

NEW-YORK, SUNDAY, MAY 22, 1910.

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
B'way at 6th Av. 34th to 35th St.

Diamonds We Will Sell Diamond Rings at 25 Per Cent. Less Than Our Usual Prices

The skeptic reading the above will ask himself: "WHY AND HOW DOES MACY'S SELL DIAMONDS AT ONE-QUARTER LESS THAN THEIR REGULAR PRICES?" Unless we explain, it is possible that those not familiar with the traditions of this store may discredit the statement:

WHY? Just one year ago we held a great sale of Diamonds—and did a phenomenal business. An importer was pressed for money and sold us \$50,000 worth of Diamond-mounted Jewelry at enormous concessions in order to convert his stock into cash. The MANAGER OF THE DEPARTMENT HAS SET OUT TO EQUAL OR SURPASS THE RECORD OF A YEAR AGO. No financially-embarrassed importer with Diamonds to sacrifice materialized. So we had to resort to other means.

HOW? We went into the market and bought White Diamonds as cheaply as cash could secure them. They are the qualities that are usually sold elsewhere at \$225.00 a carat. In order to stimulate your buying interest we will sell these special purchases at 25 per cent. less than we would ask for them under ordinary circumstances. The offerings include:

- SOLITAIRE DIAMOND RINGS, mounted in solid 14-kt. gold, with platinum, \$31.24 to \$224.00.
- TWO-STONE DIAMOND RINGS, diagonally mounted in solid 14-kt. gold and platinum, \$35.49 to \$163.00.
- THREE-STONE DIAMOND RINGS, hoops of solid 14-kt. gold and platinum, \$61.25 to \$197.00.

These Are from 30 to 40 Per Cent. Less Than Our Regular Prices

Princess, Cluster and Dinner Rings, La Vallieres, Brooches, Necklaces and Bracelets, set with Diamonds, Pearls, Rubies, Opals, Sapphires and Emeralds. The Diamonds are white and brilliant—the bargains are abundant and bright.

Foulards: Three Thousand Yards Imported and Domestic Makes

The charm of Foulard Silks keeps them from being crowded out. They seem to grow in favor every year. These Foulards drape exquisitely and they are in styles that New York women like—dots, stripes and figures on white, navy and black grounds—23 to 28 inches wide. As further proof of our bargain-producing power, we will sell these Foulards at 49c a yard. Our price yesterday was 99c.

Black Satin de Chine

36 in. wide, Value \$1.35; Special 99c

Black Sicilian Mohair

High Lustre—44 Inches Wide. 1st Fl., 35th St.

Value 75c; Special 59c

All-Wool Melange Serge

Hard-twisted threads; firm, crisp, almost wiry; it drapes willingly. A favorite for travelling dresses. Gray only; 50 inches.

Value \$1.10; Special, 89c

All-wool Storm Serge

Medium weight; black, navy, light and dark gray, myrtle, reseda, raisin, marine, golden brown and catawba; 50 inches.

Value \$1.25; Special 98c

Tailored Suits: One Hundred of them at a Big Saving.

A still hunt through these Suits will bring you your reward. You'll find a bargain—and the Suit will be none the less desirable because a big part of the price is gone—marked off. All are new, conservative styles from our regular stock. French and storm serge, English worsted, diagonals and the ever-popular black-and-white checks. Some are braided, others are trimmed with satin.

Our \$27.74 Suits, reduced to \$17.74

Our \$29.74 Suits, reduced to

Women's Full-length Linen Coat Suits, that are ideal for traveling; value \$22.50; special at \$14.74

Imported Hand-Made Lingerie Frocks

PRINCESS MODEL, belt effect, fasten in back with pearl buttons hidden by fly.

MADE OF VERY FINE white French batiste—clear, sheer and airy. HAND-SEWED THROUGHOUT, every stitch precise and exact. You know the infinite patience and skill of French needleworkers—the exquisite effects they produce.

ALL THE EMBROIDERY DONE BY HAND. As you read on don't lose sight of the important fact that all the sewing IS HAND-SEWING.

COLLAR AND YOKE made of fine tucks, French Valenciennes and real Cluny lace inserting, with several rows of fine tucks forming the shoulder. The inserting is applied across front and back of yoke.

