

H. O'Neill & Co.

The Most Attractive Offering This Season In Misses' Suits.

One hundred new Walking Suits for Misses or Small Women—elegantly tailored and finished with stitched Taffeta to match cloth—they are made of the ends of the season's choicest materials in mixtures and solid colors, hence the reason we can offer them at the price quoted—

On Sale To-day and Saturday, at **\$12.75 each.**

Regular Retail Price \$19.50.

Children's Jackets and Dresses

- CHILDREN'S COLLARLESS BOX JACKETS of Covert Cloth and Cheviot Serge, seams all strapped, bishop sleeves: sizes 6, 8, 10 and 12 years. Regular Price \$10.00. **\$7.75**
- CHILDREN'S WHITE LAWN DRESSES, trimmed with embroidered full skirt, with deep hem and tucks, sizes 6 to 14 years. Regular Price \$3.00. **\$2.25**
- CHILDREN'S SAILOR SUITS, of chambray, collar and skirt trimmed with pique, full skirt, sizes 6 to 12 years, in blue, green and linen colors. Regular price \$2.00. **\$1.49**
- CHILDREN'S GIMPE DRESSES, of chambray, trimmed with pique, full skirt with hem, sizes 4 to 12 years. Regular price, \$1.25. **98c.**

Sixth Avenue, 20th to 21st Street.

PLASMON COCOA



55 Per Cent. Plasmon
The injurious Coffee habit is easily and agreeably overcome by substituting Plasmon Cocoa. Its nutrition and digestibility are its strong points.

Plasmon is the nutrition of pure, sweet milk, in the form of a soluble, cream-colored powder. It can be added to other foods to increase their nutritive qualities.

PLASMON BREAD

"Multum in Parvo"—10 cents per loaf.

FLEISCHMANN'S VIENNA MODEL BAKERY, Inc.



Glove Dept.

We are showing a complete line of Gloves for Summer wear.

- Double Finger Tipped Silk Gloves.
- Fine Mesh and Silk Filet Gloves.
- Openwork and Suede Lisle Gloves.

And a beautiful assortment of Lace Mitts, in silk filet and real laces.

Lord & Taylor.

COLLARS
TRADE MARK
COCKS
SHIRTS
THE BEST MADE.

CAREFUL CARPET CLEANING CO.

DAILY "AMERICA" RECEIVERS.
Petitioners in Bankruptcy Have Job E. Hedges Put In.

FLINT'S FINE FURNITURE

FOR ARTISTIC BEDROOMS.

GREEN OAK FURNITURE.

Chairs, Rockers, Tables, Sonnoles and Commodes to match.

A new finish in soft green, designed in graceful carved lines. French bevel mirrors, brass drawer pulls, etc.

Correct furniture for every room at factory prices, when you BUY OF THE MAKER.

GEO. C. FLINT CO.
4345 and 47 WEST 23RD ST.
NEAR BROADWAY.
CARRIAGE ENTRANCE, 26 WEST 24TH ST.
Factories: 605 to 615 West 23RD St.

Macy's

Our Depositors' Account Dep't. Allows 4% Int., and Spares You the Trouble of Having Goods Sent C. O. D.

Macy's

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

Macy's

Many Special Values Are on Sale That Are Not Represented in This Advertisement.



White Waists.

The White Waist boom seems to have settled at Macy's. Women are carrying them away fast enough. Busy all the time. The stock here, and on the way, is practically exhausted. The materials, designs, trimmings, finish, prices—but what's the use writing trite things? Come see the Waists. They are fastidious and tempting.

