

NEW-YORK, SUNDAY, AUGUST 21, 1910.



## The Furniture Sale

Fourth Floor.

**\$8.24 Chiffoniers, \$6.24**

Solid golden oak, 30 inches wide, serpentine top, five deep drawers, cast brass trimming, carved top with bevelled plate mirror.

**\$18.24 Chiffoniers, \$14.74**

Quartered oak, golden finished, 35 inches wide, serpentine front, four large drawers, two small top drawers, wood pulls, large fancy shaped bevelled mirror.

**\$14.89 Dressers, \$11.89**

Quartered oak, golden finished, 35 inches wide, serpentine front, three deep drawers, wood pulls, large bevelled plate mirror.

**\$17.89 Dressers, \$14.34**

Quartered oak, golden finished, 39 inches wide; two large drawers, two small top drawers, wood pulls, 24x30 inch bevelled mirror.

**\$3.49 Mission Dining Chairs, \$1.74**

Solid oak, weathered finish, full box with embossed composition seat.

**\$2.89 Dining Chairs, \$1.98**

Polished quartered oak, banister back, full box, hand-caned, heavy claw feet.

**\$18.34 Buffets, \$14.74**

Quartered oak, golden finished, 42 inch base, one large linen drawer, two small top drawers, one lined for silver, two cabinets, carved top with fancy shaped bevelled mirror.

**\$24.49 Buffets, \$19.24**

Quartered oak, veneered, Early English finish, serpentine top; three small drawers, one large linen drawer, two cabinets, fancy shaped bevelled mirror.

**\$23.49 Dining Tables, \$19.24**

Solid oak, golden finished, 44 inch round quartered oak top, highly polished; extra heavy pedestal base with massive claw feet; may be extended six feet.

**\$12.24 Sofas, \$8.49**

Highly polished mahogany-finished frames, various sizes, upholstered in tapestry, velour and satin damask.

**\$16.24 Music Cabinets, \$11.74**

Vernis-Martin and Rookwood; handsomely decorated; 53 inches high, 19 inches wide; double doors, fitted with six sliding trays.

**\$35.00 Brass Bed Outfit, \$28.89**

Two-inch continuous posts, heavy husks, seven one-inch filler rods in head and foot; National wire spring on high corners; cotton felt mattress covered with fancy ticking; bright or satin finish; all sizes.

**\$35.24 Brass Beds, \$24.74**

Massive two-and-a-half-inch continuous posts; seven one-inch filler rods; bright or satin finish; all sizes.

**\$24.24 Brass Beds, \$20.24**

Colonial four-poster Brass Beds, heavy two-inch straight posts, 1 1/2-inch top rail; 7 one-inch filler rods; all sizes.

### Other Brass Beds

Regularly \$18.24; special, \$13.24  
Regularly \$17.67; special, \$14.67  
Regularly \$22.67; special, \$20.24

Regularly \$32.24; special, \$26.67  
Regularly \$44.67; special, \$34.67  
Regularly \$53.50; special, \$44.24

### Macy-Made Mattresses

Products of our own Mattress factory. All hand-made, filled with various grades of sterilized hair.

No. 3 Mixed Hair—  
2-foot size; special, \$8.74  
2 1/2-foot size; special, \$10.67  
3-foot size; special, \$11.89  
4 1/2-foot size; special, \$13.24

Special South American Hair—  
2-foot size; special, \$13.94  
2 1/2-foot size; special, \$16.94  
3-foot size; special, \$18.89  
4 1/2-foot size; special, \$20.49

### Jabots, Stocks and Collars

#### At Reduced and Special Prices

SQUARE DUTCH COLLARS, white, embroidered in white, Albat or pale blue; elsewhere 50c; special, 29c  
FINE FRENCH LINEN JABOTS, hand-drawn, edges shell-scalloped by hand in black, white or colors; reduced from 33c to 29c  
FRENCH LINEN JABOTS, hand embroidered with black, white or colored dots, scalloped edge to match; reduced from 49c to 33c  
MADEIRA HAND-EMBROIDERED STOCKS, military shape, dainty raised and eyelet designs; elsewhere \$1.50 to \$2.50; special, \$1.19, \$1.49 and \$1.69  
GENUINE IRISH LACE DUTCH COLLARS, four and one-half inches deep, baby, rose and combinations of baby and rose designs; reduced from \$5.39 to \$4.37

