \$4.89 to \$6.49.

BOYS' SAILOR AND RUSSIAN BLOUSE SUITS, made of blue serge, cheviot mixtures and shepherd checks, sailor or military collars, trimmed with braid or embroidered emblem, sizes 2 1/2 to 12 years, \$4.96 to \$12.74. Others, \$2.97 to \$13.74.

BOYS' REEFERS, made of blue serge, fancy chevots and black-and-white shepherd checks, self or velvet collars, sizes 2 1/2 to 10 years, \$4.96 to \$12.74. Others, \$2.97 to \$13.74. Complete assortment of Boys' Furnishings, Blouses, Neckwear, Hats and Caps.

Young Men's Spring Suits

New models for the young fellows from fifteen to twenty years of age. Styles that are appropriate for college, school and business wear.

Youthful effects, full of quiet, unobtrusive snap. They are the products of the most skillful manufacturing tailors. Nowhere else will you match these low prices for similar qualities.

Suits made of all wool chevots and cassimeres, in all the new shades of gray, also blue serge, which will not sag nor fade; lined with alpaca or serge; \$9.91

Suits made of all wool chevots and cassimeres, smart patterns with just the right touch of dash to them, and pure worsted blue serge \$12.75

Suits made of cassimeres, chevots, worsteds and serges; high-grade weaves, in strong, rich colors, grays and blues \$14.75 a plenty. Better qualities, ranging up to \$20.75.

Women's Boots and Low Shoes

Trim, neat, pretty Shoes are vital factors of Easter Dress. Every woman with dainty taste knows that. The writer has been looking at the new styles for Spring. If you could see them—and learn their prices—there isn't a doubt that the specialty Shoe stores would be large sufferers by your comparisons.

Our variety and our qualities are equal to theirs, and nothing could be plainer than the fact that our prices are much less than they charge.

Women's Boots, made of soft white buckskin, cut extra high and trimmed with clear white pearl buttons, sold elsewhere at \$7.89 \$9.50; our price... Women's Patent Leather Boots, with white calfskin tops and black buttons. They are very striking; very dressy. It is said that they were introduced by a celebrated New York society woman whose beauty and toilets are famous throughout two continents. Specialty Shoe Stores ask \$8.00 for them; our price, \$5.94.

Here is something entirely new. You know the rage for shepherd checks? They figure conspicuously in women's suits and coats; also men's trousers. We've had Women's Patent Leather Shoes made with black-and-white cloth, shepherd checks—very effective, \$4.96

Women's Boots, made of patent leather and Domino calfskin, finished with cloth or dull kidskin tops—\$2.59, \$3.49, \$4.96 and \$5.94.

Low-cut Shoes, Pumps, Gibson Ties, Eclipse Ties, Ankle strap Pumps, Button-strap Low Shoes, made of patent leather, tan Russia calfskin, black Domino calf, black kid and suedes; at \$2.59 to \$5.94. Black Satin Walking Pumps, \$4.96. Black Velvet Gibson Ties, \$3.96.

Flower Vases

There'll be flowers on Easter. The thought suggests our Vases—brings them into prominence. Best values in Vases you've ever known. Rich Cut Glass Vases from our own Glass-cutting shop; English, French, Bohemian and Domestic Glass Vases—plain, colored, decorated or elaborately gilded—10c to \$59.89.

Majolica Style Pots Value 25c; special at 23c—7 in. Value 50c; special at 49c—8 in. Value 75c; special at 49c—9 in. Value \$1.00; special at 69c—10 in.

Majolica Palm Pots Value \$6.26; special \$5.49—15 in. Value \$8.00; special \$5.89—17 in. Value \$10.00; special \$7.39—19 in. Value \$14.50; special \$11.49—21 in.

Minton Jardinieres Basket Effects Value \$1.00; special \$1.29—7 1/2 in. Value \$2.50; special \$1.95—8 in. Value \$3.00; special \$2.69—10 in. Value \$4.50; special \$3.69—12 in.

Austrian Majolica Jardinieres Raised floral designs in natural colorings. Value \$1.20; special 97c—7 in. Value \$1.60; special \$1.39—8 in. Value \$2.00; special \$1.69—9 in. Value \$3.25; special \$2.69—10 in.

Comtesse Corsets—Our Spring models of Comtesse Corsets have the following features: Long waist, long hips, medium high bust, curved-in waist. Plain coutil or cretonne, \$5.94, up to the plain silk, fancy broche and woven elastic cloth—the last named a splendid reducing Corset—\$18.49.

Marchioness Equestrian Corsets insure to the rider entire ease of pose and freedom from restriction—two indispensable conditions in a perfect riding Corset—low bust, very short from waist-line down in front and long dip hips and backs. Like other "Marchioness" models, the Equestrian is controlled exclusively by us—\$24.

