

**Macy's**  
Herald Square, Broadway, 34th to 35th St.

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

# FABRICS of all Kinds for the CLOTHES One Needs for the EASTER-TO-SUMMER Season

Store Hours: 9:00 A. M. to 5:30 P. M.

A comparison of our prices with those of other stores in

## Blouses of rare smartness

Have lengthened lines, shortened sleeves, discarded collars, and added a sash—behold the effect!

**THE BLOUSE ILLUSTRATED** is of heavy Georgette crepe printed in artistic designs. It slips over the head, the buttons and loops forming at once the trimming and the fastening. It is banded and bound in Georgette or satin of harmonizing color.

Priced Specially, **\$13.74**

**INTERESTING INTERPRETATIONS OF THE TUNIC BLOUSE** may be found among our imported models. A blouse of bisque Georgette combined with cloth of gold, a black Georgette blouse beaded in jet forming a diamond design; a white crepe de chine blouse with hand painted border; a white Georgette blouse with a single hand embroidered flower at the hem; a French blue crepe de chine blouse with dots and circles embroidered in salmon pink chenille.

Third Floor, 34th Street.



## The charm of Real Laces

is traditional.

**PERHAPS** it is the infinite labor and patience woven in the delicate tracery of its patterns, perhaps it is the romance of its history, perhaps it is an heirloom—there is a sentimental reason for treasuring it, but always there is an unending fascination about real lace.

The fortunate owners of "family pieces" are few and far between. Such legacies are rare, but there are few with means so limited that they cannot afford real lace, at least as carefully and exquisitely made, if not as sentimentally valuable, as the relic of the bygone day.

Women of taste, we believe, will appreciate our collection of hand-made laces, which includes Valenciennes, Duchesse, Rose Point, by the yard, and fashioned into Bridal Veils, and Handkerchiefs.

The Spring Bride should be interested in this very special offering of

### Real Duchesse Lace

8 inches wide, \$8.49 yd.  
9 inches wide, 11.49 yd.  
10 inches wide, 16.89 yd.

Main Floor, 34th Street.

## THIS SALE OF Silk pongees and habutais

Gives evidence of the savings

As far as practical and economical fabrics are concerned, these two rank high among summer silks. Pongees and habutais are cool, well wearing, do not crush easily,

launder well, and always look smart. They are appropriate for dresses, suits, blouses, separate skirts, children's dresses, men's shirts, lingerie and linings.

White habutais are particularly appropriate for graduation dresses.

These Good Silks are priced as low as good Cottons.

**5,000 yards of silk Shantung pongee 69c yd.**

Verified price elsewhere 98c yd.

Imported, natural color pongee. Smooth, even finish, fine silk texture. 32 inches wide.

**3,000 yards of white habutais 79c yd.**

Verified prices elsewhere up to \$1.15 yd.

Imported white silk habutai, well woven. 36 inches wide.

**2,000 yards of white habutai silks at \$1.09 yd.**

Verified prices elsewhere up to \$1.50.

Heavy grade habutai, excellent quality, finely woven, 36 inches wide.

Second Floor, 34th Street.

### White dress voile

29c Yd.

Usually 39c yd.

Fine, soft and sheer quality for summer frocks and blouses. 39 inches wide.

Second Floor, Centre.

### Longcloth

Made-In-America

Two dependable qualities at low prices. Prices are quoted for pieces of 10 yards.

**36 inches wide \$1.98**  
**40 inches wide \$2.97**

Second Floor, Centre.

## Colored Cottons

At prices that make it worth while to buy for your complete Summer Wardrobe now

### Dress ginghams 29c yd.

Usually 38c yd.

About 40 different color combinations in many attractive plaid effects for morning and porch dresses. Black and white, pink and white, red and white checked patterns, also Alice blue, pink, tan and lavender in plain colors. 31 inches wide.

### Printed silk and cotton crepes 49c Yd

Formerly priced 59c to 98c yd.

For negligees, effective cushion tops or summer draperies. There are small all-over floral patterns and large fantastic Japanese designs in color combinations both conservative and gay. 27 inches wide.