### Lace Curtains

NOVELTY LACE CURTAINS; insertions and edgings in Cluny effects, made on extra quality net; value \$1.75 to \$2.50 pair; special, 98c  
FILET SASH CURTAIN LACE; 29 inches wide, various designs on heavy square mesh net; Elsewhere 75c yard; special, 48c  
Elsewhere 90c yard; special, 59c  
IMPORTED MADRAS LACE CURTAINING; our full line of patterns, including many effective floral, geometrical and scattered designs; Elsewhere 27c; 36 in. special, 18c  
Elsewhere 34c; 45 in. special, 29c  
Elsewhere 50c; 54 in. special, 39c  
REAL IRISH POINT LACE BED SETS; attractive designs on good quality net; Were \$8.24 and \$8.48; reduced to \$6.49  
PORTIERES, including heavy tapestry with lace designs; embroidered repp, mercerized armure, Verona velours and self-colored tapestries; the quantity of each style is limited. Were \$6.74 and \$9.74; reduced to \$4.74

### \$4.50 Dresden Skirts, \$2.97

DRESDEN SILK PETTICOATS, fine quality, handsomely flowered; gray, green, blue and red; tucked and strapped sectional flounce over percale underlay.

### English Long Cloth: Specials

Soft needle finish—smooth, even weave—36 inches wide—pieces of twelve yards:  
Made to sell at \$1.10; special at 96c  
Made to sell at \$1.50; special at \$1.24  
35c Handkerchief Mouseline, 24c  
A sheer plain weave with a crisp linen finish, 29 inches wide. It is much in demand for dresses and waists; value 35c; special, 24c

OUR OPTOMETRISTS are authorized by the State of New York to examine your eyes and prescribe glasses or them.  
OUR OPTICAL DEPARTMENT has the prescriptions of our or any other optometrist at one-third less than specialty stores charge.  
OUR "PICK-UP" BOOTH, in the Concourse of the Hudson Terminal Building, is the greatest convenience that has yet been established for suburbanites who wish to save time and money—shopping at Macy's. Hundreds are taking advantage of it. Are you?

## Many Strangers Are in New York During August.

Thousands of people who live in the South and West come to New York at least once a year—usually during the last half of August. To these visitors we extend an invitation to enjoy ALL the conveniences of the store.

As Visitors Feel the Satisfaction of Selecting from Our Immense Varieties, and As They Profit by the Economy of Our Prices, They Should Remember That Our Catalogue Mirrors the Attractions of the Store and Makes Their Trading Easy.

If you live beyond the limits of our daily delivery service you will receive, free of charge, our Fall and Winter 450-page Catalogue, ready for mailing about Sept. 1st, by simply leaving your name and address at the superintendent's desk on any of the floors.

## Fifteen Thousand Dollars' Worth of DIAMONDS

Rubies, Pearls, Opals, Sapphires and Turquoises Mounted in Rings, Brooches, La Vallieres, Necklaces, Bracelets and Scarf-Pins—All the New Designs, 40 to 50 Per Cent. Under Value

The Diamonds are white and beautiful and brilliant. The Rubies, Sapphires, Turquoises, Opals, Oriental and American Pearls are rich specimens.

Platinum and gold mountings of artistic and exquisite workmanship—in harmony with the gems they sustain.

**Rings—Men's and Boys'**  
\$10.49 for \$20.00 Signet Ring, one diamond and one sapphire.  
\$13.49 for \$27.00 Signet Ring, one diamond, one ruby and one sapphire.  
\$13.74 for \$25.00 Gypsy Ring, three diamonds and three sapphires.  
\$14.24 for \$27.00 Signet Ring, one diamond, one ruby and one sapphire.  
\$19.89 for \$35.00 Snake Ring, platinum and gold, one diamond and ruby eyes.  
\$20.74 for \$39.00 Lion Head Ring, diamond and emerald eyes.  
\$21.49 for \$43.00 Gypsy Ring, 3 diamonds, 3 rubies.  
\$29.49 for \$55.00 Gypsy Ring, platinum and gold, three diamonds, three rubies and three sapphires.