FRONT OF WAIST is trimmed with fine tucks, with a row of French Valenciennes lace inserting on each side that FRAMES the beautiful hand-embroidered floral design, which is enhanced with hand-worked English eyelet embroidery.

WAIST LINE is marked by two rows of fine tucks and two rows of real Cluny lace inserting.

SLEEVES HAVE TWO ROWS of French Valenciennes inserting running length-wise in shallow curves, with seven clusters of fine tucks between; cuffs of French Valenciennes and real Cluny lace inserting.

ROUND LENGTH SKIRT, very full, almost billowy, with two clusters of graduated tucks, panel front formed of French Valenciennes, centre hand-embroidered to match design on waist. SIDE GORES of fine and large tucks and French Valenciennes inserting.

\$19.74

Chinese Linens These Have Been Reduced One Half

Chinese Linens—finely, firmly woven, but so sheer that you can read through them. They are ideal for waists and there is nothing better for fancy work.

Why do we sell them at half price? Because they don't sell at full price. Few women understand their qualities, so they won't buy them. The Chinese, you know, give a shiny, glaze-like finish to their Linens—and our customers want the dead, lustreless finish. However, women who have bought the Chinese Linen say it is just right after being laundered.

- 34-inch Chinese Linen, was 98c; reduced to 49c
- 34-inch Chinese Linen, was \$1.24; reduced to 62c
- 34-inch Chinese Linen, was \$1.48; reduced to 74c

These types express an extra strong effort made by a store that most of you know pretty well. The interests involved are diversified. We have stated the simple facts about all of them. It is just such straightforward truth that redeems current advertising. Prices of Diamonds and Art Objects have been pulled down exactly as we say. Wash Goods, White Goods, Dress Goods and Tailored Suits furnish irrefragable bargains. The Imported Hand-made Lingerie Frocks quoted at \$19.74 are really worth \$30.00. They've a history. No room to tell it. There is good cheer in the Furniture news. Upholsteries haven't been holding their own. Therefore, certain lines have been cut regardlessly. These offerings are a test of your frugality and sagacity. It's an extravagance to miss them.

A Clearance Sale:

Choice Specimens of French and Italian Bronzes and Marbles, Ivory Curios, Mosaic Tiles, Vases, Clocks, Lohmeyr Engravings and Other Beautiful Art Objects at Half and Third Less Than Usual Prices.

It's exactly what we say—"A Clearance Sale"—and we scheduled it to attract the patronage of people who are invited to June weddings. Walk into the department and glance around.

Did you ever see such a quantity of Art Goods? Can you blame us for taking heroic measures to relieve the congestion? There isn't half enough room to display the things properly. We lose sales because people are confused by the variety. So many different things hold them "at gaze" they can't make selections. The most intelligent thing we can do is to sell a few hundred pieces at half and third less than our regular prices so that we may restore the stock to an orderly, harmonious arrangement. A multitude of things closely crowded inclines to daze and bewilder the looker, and we don't want any part of this store to have that effect. The following list is merely a fraction of the articles involved:

- "THE RAPE OF POLYXENA," gold bronze group of four dramatic figures mounted on square Carrara marble pedestal, height of figures and base 5 ft. 5 in. (copied from celebrated marble group at the Uffizi Gallery, Rome)—was \$750.00; reduced to \$375.00
- "THE SNAKE CHARMER," by Gaston Leroux, youth against rock playing flute, snake at his feet—modern conception in French bronze, height 5 ft. 6 in.—was \$395.00; reduced to \$174.00
- "FLYING MERCURY," Pompeian bronze poised figure, 6 ft. 2 in. high, (original by John of Bologna, leading Italian sculptor, latter part of 16th Century)—was \$305.00; reduced to \$153.00
- "THE WRESTLERS," significant example of Alexandrine sculpture, Italian bronze, base 21 in., height 18 in., (original at Florence)—was \$184.00; reduced to \$92.00
- "THE PIEDIGROTTA FESTIVAL," by Mattei—Italian bronze genre scene—eight merry figures in carnival costume, on Carrara marble base, 40 in. long—was \$184.00; reduced to \$92.00
- "DIANA," by Aichele, French bronze female figure casting spear, crescent in hair, height 51 in.—was \$263.00; reduced to \$131.00
- "DANCING BACCHANAL," by Chretien; Assyrian bronze figure of laughing youth, grapevine on brow; height 34 inches; was \$159.00; reduced to \$79.50
- "HARVEST," by Eugene Thivier; French bronze female peasant, bearing sheaves of wheat and scythe; height 28 inches, was \$159.00; reduced to \$79.50
- "REBECCA AT THE WELL," by E. Villanis; French bronze figure of romantic biblical character; height 26 inches; was \$149.00; reduced to \$74.50
- "SPIRIT OF NATURE," by Maurice Constant; received honorable mention at Salon; French bronze female figure floating with veil; height 37 inches, was \$149.00; reduced to \$74.50
- "MORNING GLORY," by J. Ofner; green finished bronze bust of sylph emerging from calyx, garland twined in hair; was \$101.00; reduced to \$49.48
- BRONZE TRIPOD; 36 inches high, supported by Grecian sphinxes and foliated ties; reproduction of consecrated prize awarded at Pythian games about 400 B. C.; was \$124.00; reduced to \$61.50
- POMPEIAN TABLE; Numidian marble oblong in antique bronze, supported by arch, wingless Sphinx resting on base (original buried in ruins A. D. 79, excavated in eighteenth century); was \$163.00; reduced to \$81.50
- POMPEIAN TABLE; bronze grotesque cross-pieces, supporting Numidian marble oblong, framed in bronze (original excavated in eighteenth century); was \$123.00; reduced to \$61.50
- GOLD BRONZE CLOCK; Empire design, 44 inches oblong base raised on foliated scrolls, two bronze Nubian cherubs supporting unit, set with large dial, quarter-hour Westminster chimes, 8-day movement, only reproduction (original at Imperial Chinese Palace); was \$750.00; reduced to \$375.00
- FRENCH CLOCK SETS, three pieces; gold bronze, decoration of Caryatides, enamelled dial, 8-day movement, hour and half hour strike, five-branch candelabra; was \$274.00; reduced to \$137.00
- CLOCK SET, THREE PIECES, CARRARA MARBLE BASE, French bronze cherub supported clock, two branched candelabra, supported by Faun and Bacchante; was \$179.00; reduced to \$89.50
- CLOCK SET, THREE PIECES, NUMIDIAN MARBLE BASE, black veined, decorated with gold bronze Greek frieze; mounted by cherub, in chariot, driving lion, dial forming chariot wheel; five-branched candelabra to match; was \$169.00; reduced to \$84.50
- CLOCK SET, THREE PIECES, ASSYRIAN OVAL BRONZE BASE, supporting Greek dancing girl, carrying drum; dial set in side of drum; four-branched candelabra to match; was \$149.00; reduced to \$74.50
- CLOCK SET, THREE PIECES, PALE ROUGE JASPER MARBLE, four pillars supporting triumphal arch; gold bronze decoration; five-branched candelabra, with torch apex; was \$98.50; reduced to \$49.24
- TWO FRENCH REGULATOR MANTEL CLOCKS, gold bronze cases, finest movements, mercury pendulums; one, glass face, sides and back, Ruget miniature after Gainsborough set under dial. The other, glass roof, sides and back, Russian enamel portrait medallion set under dial; were \$98.25; reduced to \$49.12
- GOLD BRONZE TRAVELLING CLOCK, Empire design, red Morocco case; turquoise enamel face, ram's head supporting garlanded dial; was \$98.25; reduced to \$49.12
- English China after-Dinner Coffee Set, on tray; Reduced from \$64.63 to \$39.89
- French China Tea Sets, on trays; Reduced from \$16.49 to \$11.89
- Reduced from \$34.89 to \$24.89
- Fine Plates, border, spray, or centre decoration:
 - From \$14.88 doz., to \$11.88
 - From \$21.88 doz., to \$14.88
 - From \$29.88 doz., to \$19.88
 - From \$59.89 doz., to \$35.89
- Decorative Plates, hand-painted, head in centre:
 - From \$4.49 each to \$2.97
 - From \$7.89 each to \$4.49
 - From \$8.49 each to \$4.89
- Hand-painted Porcelain in Shadow Box:
 - Reduced from \$29.83 to \$19.89
- Framed Ivory Porcelains, hand-painted:
 - Reduced from \$17.49 to \$11.89
 - Reduced from \$19.87 to \$12.89
 - Reduced from \$24.97 to \$17.89
- Hand-carved Ivory Cabinet Curio:
 - From \$73.49 to \$39.89
- Italian Mosaic Tiles, black marble inlaid with natural-colored marble figures, birds and flowers of rare beauty:
 - Reduced from \$8.22 to \$4.89
 - Reduced from \$48.94 to \$39.89
- Royal Bonn Vase,
 - Reduced from \$24.89 to \$17.89
- Rudolstadt Vase, hand-painted,
 - Reduced from \$34.89 to \$19.89
- Crown Derby Vases,
 - Reduced from \$6.59 to \$4.89
 - Reduced from \$8.33 to \$4.89
 - Reduced from \$13.61 to \$9.89
 - Reduced from \$16.27 to \$11.89
- Vienna Vases, hand-painted,
 - Reduced from \$18.22 to \$11.89
 - Reduced from \$38.29 to \$24.89
 - Reduced from \$97.89 to \$49.89
 - Reduced from \$150.00 to \$97.89
 - Reduced from \$250.00 to \$189.63
 - Reduced from \$275.00 to \$197.89
- Galle Glass, mingled color tones, soft, radiant tints.
 - Vase, from \$17.89 to \$13.89
 - Electrolier, from \$29.89 to \$19.89
- "Straus" Cut Glass, individual designs, clear, deep cut, prismatic colorings:
 - Electrolier, from \$78.49 to \$49.89
 - Punch Bowl, from \$74.89 to \$49.89
 - Epergne, from \$134.69 to \$97.89
 - Punch Set, \$178.69 to \$149.89
- Bronze Electroliers:
 - Reduced from \$150.00 to \$97.83
 - Reduced from \$350.00 to \$198.63
 - Reduced from \$500.00 to \$297.83
 - Reduced from \$600.00 to \$349.83
- English Long Cloth, 36 inches wide, piece of twelve yards; \$1.39 value \$1.75; special at \$1.39