### Nainsook 33c Yd.

Usually 39c yd.

Flesh and pink nainsook in a soft quality for lingerie and children's wear. 39 inches wide.

### Dress ginghams 44c Yd.

An excellent variety of ginghams for summer dresses, including large bright plaids, checks, stripes and plain colors. 31 inches wide.

### Sport suiting 29c Yd.

Light weight and serviceable cotton fabric. Pink, light blue, tan, pongee, Copenhagen, Belgian, brown, wistaria, navy, black. 34 inches wide.

### Ramie linen 89c Yd.

A good weight for summer suits and dresses. Pink, light blue, lavender, Copenhagen, leather. 35 inches wide.

Second Floor, Centre.

## An important SALE of Navy and black dress fabrics

For the few dark wool Suits and Dresses that are necessary to all complete wardrobes every season of the year.

**Black costume broadcloth \$2.12 Yd.**

Formerly priced \$3.39 yd. Superior quality, lustrous finish broadcloth, sponged and shrunk, ready for the needle. 48 inches wide. Limited quantity.

**All wool black serge \$2.69 Yd.**

Usually priced \$3.49 yd. The correct weight and twill for suits, dresses or separate skirts. Finely and firmly woven. 54 inches wide.

**Black chiffon broadcloth \$3.19 Yd.**

Usually \$4.29 yd. Superior quality, rich black broadcloth for smart tailored costumes. 54 inches wide.

**Men's wear navy serge \$2.69 yd.**

Usually \$3.49 yd.

An excellent grade of navy serge for street suits and separate skirts, 54 inches wide

Second Floor, 35th Street, Broadway.

Please note these changes of location—

**MISSES' SUITS AND COATS**  
Third Floor, 35th Street, Broadway

**WOMEN'S SUITS**  
Third Floor, 34th Street, Rear

**WOMEN'S CAPES AND WRAPS**  
Third Floor, 34th Street, Broadway

**WOMEN'S DRESSES**  
Third Floor, 34th Street, Rear

**R. H. Macy & Co.**  
Herald Square New York

## The Fifth Liberty Loan

The Drive starts to-morrow! Four previous loans enabled us to win the war. The fifth is needed to clean up. Let us make a complete job of it.

What has been accomplished was well worth the money spent, and what remains to be done will put to good use the money Uncle Sam starts to raise to-morrow.

Get your subscription in early. Thirty per cent of the total Loan must come from the Metropolitan district.

Let us show the country at large that no burden is too heavy for Father Knickerbocker to bear.

Dig deep, and come across smilingly!

Main Floor, 34th Street, Women's Liberty Loan Committee.

## 1,200 Pairs of Women's white chamois lisle GLOVES

54c Pair

Our usual price 79c Pair

To buy several pairs for Spring wear is a wise investment because they wash and wear so well. These are of good quality chamois finish lisle in two clasp style with round corners and double draw backs. Extremely well fashioned.

Main Floor, 34th Street, Broadway.

## The April DIAMOND SALE continues

The prompt response to our announcement of April 4th proves that each year more people are convinced that the savings in this Annual Event are worth investigating.

Though the month is nearly over there is still an ample selection, for the Sale was planned on a large scale.

Write for catalog listing every piece in the Sale, and plainly indicating the saving between our former "lowest-in-the-city" price and the April Sale price

	Originally.	Sale.
15 DIAMOND RINGS.	\$27.75 to \$297.00	\$22.49 to \$259.00
5 DIAMOND BROOCHES.	37.75 to 399.00	22.49 to 349.00
21 DIAMOND BAR PINS.	39.50 to 679.00	32.50 to 598.00
2 SCARF PINS.	74.50 and 134.00	63.50 and 119.00
2 CUFF LINKS.	36.50 and 59.50	26.50 and 43.50
3 WRIST WATCHES.	189.00 to 594.00	169.00 to 479.00
10 BRACELETS.	32.50 to 102.00	25.50 to 89.50

Main Floor, Front.

## The new summer curtains

Are very simple—

Therein lies their charm, for they are as dainty and cool looking as possible, and their very simplicity gives them that unobtrusive quality necessary to set off the more elaborate effects of the over-hangings.