**Princess and Dinner Rings**  
\$63.50 for \$125.00 Princess Ring, 16 diamonds.  
\$108.00 for \$200.00 Princess Ring, 20 diamonds.  
\$111.00 for \$300.00 "Banquet" Ring, 26 diamonds.  
\$121.00 for \$200.00 Princess Ring, twenty-four diamonds and one ruby.  
\$131.00 for \$225.00 Princess Ring, twenty-six diamonds and one pearl.  
\$131.00 for \$225.00 "Banquet" Ring, 57 diamonds.  
\$140.00 for \$225.00 Princess Ring, 30 diamonds.  
\$191.00 for \$350.00 Banquet or Dinner Ring, thirty-four diamonds.  
\$252.00 for \$400.00 Princess Ring, 20 diamonds.  
\$84.50 for \$150.00 Hoop Ring, two diamonds, one sapphire.

**Brooches—Artistic Designs**  
\$21.49 for \$35.00 Scroll, one diamond.  
\$35.49 for \$65.00 Sunburst, one diamond.  
\$54.50 for \$85.00 Bar Pin, nine diamonds.  
\$59.50 for \$100.00 Cluster, nine diamonds.  
\$134.00 for \$200.00 Bow Knot, thirty-seven diamonds and one pearl.  
\$173.00 for \$300.00 Sunburst, 49 diamonds.  
\$242.00 for \$400.00 Wreath, thirty-eight diamonds.  
\$274.00 for \$470.00 Harvest Moon, 31 diamonds.  
\$297.00 for \$485.00 Paved Heart, 76 diamonds.  
\$352.00 for \$600.00 Horseshoe, forty-one diamonds.

**Scarf-Pins—Many Styles**  
\$19.49 for \$35.00 Cluster, 6 diamonds, 1 pearl.  
\$31.49 for \$55.00 Pin, 1 large pearl, 1 diamond.  
\$43.49 for \$75.00 Horseshoe, eleven diamonds.  
\$62.50 for \$100.00 Horseshoe, 21 diamonds.

**Bracelets, with joint and catch, one or three stones**  
\$12.49 instead of \$29.00  
\$20.49 instead of \$35.00  
\$31.49 instead of \$50.00  
\$34.49 instead of \$55.00

**Cluster Rings, Women's & Misses'**  
\$18.49 for \$30.00 Ring, seven diamonds.  
\$23.49 for \$40.00 Ring, seven diamonds.  
\$27.49 for \$50.00 Ring, 8 diamonds, 1 sapphire.  
\$35.49 for \$65.00 Ring, seven diamonds.  
\$36.49 for \$70.00 Ring, 12 diamonds, 1 opal.  
\$41.49 for \$75.00 Ring, 12 diamonds, 1 sapphire.  
\$54.50 for \$100.00 Ring, 12 diamonds, 1 turquoise.  
\$61.50 for \$115.00 Cluster Ring, seven diamonds.  
\$66.50 for \$115.00 Ring, 8 diamonds, one pearl.  
\$69.50 for \$125.00 Cluster Ring, nine diamonds.  
\$87.50 for \$150.00 Cluster Ring, eight diamonds.  
\$109.00 for \$175.00 Cluster Ring, 8 diamonds.  
\$142.00 for \$225.00 Cluster Ring, 11 diamonds.

**La Vallieres and Necklaces in various patterns**  
\$33.49 instead of \$65.00  
\$43.49 instead of \$75.00  
\$58.50 instead of \$100.00  
\$147.00 instead of \$225.00

### Diagonal Suitings, 96c

In the recent past we couldn't buy these all-wool Wide-wale Diagonal Suitings so that we could sell them for less than \$1.39 a yard. We've just gotten the report of an expert on the prices asked for similar qualities elsewhere—\$1.50 and \$1.75. They are 54 inches wide and come in black, light and dark navy, gray, smoke and brown. Every piece is new—made for this Fall—nothing better adapted for suit or skirt.