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
B'way at 6th Av. 34th to 35th St.

Upholsteries: A Lagging Business Calls for Our Usual Tonic.

Here are more simon pure reductions—made to stimulate a department that hasn't thrived with the customary Macy vim and vigor during recent days. If you need these goods you'll be untrue to the instincts of thrift not to come and buy them.

REAL LACE CURTAINS, including Renaissance and Lacet Arabian; handsome hand-made lace patterns mounted on best quality French net.

Also NOVELTY COTTAGE CURTAINS; Marie Antoinette and file insertion on best quality cable net; were \$5.94 to \$6.94; special at \$2.89

IMPORTED CRETONNES; floral patterns and all-over designs printed on heavy cloth; regularly 38c a yard; special at 28c

LACE BED SETS; real Renaissance lace motifs and insertions, mounted on best quality cable net, finished with deep full ruffle; roll cover to match; were \$6.49 to \$7.96; special at \$4.74

LOUNGING PILLOWS; covered with real Spanish leather; were \$2.69; special at \$1.89

Bamboo Porch Screens

Made of half-inch outside bark bamboo, heavy bamboo rod top and bottom, natural color, with cords and pulleys:

- 89c for 5 x 8 ft. size
- 98c for 6 x 8 ft. size
- \$1.29 for 7 x 8 ft. size
- \$1.49 for 8 x 8 ft. size
- \$1.74 for 9 x 8 ft. size
- \$1.98 for 10 x 8 ft. size
- \$2.24 for 12 x 8 ft. size

Made of half-inch bamboo slats well finished; heavy bamboo rod top and bottom; stained green; cords and pulleys:

- 98c for 5 x 8 ft. size
- \$1.29 for 6 x 8 ft. size
- \$1.74 for 7 x 8 ft. size
- \$1.98 for 8 x 8 ft. size
- \$2.19 for 9 x 8 ft. size
- \$2.24 for 10 x 8 ft. size
- \$2.97 for 12 x 8 ft. size

Satin Damask

Our Linen buyer is just back from Europe. This Double Satin Damask is one of his trophies. He bought it in Belfast from a well-known manufacturer. The designs, including new effects in stripes, are very beautiful. The width is 72 inches.