- 79c—Figured madras, front trimmed with large box plaits and six side plaits, plaited back, fancy stock.
- 89c—White lawn, front trimmed with six rows of cluster tucks, tucked back, hemstitched collar and cuffs.
- 99c—Figured and striped madras, front trimmed with stitched side plaits, plaited and French backs.
- \$1.29—Heavy madras, with fancy silk stripe, front trimmed with large side plaits, French back, fancy stock.
- \$1.59—Fine white lawn, front trimmed with eight rows of cluster tucks and two rows of embroidery inserting, tucked back, hemstitched collar and cuffs.
- \$1.98—Crash, front trimmed with heavy embroidery, tucked back and sleeves, buttons at side.
- \$2.39—Figured and striped madras, front trimmed with box plaits or clusters of tucks, tucked back, very full sleeves.
- \$2.49—Fancy damask, very full front, French back, fancy stock.
- \$2.59—Fine white lawn, front trimmed with clusters of tucks, yoke formed of embroidery and wide plaits, tucked back and sleeves.
- \$2.97—Fine mercerized silk cheviot, front trimmed with box plaits or tucks.
- \$3.97—Persian lawn, back and front trimmed with fine embroidery inserting, tucked back, fancy collar and sleeves trimmed with lace.
- \$3.96—Persian lawn, round yoke formed of embroidery and hemstitched tucks, tucked back, large sleeve, fancy stock trimmed with lace.
- \$4.99—Persian lawn, entire front trimmed with embroidery, medium tucks and lace inserting, back trimmed with medium tucks, tucked sleeves, fancy collar and cuffs.
- \$5.79—White linen, square yoke formed of fine tucks, front trimmed with Irish point embroidery inserting, tucked back and sleeves, buttons at side.
- \$5.94—Persian lawn, front trimmed with large medallion of embroidery and lace inserting; sleeves to match, tucked back.

White China Silk Waists.

- \$2.39—China silk, front trimmed with cluster tucks, graduated yoke, tucked back, full sleeves.
- \$3.79—China silk, round yoke, back and front trimmed with fagoting with tucks below yoke, collar and cuffs to match.
- \$4.94—China silk, front trimmed with fine cluster tucks and lace inserting, trimmed sleeve to match, tucked back, fancy collar and cuffs.
- \$5.94—China silk, front trimmed with small box plaits, six medallions of lace, plaited sleeves and back.

\$1.50 Shirt Waist Sets at 74c.

The "Shirt Waist Set" includes belt, collar and cuffs. These are made of sheer lawn embroidered with silk dots and fleur de lis, finished with wide linen hemstitched border.

- White dots or fleur de lis on white.
- Light blue dots or fleur de lis on white.
- Pink dots or fleur de lis on white.
- Black dots or fleur de lis on white.
- White dots or fleur de lis on light blue.
- White dots or fleur de lis on tan.

Regular \$1.50 Values, Choice at 74c.

25c. Collar and Cuff Sets, 15c.

Collar and Cuff Sets, made of fine white lawn, decorated with silk French knots, white and colors, value 25c., at 15c.

Men's Lace Shoes at \$1.98.

Men's Lace Shoes, made of patent coltskin—warranted not to break—kid tops, hand-sewed welts, medium-weight soles, slight extension edges, two popular lasts, all sizes and widths, manufactured to retail at \$3.00—and a lot of Men's Shoes and Oxfords, made of box and velour calfskin, vici kid and patent leather, some sizes missing, choice at \$1.98.

Men's Linen Mesh Underwear.

Our own direct importations. This Underwear is made in the very best possible manner. Each garment is the best quality, perfectly finished, and the sizes, in regard to proportions, were controlled largely by our own suggestions to the manufacturer.

We guarantee that the fit and wear will give the fullest satisfaction.

Our price is \$2.49 for each garment. Others advertise them at \$3.25.

Men's Combination Suits.

Ribbed Cotton Swiss, 98c.
Ribbed and Lisle Cotton Swiss, \$1.34.

Brown Ribbed Lisle, \$1.98.
Mercerized Cotton, light blue and delicate pink, \$1.98.

Fine White Ribbed Lisle, \$2.34.

They fit faultlessly—comfortably.

Women's Underwear.

Women's Lisle Thread Vests, low neck, sleeveless, plain and fancy ribs, neck trimmed with lace, 19c.

Women's Lisle Thread Swiss Ribbed Vests, low neck, sleeveless, trimmed with silk tapes, 29c.

Women's Mercerized Lisle Thread Vests, low neck, sleeveless, drop-stitch effect, 39c.

Women's Fine Ribbed Lisle Thread Vests, low neck, sleeveless, trimmed with narrow lace, 59c.