### \$1.00 Worsted Suiting, 67c

All-wool Suiting—look at it in one angle of light and you'll think it a serge—in another it shows the weave peculiarity of a granite. A splendid stuff for early Autumn wear, 42 inches wide. Notice the color line: amber, tan, castor, gray, smoke, reseda, lavender, helio, raisin, catawba, wistaria, Copenhagen, peacock, tabac golden brown, garnet, myrtle, medium blue, dark blue and black. Made to sell at \$1.00; special, 67c.

## Gowns and Suits for Autumn

New Yorkers and visitors to New York should come to Macy's and enjoy the early display of Fall styles. Besides being a good time to look, it is the best time to buy. Fresh arrivals strengthen the stock daily—and we start the season like we finish it—WITH LOWER PRICES THAN OTHERS CHARGE. HERE ARE THREE SPECIMEN VALUES:  
WOMEN'S TAILORED SUITS, made of the new "Boucle" materials in Fall shades; navy, wistaria, green, brown and black; semi-fitting, fancy-cut coat, Hercules braid collar, mirror velvet revers, and bias cuff; contrasting satin lining; skirt pleated under \$24.74  
WOMEN'S CREPE DE CHINE GOWNS—excellent quality; navy, gray, sky blue, black and white; oddily hand-embroidered overblouses; fine net and lace collars, yokes and sleevelets; girdles finished with flat bows or buttoned over; pleated and hobble-banded \$26.74  
skirts in different arrangements; very special

**Misses' \$25.00 Chiffon Gowns, \$19.74**  
Fine chiffon draped over soft silk—white, pink, blue, and helio. The skirts are banded; the waists are shirred and trimmed with lace. We don't think there are any prettier or more girlish styles—sizes 14, 16, 18 years—value \$25.00; special, \$19.74

**Women's Imported Camel's Hair Polo Coats**  
AT \$29.74—IMPORTED POLO COATS, made of rich, soft, fleecy camel's hair; new belted model, full-length; wide notch collar, deep patch pockets; white, tan or gray; actual value \$35.00.

### Boys' Wash Suits, Values Up to \$2.50; Special \$1.19

Boys' Wash Suits, made of galatea, madras, chambray and duck—plain white, navy, tan, light blue—also stripes and shepherd plaids. They have sailor or middy collar and are trimmed in several tasteful ways with braid—many are finished with embroidered emblems.  
Sailor Suits, sizes 5 to 12 years.  
Russian Blouse Suits, sizes 2 1/2 to 8 years.  
Nice, fresh goods—as the quantity indicates—not a handful of left-overs, but three thousand Suits. Values up to \$2.50; special, \$1.19

### Irish Damask

Pure Irish Linen—heavy damask—full bleached—68 inches wide; clover, tulip, poppy and rose patterns; special at 74c

**Linen Napkins**  
Irish Linen Dinner Napkins—very heavy quality; size 23x23 inches; same napkin sold elsewhere \$1.58 at \$2.50 a dozen; our price, \$1.58

### Semi-Made Robes Final Reductions

Our entire surplus of this season's Semi-made Embroidered Robes will be placed on sale to-morrow at much reduced prices. White linens and lawns predominate.  
Our \$4.96 Robes now \$3.89  
Our \$7.96 to \$10.89 Robes now \$4.96  
Our \$18.48 to \$31.48 Robes now \$14.89