At \$3.49 there is one with a wide hem, which has little diamond shaped medallions of lace inset.

At \$5.74 there are curtains of dotted grenadine, in rich ecru color with hemstitched hem and imitation Venise lace edge.

At \$5.74 there are curtains of fine voile with narrow hand-hemstitched hem and Venise lace edging.

At \$6.74 a novel effect is gained by the use of a tuck above the hemstitched hem; the tuck is also hemstitched. Imitation Venise edge.

At \$7.74 and \$7.94 dainty net curtains with lace edge and corner motif in Bruges style.

Fourth Floor, Rear, 35th Street.

East Meets West to Clothe the American Woman in Her Hour of Leisure.

## Silk hand embroidered Japanese Kimonos \$8.39



Graceful lounge robes, these with loose square Japanese sleeves and padded hems. Back and front effectively hand embroidered in floral designs—morning glories, roses or hydrangeas in dainty colorings.

Of good quality Jap silk, entirely silk lined. Light blue, pink, rose, Copenhagen or lavender. As illustrated.

Third Floor, 34th Street.

## Our Savings Are Your Savings on

### "Fruit of the Loom" Sheets and Pillow Cases

We were able to secure a reduction in price on these well-known muslins. The manufacturer has cut his prices on these dependable sheets and pillow cases, and we in turn have cut ours.

The Savings are Worth While

Sizes before hemming:	Price
54 x 94 1/2 in.	ea. \$1.19
63 x 94 1/2 in.	" 1.39
63 x 103 1/2 in.	" 1.54
63 x 112 1/2 in.	" 1.64
72 x 94 1/2 in.	" 1.54
72 x 103 1/2 in.	" 1.68
72 x 112 1/2 in.	" 1.79
81 x 94 1/2 in.	" 1.68
81 x 103 1/2 in.	" 1.79
81 x 112 1/2 in.	" 1.94
90 x 103 1/2 in.	" 1.94
90 x 112 1/2 in.	" 1.94

**Crib Sheets**  
45 x 79 in. ea. 89c

**Bolster Cases**  
42 x 70 1/2 in. ea. 79c

**Pillow Cases**  
45 x 39 1/2 in. ea. 44c  
54 x 39 1/2 in. ea. 54c

Basement, Rear, 34th St.

## Hats

In Pastel Shades are featured among the new things in the untrimmed section



They are large and picturesque, in shapes that would lend beauty to any summer costume. The brims are of fine Milan hemp straw, the crown of softly draped taffeta. They are in lovely shades of maize, pongee, pink and orchid.

\$3.96

One of the shapes is illustrated  
Second Floor, 34th St.

## Every MISS Needs a SWEATER for Summer sport wear

Here are four smart styles for misses of 10 to 16 years.



A.—\$2.89

B.—\$3.89

Slip-over Sweater in shetland weave, purled at the waistline. The large sailor collar and cuffs are of contrasting brushed wool. Corn with Copenhagen, rose with white, lavender with white, buff with brown, green with heather.

A sleeveless and collarless slip-over sweater of soft, fine mohair wool in "fishtail" style, which means that it is purled from the waistline to the bottom. Khaki, navy.

D.—\$4.74

Slip-over Sweater of wool in a new basket weave, narrowed below the waistline. It has a sailor collar and a new drawing at the waist. Copenhagen, rose, turquoise.

Coat style sweater of shetland wool with a becoming Dutch collar and thread-through belt. Deep pockets. Corn, turquoise.

Third Floor, 34th Street.

## filet laces

Extravagantly beautiful but not extravagantly priced. A recently imported collection comprising

**Edgings and insertions at 89c \$1.19 \$1.79 \$2.19 \$2.49 yard**

Our usual prices would be \$1.29, \$1.89, \$2.49, \$2.79 and \$3.29 yd.

It would be hard to exaggerate in describing these laces. They are marvelously fine in texture, and artistic in pattern, fit to adorn the most exquisite of lingerie or trim the loveliest of Summer frocks.

Main Floor, 34th Street.