Women's Swiss Ribbed Lisle Thread Vests, low neck, sleeveless, trimmed with narrow lace in a large variety of styles, 79c.

Women's Umbrella-shaped Drawers, French bands, trimmed with lace, 69c.

Women's Umbrella-shaped Fine-ribbed Drawers, with French bands, trimmed with deep lace, \$1.19.

Children's Underwear.

Children's Gauze Vests, high neck, short sleeves; Misses' Knee Pants and Boys' Knickerbockers to match, all sizes, 24c.

Boys' Balbriggan Shirts, long and short sleeves; Drawers to match, knee and ankle length, 37c.

Boys' Balbriggan Shirts, long and short sleeves; Drawers to match, knee and ankle length, 69c.

Women's Hosiery.

Women's Black Cotton Hose, all black, and black with unbleached split feet, and black lace Lisle thread in a large variety of fancy patterns, at 19c.

Women's Ingrain Lisle Thread Hose, plain, Richelieu and Rembrandt ribs, white tipped heels and toes; also with unbleached split feet, 29c.

Women's Imported Black Lace Hose, allover and lace insteps, assorted patterns, 36c.

Women's Lisle Thread and Cotton Hose, hand embroidered insteps on plain black grounds, 44c.

Women's Lisle Thread Hose, plain black and hand embroidered insteps on plain grounds, 69c.

Men's Half Hose.

Men's Black Lisle Thread Half Hose, light weight, double soles, heels and toes, 19c.

Men's Black Lisle Thread and Cotton Half Hose, hand embroidered figures on plain grounds, 44c.

Men's Black Lisle Thread and Cotton Half Hose, lace Lisle thread with hand embroidered designs, and vertical Jacquard stripes on plain grounds, 69c.

Wash Goods.

Make your way to the basement, where the following will be found:—

- 10c. Gingham, at 5c.
- 10c. Batistes, at 5c.
- 10c. Lawns, at 5c.

Solids and fancies in fast colors—all the newest effects.

12 1/2c. Corded Gingham, at 8c.

One hundred and fifty styles—just out of original cases—solids, checks, stripes and broken plaids in choice colorings.

19c. for 35c. Silk-worped Gingham, six distinct styles and each style in five distinct color combinations.

Dress Goods.—1st Fl., 34th St.

Mohair Brilliantines—45 inches wide—black and two shades of navy blue—29c.

Gauged by other experiences we think there is just enough to last Friday and Saturday. Every piece perfect—not mill-ends or seconds.

Canvas Vests—blacks, creams, grays, tans, browns, reds, blues and greens, standard soc. quality, at 3c.

Others may claim whatever they Will, but it is pretty generally Known by the public at large that In china and glass our values And Varieties are pre-eminent.

Thousands know our capacity without fully comprehending the scope and ramifications of our resources. We have no adequate means of familiarizing you with the diversity and potency of our factories, potteries, decorating shops and world-wide connections.

However, the concrete things that come under your direct personal observation are our strongest arguments. They inspire conviction by eye-sight.

Full Count, Complete Dinner Sets. No Pieces Missing—No Shortages.

Others ask you to buy partial Dinner Sets—fractions. We never do. But our prices for complete Sets are less than competitors charge for broken ones.

Porcelain Dinner Sets, 100 pieces, Underglazed Decorations; others ask \$7.50; Our Price, \$5.87	Porcelain Dinner Sets, 102 pieces, Spray Decorations; Others ask \$9.00; Our Price, \$7.87	Porcelain Dinner Sets, 102 pieces, Floral and Gilt; Others ask \$12.00; Our Price, \$9.87
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Carlsbad China Dinner Sets, direct from our own works; the quality of the china and the distinctive character of the decorations will please you greatly; rich gilt graces every piece; complete, including soup tureen; real value \$14.87; our price, \$18.00; our price, \$18.00.

Theo. Haviland's China Dinner Sets, 100 pieces, new shapes and decorations, stippled gilt handles, quoted elsewhere at \$25; our price, \$18.97.