## One Hundred Oriental Rugs All Are Carpet Sizes Colors and Designs for All Rooms Marked Down as Follows:

Note: Sizes Quoted Are Approximate.  
THREE TURKEY BAGDAD RUGS, 7x10 feet. Price was \$49.48; reduced to \$30.86  
TWO TURKEY BAGDAD RUGS, 7 1/2x11 feet. Price was \$59.50; reduced to \$47.50  
TWELVE TURKEY BAGDAD RUGS, 9x12 feet. Price was \$79.50 and \$84.00; reduced to \$64.50  
SIXTEEN INDIAN AND ASIA MINOR RUGS. Prices were \$98.50 and \$124.00; reduced to \$75.00  
THREE PERSIAN MAHALS, 8 1/2x10 feet. Price was \$112.00 and \$124.00; reduced to \$82.50  
SEVEN MAHALS AND USHAK RUGS, 9x12 feet. Price was \$134.50; reduced to \$98.00  
EIGHT GULISTAN RUGS, 10 1/2x13 1/2 feet. Price was \$164.00 and \$184.00; reduced to \$124.00  
SIX PERSIAN RUGS, 10x14 feet. Price was \$198.00; reduced to \$148.00

### Kirmanshah Rugs

Each one of the following Rugs was chosen by an expert for its particular beauty of design and color—and you may depend on the quality being without flaw. Sizes 7 x 10 feet up to 18 1/2 x 12.10.

Prices are the lowest we've ever known for equal grades.  
TWO ROYAL KIRMANSHAHS, 7x10 feet. Price was \$245.00; reduced to \$175.00  
SIX ROYAL KIRMANSHAHS, 8 1/2x11 feet. Price was \$325.00; reduced to \$198.00  
THREE ROYAL KIRMANSHAHS, 8x12 feet. Price was \$357.00; reduced to \$225.00  
TWENTY-ONE ROYAL KIRMANSHAHS, 9x12 1/2 feet. Price was \$432.00; reduced to \$265.00  
FOUR ROYAL KIRMANSHAHS, 10x13 1/2 feet. Price was \$498.00; reduced to \$298.00  
SIX ROYAL KIRMANSHAHS, 10 1/2x14 1/2 feet. Price was \$557.50; reduced to \$350.00  
FOUR ROYAL KIRMANSHAHS, 11x14 1/2 feet. Price was \$598.00; reduced to \$365.00  
TWO ROYAL KIRMANSHAHS, 12 1/2x18 1/2 feet. Price was \$925.00; reduced to \$545.00  
THIRTY ROYAL KIRMANSHAHS. Prices were \$49.75 and \$55.00; reduced to \$30.86

### Persian Hall Runners

Camel's Hair, Kurds and Fereghans, extra fine quality, many in pairs; special at \$39.86 and up to \$65.00.

## Carpets at Reduced Prices

SAVONNERIE AXMINSTER CARPETS, two-tone, Oriental and Chintz effects, with or without borders; our regular price \$1.34; special at 94c  
WOOL VELVET HALL CARPETS, 27 inches wide. Oriental designs—large assortment rich color combinations; our regular price, \$1.04; special at 74c  
TAPESTRY BRUSSELS CARPETS—Styles for rooms, halls and stairs; our regular price 89c a yard; special at 58c

## Macy's Grocery Specials

SPECIAL SALE OF AMERICAN PRESERVE CO.'S APPLE JELLIES, flavored with strawberry, grape, sliced lemon or orange; large glass jars, for this sale, each, 8c  
"ROYAL" BRAND STRAINED WHITE HONEY, absolutely pure; large glass jars; regularly 15c; special for this sale, 12c; 11c; each, 10c  
SMOKED BEEF TONGUES, closely trimmed, weight 4 lbs.; special, 15c  
FRESH BROKEN MACARONI OR SPAGHETTI, "Lily White" Brand; 16-lb. boxes; special for this sale, 10c  
"RED STAR" BAKING POWDER, an absolutely pure cream of tartar powder of our own manufacture; unsurpassed in excellence, yet much lower priced than any other Baking Powder of equal merit. Special prices:  
1/2-lb. can, regularly 18c; 1-lb. can, regularly 24c; 5-lb. can, regularly sale, 14c; dozen, \$1.57; sale, 26c; dozen, \$2.97; 15.59; sale \$1.22

### "Genesta" Brand Coffee, 18c

Finer than so-called MOCHA AND JAVA BLENDS at much higher prices. Bean, granulated or pulverized; 25-lb. sacks (bean), \$4.14; 5-lb. carton (bean), 88c; pound carton, our regular price 24c; special at 18c

