

# Macy's

## MEN'S WEAR

An Easter Spread of Garments, Headwear, Footwear and Furnishings Most Inviting.

Everything but the Furnishings in the New Store For Men on the fifth floor. The Furnishings Shirts, Neckwear, Collars, etc.—on the main floor, 34th Street side.

Everything considered, this is the BEST SHOWING OF MEN'S EASTER APPAREL THE HOUSE OF MACY EVER MADE.

The Clothing section on the fifth floor provides more than regular stocks interest. Here are

### Two Special Groups of Suits

that may be counted among the choicest the Men's Store has had since its change of location.

### \$22.50 Sack Suits at \$17.75

For Young Men who want a bit more than a dash of novelty. Men of quieter tastes might term the garments "extreme" styles—in the fashioning and because of such innovations as open-vent sleeves and buttons and buttonholes, stitched seams and lap seams on the coats and minor departures that remove the Suits from the Staple Design Class.

They are made of velour-finished chevrons in light and medium gray herringbone effects, splendidly tailored and made further shape-retaining by the judicious use of shrunken French canvas interlining. At \$17.75—Made to suit at \$22.50.

### \$25.00 Sack Suits, \$22.50

For men who want Suits in conservative, yet strictly new models. Fashioned of dark, medium and light checks, over-plaids and silk stripe effects; coats semi-fitting or form-fitting, sleeves plain or finished with 1 1/2-inch loose cuffs; mohair or princess serge lining. At \$22.50—would be excellent value at \$25.00.

Finer Grades of Suits on Display, including the new 2-button Coat models, at prices ranging up to \$34.50.

### Young Men's \$12.50 Suits, \$9.94

Spring Models made of worsteds and chevrons in club checks, plaids and mixtures; coats semi or form-fitting, with long wide lapels; 32 inches long, with deep center vents.

### Young Men's \$17.75 Suits, \$14.75

Spring Models, made of fancy blue worsteds and gray-stripe cassimeres. Included is the new Gordon model—coat form-fitting in back, lapels long and semi-peaked, sleeves plain or with cuffs; trousers semi-pegtop.

Finer Grades Up to \$22.50.

### Men's Shirts and Neckwear.

First Floor, 34th Street Side.

Colored Shirts made of fine quality woven madras—light and dark grounds with stripes, figure and check patterns; coat models with cuffs attached or with one pair detached cuffs; negligee or pleated bosoms; every garment hand laundered.

Prices 94c, \$1.44 and \$1.98.

Similar qualities command \$1.50, \$2.00 and \$2.50 in other shops.

MEN'S DRESS SHIRTS, made with muslin bodies and white linen bosoms, cuffs and neckbands; coat model with cuffs attached or plain wristbands; \$2.00 quality \$1.44

Others sold elsewhere at \$1.50, here 94c

Shirts with pleated bosoms 74c

EASTER NECKWEAR—Complete assortments of the approved shapes, made of rich silks in plain colors, figures, stripe and plaid effects.

Prices—94c, \$1.44 and \$1.98.

Similar qualities command \$1.50, \$2.00 and up to \$3.50 in other shops.

MEN'S COLLARS AT 12c—Our specialty—Collars linen both sides; in 1/4 sizes. Equal to advertised brands of 25c. Collars.

### Easter Sale of Men's and Women's Colored Handkerchiefs.

Prize lots our representative garnered in foreign markets. Just through our foreign office—a bit more delay and the good luck we had in securing them would have been offset totally, from an Easter viewpoint.

- WOMEN'S COLORED LINEN HANDKERCHIEFS, pure Irish linen, great variety of patterns; each 25c
  - WOMEN'S FRENCH SILK-AND-LINON 'KERCHIEFS, very "man-nish" and very much in demand; each 19c
  - FRENCH LINEN 'KERCHIEFS, colored checks hems in different sizes; each 48c
  - Others With Colored Embroidery, up to \$1.98
  - MEN'S NOVELTY HANDKERCHIEFS, white grounds with colored stripes, or colored grounds with white stripes; each 15c
  - PURE IRISH LINEN HANDKERCHIEFS, with colored borders; each 12c and 24c
  - MEN'S FRENCH SILK-AND-LINON 'KERCHIEFS, beautiful colorings; very latest novelties—values up to 75c, each, 44c; values up to \$1.00 each, sale 56c
  - Other French Colored Linen 'Kerchiefs 81.19 to \$1.56
- We make a specialty of embroidering monograms in colors to match Handkerchiefs.