Theo. Haviland's China Dinner Sets, 112 pieces, exquisite shapes and decorations, stippled gilt handles, quoted elsewhere at \$30.00; our price, \$24.87.

Theo. Haviland's China Dinner Sets, 112 pieces, charming decorations, gilt on every piece, advertised elsewhere as a special bargain at \$35.00; our price, \$28.97.

Limoges China Dinner Sets—the decorations are ideally French—pretty, delicate tints that give vital charm to the trailing and wreathing and twining floral studies, gilt handles, 101 pieces, called cheap elsewhere at \$20.00; our price, \$16.87.

Theo. Haviland's Dinner Sets, 124 pieces, decorations of tinted bouquets and gilt bowknobs, advertised elsewhere as a special bargain at \$60.00; our price, \$43.21.

Theo. Haviland's Dinner Sets, 124 pieces, dotted border and dainty wreaths and gold edges are the decorative scheme, advertised elsewhere at \$67.50; our price, \$57.39.

Limoges Dinner Sets, 125 pieces, the decorations are rich and original designs in gold lace borders, advertised elsewhere at \$79.63; our price, \$59.00.

Scores of Open Stock Patterns.

Scores of styles in French, English, Austrian and American decorated China, known to the trade as "open stock patterns." That means they are sold by the set or single piece. This enables you to select sets to serve your individual requirements and to replace articles that break. We have all the stock patterns formerly shown at the old store, besides many new lines.

Hotel Vitrified China.

Our facilities for supplying hotels, boarding houses and transportation companies with China are absolutely matchless. We invite particular attention to our Vitrified Hotel China. Heavy and medium weights, does not discolor when chipped, does not absorb grease, does not craze. We sell it cheaper than others ask for inferior qualities. When bought in twenty dozen lots, or over, we decorate each piece with band and monogram, for 49c. per dozen extra.

Toilet Sets at Very Low Prices.

The department of Toilet Sets always gets greatly agitated when the period for furnishing country cottages comes round. We are in touch with the increased demand for such things at such times and prepare accordingly. Never in better readiness than now.

Toilet Sets, full size, seven pieces, neatly decorated, open jar, price only \$2.49.

Toilet Sets, full size, nine pieces, violet decorations, \$3.49; with jar, \$4.99.

Toilet Sets, nine pieces, fancy shape and decorations, \$2.37; with covered jar, \$4.29.

Hats at Less Than Half

Five hundred Sample Hats, Ready-to-wear, made of fancy chip and burnt straw; trimmed with silk and velvet ribbon, wings and quills. Untrimmed: Made of fine French chip and Milan straw.

97c. for the regular \$2.00 kind. \$1.34 for the regular \$3.00 kind. \$1.97 for the regular \$5.00 kind.

Men's Spring Clothing.

Examine these suits—consider closely—every point from style to price. The fabrics, the cut, the fit, the workmanship. In excellence they go far beyond what the expert judge of values would expect for the money we ask.

Men's Sack Suits, made of extra finished, non-glossing, pure-dye black Thibet, lined with mohair serge, worth \$12.50, at \$9.96.

Men's Sack Suits, made of worsteds, cassimeres, chevots and homespuns—gray and brown mixtures and overplaids—worth \$18.00 to \$20.00, at \$12.96.

Men's Sack Suits, made of closely woven, unshorn black worsteds and soft-finished Thibet, lined with strong serge, at \$12.96.

Men's Spring Top Coats, made of tan cover, lined with mohair serge, sleeves lined with satin, short boxy style, worth \$12.50, at \$7.96.

Young Men's Suits—15 to 20 years—made of fine worsteds, chevots and cassimeres, lined with serviceable mohair serge—the coats have broad shoulders; long, narrow lapels, loose or form fitting backs—value \$15.00; choice at \$9.96.

\$3.49 for Boys' \$5.00 Russian Blouse Suits, made of navy blue serge, trimmed with white braid and silk embroidered shield; sizes range from 2 1/2 to 7 years.

\$3.79 for Boys' \$5.00 Norfolk and Double-breasted Suits, with extra pair trousers—gray, brown and mixed cassimeres, chevots and homespuns.