### "Pekin Chop" Teas, 21c Pound

MIXED FORMOSA OOLONG AND ENGLISH BREAKFAST, equal quality sold elsewhere at 35c to 40c pound; our price for this sale, 10-lb. caddy, \$2.94; 5-lb. caddy, \$1.63; pound carton, our regular price 24c; special at 21c

### "Mayflower Chop" Teas, 2 lbs. for 49c

MIXED AND FORMOSA OOLONG, equal quality sold elsewhere at 50c pound; our price for this sale, 2-lb. carton, 49c

WHITE ROLLED OATMEAL—"LILY WHITE" BRAND; five-pound cotton bags, special at 19c

"LILY WHITE" BRAND FLOUR—means the highest standard; we guarantee it equal to many of the higher priced popular brands; barrel, \$6.94; half barrel, \$3.79; 24 1/2-lb. bag, 89c; 12 1/2-lb. bag, 47c

BICARBONATE OF SODA—half-pound cartons; sold everywhere at 10c pound; our price for this sale, dozen half-pound cartons, 34c; each, 29c

RUSSIAN LENTILS—pound cartons; sold everywhere at 12c to 15c a pound; our price for this sale, 7c

GELATINE—"Lily White" Brand, purest made, granulated form; one package makes 2 pints of jelly; our regular price, 11c; this sale, dozen, 79c; each, 7c

CHESTER BARLEY—large perfect grains; quality sold elsewhere at 10c pound; our price for this sale, pound carton, 5c

CONCENTRATED TOMATO SAUCE (ITALIAN TOMATO PASTE)—our own importation; dozen cans, 54c; each, 45c

PORTO RICO PURE GUAVA JELLY—"Mareau" Brand; our own importation; medium glass jar, dozen, \$1.69; jar, 15c

TOMATO CATSUP—"Lily White" Brand; guaranteed absolutely pure and uncolored; gallon jug, 78c; large bottle, 26c; medium bottle, 17c; small bottle, 11c

SALAD DRESSING—"Lily White" Brand; half-pint bottles, 21c; pint bottles, 38c

DELAWARE BRAND TOMATOES—red, ripe, solid packed; regular size so-called quart cans; sold elsewhere at 12c; our price for this sale, 9c

EARLY JUNE PEAS—"Mispillion" Brand, fine quality; No. 2 cans; elsewhere 12c; our price this sale, dozen cans, 92c; each, 7c

WHITE LIMA BEANS—"Merrellus" Brand; No. 2 cans; sold elsewhere at 13c can; our price, dozen \$1c; can, 7c

STRING BEANS—"Comewagon" Brand Refugee String Beans; extra fancy; No. 2 can; sold elsewhere at 12c; our price, dozen \$1c; can, 7c

MAINE CREAM SUGAR CORN—"Lily White" Brand; No. 2 can; same quality sold elsewhere at 15c; our price, 16c; can, dozen, \$1.81

"LILY WHITE" BRAND FANCY STRINGLESS BEANS—No. 2 can; equal quality sold elsewhere at 20c; our price, 16c; can, dozen, \$1.81

PORK AND BEANS—"Lily White" Brand; plain or with tomato sauce; No. 2 large cans; dozen, \$1.32; can, 11c

PRESERVED YARMOUTH BLOATERS—prepared by the Aberdeen Preserving Co.; sold elsewhere at 20c a can; our price, 16c; dozen, \$1.81

REAL WORCESTERSHIRE MALT VINEGAR—our own importation; made and bottled in Worcester, England, from English-grown barley. Imperial half pints, 11c; dozen, \$1.26; pints, 16c; dozn, \$1.81; quarts, 26c; dozen, \$3.06

OUR CUSTOM DRESS SHIRTS for men combine the excellence of the fit and workmanship of shirts made to your individual order with the moderate cost of those that are ready made. We use in all sizes. Made by experts in our Custom Shirt shop.  
ANTIQUATED JEWELRY reset in modern designs in our Repair Shop at one-third less than specialty stores charge. This sort of work is a SPECIALTY with our watchmakers, gold-workers and diamond-setters. We furnish original designs and estimate of cost at a day's notice without charge.