## SHOES For Man and Boy.

In line with other improvements on the Fifth Floor—this Footwear store, with its splendid assortments of Men's and Boys' Shoes. None more extensive ever collected under the Macy roof.

The regular stock values would be counted exceptional in any other shop. The \$3.13 shoes for men MAY match elsewhere for \$3.50, but in all likelihood you will have to pay \$4.00. The same thing holds good throughout the lines. Of exceptional interest:

### Men's \$3.50 and \$4.00 Oxfords at \$2.89.

Distinctly new lasts, in patent leather, gun metal and tan Russia calfskin and golden brown kidskin.

In the nick o' time for men who want to make Easter a get-away day for low footwear.

### Most Comfortable Shoe Procurable

We suggest our arch support and cushion sole Shoe. It is a stout Shoe, yet neat and stylish; designed especially for men who do much walking and require an easy-fitting Shoe. "A featherbed for the feet," says one man who champions this particular line. Price \$4.69 a pair.

SPECIAL FOR BOYS:—Sturdy Shoes made of box calfskin with heavy soles of oak tanned leather; \$2.50 values, sale, \$1.98

# Macy's

## MOTORING

Full Assortments of Men's and Women's Spring Apparel Ready. Fourth Floor.

No motoring goods need this Macy motoring goods store cannot supply, in either line—apparel or fittings for the car.

STANDARD QUALITY MERCHANDISE IN EVERY INSTANCE. Apparel exhibition:

For Men:—Dusters and Raincoats in pongee, mohair, linen and cravenette fabrics. Motoring Caps in mohair, pongee, leather, linen and cravenette weaves. Chauffeurs' Suits.

For Women:—Dusters and Raincoats in pongee, linen, cravenette materials hand rubberized silk, including an extensive collection of imported garments; Motoring Caps and Veils.

Also Men's and Women's Gauntlet Gloves, in tan, black, gray and brown; including Folding Gauntlets.

Prices Exceedingly Moderate.

### Leather Goods Display.

High Class Bags, Purses, etc.—Both Imported and Domestic. First Floor.

An Exposition of everything choice and desirable produced by the leather workers of this and foreign countries. Including:—

AUTOMOBILE BAGS, in dull seal pigskin and English Morocco—black, green and wine color; some with brushes and "vanity" filling; silk and leather linings. \$12.49 to \$32.63

CARRIAGE BAGS, in dull seal, pigskin, pin seal, horn back alligator, English Morocco, hand-covered and imported novelty leathers; fitted with purse or purse and card case. \$6.49 to \$24.49

"VANITY" BAGS, in seal, English Morocco, pigskin, horn back alligator, pin seal and imported novelty leathers; fitted with powder puff and mirror; some with watches. \$4.24 to \$18.24

STRAP-BACK PURSES, long shapes, in leather as above; some fitted with watches. \$3.24 to \$10.49

FOR SPECIAL SELLING:

WOMEN'S HAND BAGS, in genuine dull seal leather; leather-lined, leather-covered frame; fitted with purse and heavy leather handle; 8-inch frame, 6 inches deep. \$1.98

WOMEN'S HAND BAGS, in genuine dull seal, leather lined; fitted with purse, leather-covered frame, leather handles, gilt or gun metal trimmed. \$2.79

STRAP-BACK VANITY BAGS, in real pinsel; inside frame, fitted with powder puff and mirror; in black, tan, brown, green and blue; regularly sold elsewhere at \$5.00; sale \$3.96

### Easter Hosiery For Men.

First Floor. Easter Hosiery for women is but half the story—Half Hose for men completes it.

Here are assortments unlike any you will see in any other shop—assortments rich with novelties collected by our Hosiery chief in the markets abroad.

Within the week we have received the season's largest shipment of novelties, rounding out Easter stocks splendidly. Of a number of them we may say: FIRST SHOWING ON THESE SHORES.