We haven't been able to match this Damask for less than \$1.75 a yard. Hardly think it can be matched for less. Our price is \$1.39. Napkins to match, 23x23 inches, \$3.96 dozen.

Fancy Towels

The hucks have woven damask pansy and clover figures; the dice weave has deep brocade border. Full bleached, of course, with strong spoke hemstitched ends. Firmness in both weaves, substance, too, and satisfaction in the wear, because they are honest in the linen. 22x43 inches. Such Towels will cost you 75c in any other store. Our price for them is 69c. But we change them from regulars to specials by making the price 49c.

Furniture: Arm Chairs and Rockers A Manufacturer's Samples

These Morris Chairs, Arm Rockers and Chairs represent a manufacturer's sample line, but they are not scratched or jammed. They were on exhibition in this city—served their mission and came to us as all good samples do—AT BIG REDUCTIONS. In the lot are Arm Chairs and Rockers, Morris Chairs, Desk Chairs, and a few Settees, made of Flemish, Early English and weathered oak, solid mahogany and mahogany finished, upholstered in velour, real and imitation leather. Cozy, comfortable—none better for service.

Arm Chairs

- Regularly \$7.24; special \$4.74
- Regularly \$8.24; special \$5.49
- Regularly \$8.67; special \$5.74
- Regularly \$9.24; special \$5.94
- Regularly \$9.74; special \$6.49

Arm Rockers

- Regularly \$5.49; special \$3.24
- Regularly \$7.24; special \$4.74
- Regularly \$7.49; special \$4.96
- Regularly \$9.24; special \$5.94
- Regularly \$9.49; special \$6.24

Sale of Sample Morris Chairs

- Regularly \$10.49; special \$6.84
- Regularly \$12.49; special \$8.24
- Regularly \$14.49; special \$9.74
- Regularly \$22.49; special \$14.89

MAPLE PORCH ROCKERS, natural, red or green finish; double woven cane seat; spindle back; special at 79c

MAPLE PORCH ROCKERS, natural, red or green finish; large roomy seat; double woven cane seat and back; special at \$2.06

Solid Oak Chiffoniers

30 inches wide; five deep drawers, cast brass trimmings, wood gallery; special at \$3.74

White Enamelled Chiffoniers

33 inches wide, five deep drawers, cast brass trimmings, wood gallery. \$6.24

Window Shades, Awnings and Furniture Slip Covers.

This is the time when awnings, Shades, Slip-Covers and kindred things come into their own. We will take orders and submit samples and estimates. You may feel assured of prompt and economical service, as the work is done in our own shop on the premises.

India Moodji Porch or Bungalow Rugs

- Size 3 x 6 feet, at \$1.08
- Size 4 x 7 feet, at \$2.89
- Size 6 x 9 feet, at \$5.89
- Size 9 x 12 feet, at \$11.89

"Ye Olde Time" Rag Rugs

- Size 24 x 36 inches, at .59c
- Size 27 x 54 inches, at .94c
- Size 30 x 60 inches, at \$1.10
- Size 36 x 72 inches, at \$1.59
- Size 4 x 7 feet, at \$2.39
- Size 6 x 9 feet, at \$4.04
- Size 8 x 10 feet, at \$7.74
- Size 9 x 12 feet, at \$9.49

Alexander Smith Sons & Co. Seamless Tapestry Brussels Rugs

- \$5.74 for \$7.74 Rugs; size 6 x 9 feet.
- \$7.24 for \$9.49 Rugs; size 7 1/2 x 9 feet.
- \$8.89 for \$11.89 Rugs; size 8 ft. 3 in. x 10 ft. 6 in.
- \$11.24 for \$14.74 Rugs; size 9 x 12 feet.