Festoon Necklaces and Lavallieres

Prices Were \$2.59 to \$75.89 Prices Are \$1.24 to \$39.89 Sterling silver, gold-plated and oxidized, some are set with real stones, others with imitations, also marquise and enamel effects. Every one is a rare bargain.

Norwegian Jewelry Reduced

Prices Were \$1.98 to \$26.89 Prices Are 98c to \$13.89 Necklaces, Brooches, Lavallieres and Pendants, set with pearls, colored stones and very rich enamel work.

Ribbons for Sashes and Hair Bows

Best All-Silk Taffeta, Satin and Moire Sash Ribbons, 6 and 6 1/2 inches wide. Pink, blue and white—a large assortment of designs in self-colors. Beautiful quality and meant to sell for more than our special price, which is... Hair Bow Ribbons to match the above, 4 1/4 and 4 3/4 inches wide... 39c 27c

Children's \$7.50 Broadcloth Coats at \$5.94

These Coats are for two to four year children. They are made of fine, silky broadcloth. Three distinct styles to select from. Box Coats, linen crash collar and cuffs, with scalloped edges embroidered with silk, six large brass buttons; red, navy, old rose and Alice blue. Coats with pleated skirts; collar, cuffs and front trimmed with self-colored silk braid; fancy metal buttons; tan, navy, old rose and red. Coats with pleated skirts, three rows silk braid around collar and bottom, metal buttons in Persian effects; old rose, Alice blue, red and tan. Any one of them would be cheap at \$7.50; choice at \$5.94

SPECIALS FOR TUESDAY

These Specials will not be out of our receiving room until Monday evening. However, we quote them to-day because the large circulation of the Sunday papers will carry the news of their economy to such a vast number of people.

\$2.25 Linen Blouses—Special for Tues. \$1.79 TAILORED BLOUSES, made of pure linen, embroidered front, finished with pleated ruffle, value \$2.25; special for Tuesday, \$1.79.

Women's 25c Collars—Special for Tues. 12c Two hundred dozen WOMEN'S EMBROIDERED COLLARS—Corliss brand—sizes 12 to 14 in., value 25c; special for Tuesday, 12c.

40c Swiss Flouncings—Special for Tues. 29c WHITE SWISS EMBROIDERY FLOUNCINGS, 2 1/2 inches wide—dainty, well-worked designs—value 40c to 50c a yard; special for Tuesday, 29c.

\$3.50 Silk Petticoats—Special for Tues. \$2.49 Made of taffeta silk, black, staple and high colors, deep sectional flounce, attached percaline dust ruffle, value \$3.50; special for Tuesday, \$2.49.

\$1.35 Black Taffeta—Special for Tues. 99c BLACK DRESS TAFFETA, 36 inches wide, rich dye—made to retail for \$1.35 a yard; special for Tuesday, 99c.

Women's \$1.00 Gloves—Special for Tues. 79c WASHABLE CHAMOIS GLOVES, prix-seam sewn, spear back, and double-draw button and buttonhole and clasp, natural color, value \$1.00; special for Tuesday, 79c.

88c Men's Handkerchiefs—Special for Tues. 12c Three hundred dozen MEN'S IRISH LINEN HANDKERCHIEFS, quarter, half and one-inch hems, value 18c; special for Tuesday, 12c.

75c Table Damasks—Special for Tues. 59c HEAVY UNBLEACHED IRISH LINEN TABLE DAMASK, 70 inches wide, will soon launder white, value 75c a yard; special for Tuesday, 59c.

65c Pillow Cases—Special for Tues. 49c One hundred and fifty pair IRISH EMBROIDERED PILLOW CASES, three attractive designs, 45x36 inches, value 65c each; special for Tuesday, 49c.

\$1.00 Pillow Cases—Special for Tues. 74c LINEN PILLOW CASES, finished with drawnwork, ends trimmed with linen lace, 45x36 in., value \$1.00 each; special for Tuesday 74c.

\$1.00 Stylo Pen—Special for Tues. 49c "BEST EVER" STYLO PEN OR INK PENCIL, hard rubber case, platinum point, value \$1.00; special for Tuesday, 49c.

Visiting Cards Engraved—Special for Tues. 59c One hundred VISITING CARDS engraved from customer's own plate; our regular price 79c; special for Tuesday, 59c.

\$9.97 Dinner Set—Special for Tues. \$5.89 AUSTRIAN CHINA DECORATED DINNER SETS, 100 pieces, floral designs in natural colors; our regular price, \$9.97; special for Tuesday, \$5.89.

Orange Marmalade—Special for Tues. 10c HOME-MADE SWEET ORANGE MARMALADE, made of sound ripe oranges and refined sugar; large glass jars, retailed everywhere at 15c to 18c a jar; special for Tuesday, 10c each, \$1.18 dozen.