The stocks are sprinkled with underprice offerings—special lots that come direct from the foreign manufacturers. For example:

25c A PAIR—MERCERIZED LISLE HALF HOSE in plain black, cadet blue and gray; strong, lustrous and with the crunch of pure thread silk. Worth all of half a dollar.

48c A PAIR—NOVELTY PLAID HALF HOSE—very unusual; gray, black, blue and green grounds in combination with white.

\$1.69 A PAIR—PURE SILK HALF HOSE, plain black grounds with neat hand-embroidered figures on insteps. \$2.00 value.

Similar description applies to a finer grade at \$1.98 a pair; a special lot.

### Other New Lines Shown Include:

48c A PAIR—GAUZE LISLE THREAD HALF HOSE, lace checks in black, white, cadet, gray, mode, slate, green and navy. Black Lisle Thread, embroidered in black and colors. White Lace, with embroidered insteps; Colored grounds with embroidery in tan, cadet, white, black and gray.

60c A PAIR—IMPORTED FINE LISLE THREAD HALF HOSE, plain or black gauze Lisle, hand-embroidered insteps; light gray and cadet blue, white, mode, with embroidered in self and colors; also very sheer gauze lisle with raised stripes in black, cadet and gray.

\$1.24 A PAIR—FRENCH LISLE THREAD HALF HOSE, in gray, black, plum, green, modes, cadet, navy, white and other shades with nearly embroidered designs.

### "Community" Silver Bought Now Will Be Good For Easter, 1932.

TWENTY-FIVE YEARS' GUARANTEE—an evidence of the faith the manufacturers of "Community" Silver have in their product. They could almost double the guarantee without risk of the ware disappointing.

Next to sterling silver "Community" ranks—there is no intermediate grade. "Community" designs are as pretty as any you find in sterling ware, and this, combined with the splendid wearing quality, makes "Community" ware sterling's strongest rival. The moderate cost of "Community" ware clinches the argument with every house-keeper:

Tea Spoons	Set of six, \$1.75	Sugar Spoons	Each, .69
Dessert Spoons	\$3.12	Berry Spoons	\$1.42
Table Spoons	\$3.47	Cold Meat Forks	\$1.04
Dessert Forks	\$3.12	Lettuce Forks	\$1.21
Dinner Forks	\$3.47	Butter Knives	.69
Dessert Knives	\$5.07	Pie Servers	\$1.78
Dinner Knives	\$5.25	Cream Ladles	.94
Oyster Forks	\$2.25	Gravy Ladles	\$1.24
Ice Cream Forks	\$2.75	Oyster Ladles	\$2.71
Salad Forks, Ind.	\$3.37	Soup Ladles	\$3.34
Soup Spoons	\$3.47	Punch Ladles	\$3.24
Orange Spoons	\$2.48	Sugar Tongs	.99
Butter Spreaders	\$3.12	Salad Sets	\$3.49
Fish Forks, Ind.	\$3.37	Fish Sets	\$4.96

**AMUSEMENTS.**

**MADISON SQUARE GARDEN.** Last concert Tuesday Eve., April 2, at 8:15. **KNESSEL QUARTET** Assisting Artists: Miss HELEN HOPEKIRK, Mrs. J. KELLER, Mr. J. KELLER. Seats, \$1.50, at Box Office, Mendelssohn Hall.

**PASTOR'S** 1415 St. Ave. CONTINUOUS 20 & 30 CTS. **ELMER TENLEY** SCOTTISH WEAVERS, THE HURLEYS, KENNY & HOLLIS, OTHERS.

**DEWEY** East 11th St. Ladies' Mat. To-day. **YANKER DOODLE GIELE**, Sunday Act. and Eve. Concerts.

**GOTMAN** 2, 124th St. Ladies' Mat. To-day. **LARS DEWEY** SWN CO. Sunday Act. and Eve. Concerts.

**AMUSEMENTS.**

**MADISON SQUARE GARDEN.** Last 3 Days, Last Mat. Sat. **Mrs. Warren's Profession** With MARY SHAW. BEGINNING NEXT MONDAY NIGHT.

**THE MILLS OF THE GODS.** H'way & 40th St. Mats. Mon, Wed, Sat. M. M. THISE presents 8th MONTH with Performer: JOE BO. **WINE, WOMAN & SONG CO.** BONTA, ALEX CARR & Great cast.