American Aubusson Art Rugs

- Size 3 x 6 ft., at \$2.49
- Size 6 x 9 ft., at \$7.74
- Size 7 1/2 x 10 1/2 ft., at \$10.48
- Size 9 x 9 ft., at \$11.74
- Two-tone and solid colors, with fancy borders.
- Size 9 x 12 ft., \$15.36
- Size 9 x 15 ft., \$18.74
- Size 10 1/2 x 12 ft., \$17.74
- Size 12 x 15 ft., \$25.48

Here Are Carpet Bargains

TAPESTRY BRUSSELS CARPETS, floral, two-toned and Persian designs; for rooms, halls and stairs; our regular price 89c; reduced to 59c

SMITH'S SAVONNERIE AXMINSTER CARPETS, best quality Oriental and chintz effects; borders to match; regularly \$1.34 a yard; special at .98c

China Matting—Plain or Fancy

- Rolls of 40 yards, \$6.48
- Rolls of 40 yards, \$9.48
- Rolls of 40 yards, \$7.89
- Rolls of 40 yards, \$12.48
- Rolls of 20 yards, \$3.24
- Rolls of 20 yards, \$4.74
- Rolls of 20 yards, \$3.94
- Rolls of 20 yards, \$6.24

Our 74c Linoleums, Special 39c

Full-bodied, well-seasoned, handsomely blocked goods. Attractive tile and mosaic effects in oil colors, suitable for public halls, offices, vestibules, aisles, dining-rooms, pantries, kitchens, restaurants, bathrooms, closets, etc. Four yards wide. Our regular price 74c square yard; special at 39c sq. yd.

Wash Goods There Is a Strong Reason for These Unprecedented Values

If you enjoyed the intimate confidences of certain manufacturers and importers of Wash Goods you could well understand how we can sell beautiful Fabrics for summer dress at the remarkably low prices quoted to-day. Some of the items advertised were bought at less than they are worth. Others cost us full prices—but have been reduced.

Irish Dress Linen

Reduced from 19c a yard to 15c

Natural color only, 30 inches wide. Black-and-white stripes, 36 inches.

All the above items are warranted PURE LINEN.

ROUGH SILK-WESTED SHANTUNG, natural, tan, pink, light blue, Alice, Copenhagen, navy, wistaria, reseda, brown, black and changeable tints, showing a shimmering effect; a beautiful weave; value 35c; special 24c

AUSTRIAN SHIRTING MADRAS, 32 inches wide, worn of fine Egyptian yarn; checks, plaids and stripes in the prettiest of summer colors—just right for waists and shirts; reduced from 46c and 56c to 34c

White Goods: White Goods Haven't Sold Fast So We Reduce Prices to Quicken Them.

This Sale is a wide movement affecting all the most popular and desirable White Goods weaves.

- 7c for 10c India Linen, 30 inches wide.
- 9c for 12c Linen-finished Suiting, 32 inches wide.
- 10c for 15c India Linen, 30 inches wide.
- 10c for 15c Fine Sheer Lawn, 40 inches wide.
- 12c for 19c Imported Union Linen Cambric, 36 inches wide.
- 12c for 19c Imported Figured Madras, 27 inches wide.
- 12c for 24c Corded Checked Batiste, 32 inches wide.
- 15c for 19c Mercerized Lingerie Batiste, 38 inches wide.
- 15c for 24c Imported Repp Suiting, 28 inches wide.
- 19c for 28c Imported Figured Madras, 27 inches wide.
- 24c for 33c Imported Persian Lawn, 32 inches wide.
- 34c for 49c Imported Pure Linen Cambric, 36 inches wide.

Women's Union Suits Regular \$1.50 Quality, Special at 98c

"You never give us a bargain," said our buyer to the manufacturer. "You get big orders from us but you've never yet supplied us with anything beyond the regular lines at regular prices." Thereupon the manufacturer DID make a concession. We sold us Women's Swiss-ribbed Lisle Thread Union Suits that are worth \$1.50 so that we can sell them to you at 98c. Sizes 4 to 6. And another item, too:

39c for Women's 50c Low-neck and Sleeveless Swiss-ribbed Lisle and Cotton Vests. Hand-crocheted fronts, in various patterns.

Silk Parasols, \$1.44

Five Hundred Silk Parasols, well fitted, eight rib, mission handles in natural wood tinted to match silk, long silk tassel; black, white, steel gray, wistaria, pink, old rose, red, brown, hunter green, royal blue, light blue, and several changeable shades, blue-and-green, blue-and-red, cerise—\$1.44 and green; special .98c