**COLONIAL** H'way & 40th St. Mats. Mon, Wed, Sat. **WINE, WOMAN & SONG CO.** BONTA, ALEX CARR & Great cast.

**ALICE LYDIA** The McNaughtons, Mrs. J. Truesdell, J. A. Rogers, others.

# W. L. DOUGLAS

BEST IN THE WORLD. \$3.50 SHOES FOR MEN



Do you wear W. L. Douglas shoes? If not, I believe I can give you good and sufficient reasons why it will pay you to wear them.

I give the wearer the benefit of my thorough and practical knowledge of shoemaking, which has extended over fifty years.

I give the wearer the benefit of my exclusive method of tanning the bottom soles, which makes them more flexible and gives longer wear than any other sole leather produced in this country.

As I am the largest manufacturer of men's fine Hand-Sewed Process shoes in the world, it is necessary for me to purchase leather and other materials in enormous quantities; the benefit of the very low prices I obtain I give to the wearer in superior quality over other makes.

If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would then understand why they hold their shape, fit better, wear longer and are of greater value than any other make.

W. L. Douglas, Brockton, Mass. I take great pleasure in recommending the Douglas Shoe as the best \$3.50 shoe for comfort and wear. I have tried a number of others, and found nothing to equal them. B. SIMPSON, Importer, 95 Nassau St., N. Y. City.

These are a few of the reasons why I make and sell more Men's Fine Hand-Sewed Process \$3.50 Shoes than any other manufacturer in the world.

W. L. DOUGLAS \$4.00 GILT EDGE SHOE CANNOT BE EQUALLED AT ANY PRICE.

W. L. DOUGLAS BOYS' SHOES... JUST THE SAME AS MY MEN'S \$3.50 SHOES, THE SAME LEATHERS, FOR \$1.75 AND \$2.00.

W. L. DOUGLAS GREATER NEW YORK SHOE STORES:

433 Broadway, corner Howard Street. 785 Broadway, corner 7th Street. 853 Broadway, corner 14th Street. 1345 Broadway, corner 30th Street. 1447-1449 Broadway, corner 41st St. 974 Third Avenue.

3202 Third Avenue, corner 120th Street. 2775 Third Ave., bet 14th & 147th Streets. 350 West 125th Street. 324 Sixth Avenue, corner 23d Street. 245 Eighth Avenue. 95 Nassau Street.

708-710 Broadway, cor. Thornton St. 1207 Broadway, corner Gates Avenue. 421 Fulton Street, corner Pearl Street. 478 Fifth Avenue. JERSEY CITY—18 Newark Avenue.

## DISTINCTIVENESS

Is a characteristic of the new "Gladiator" Suits and Overcoats. The style combines novelty with utility. "Gladiator" coats have well proportioned shoulders, graceful lapels and perfect fitting fronts. Built to your measure from choicest materials \$25.

Samples and fashion illustrations mailed upon request.

## ARNHEIM

Broadway & Ninth Street.

AMUSEMENTS. AMUSEMENTS.

**NEW AMSTERDAM** Theatre, 42d St. West of B'way. Eves. 8:15. Mats. Wed. & Sat. 2:15. **"Not a Musical Number Missed Fire"—World.**

**THE GEM OF LAUGHING MELODY** **THE GRAND MOGUL** WITH FRANK MOULAN and 100 Singers.

**So "Come and Nestle Closely By My Side."** **BROADWAY THEATRE.** H'way & 41st St. Eves. 8:10. Matinee Sat. 2:10.

**ANNA HELD** In the Patriotic Model. COME AND MEET WITH TEDDY D.

**NEW YORK THEATRE.** H'way & 45th St. Fr. 8:15. Last Matinee Sat. 2:15. **MR. WILLIAM FAVERSHAM** In the Distinguished **THE SQUAW MAN** Beginning Next Monday Night, April 1. **THE LAND OF NOD** Extra Vaudeville with 125 People. Seats Now on Sale.

**DALY'S THEATRE. SPECIAL—BEGINNING NEXT MONDAY** FOR 24 PERFORMANCES ONLY **CARLE IN THE SPRING CHICKEN** LAST THEATRICAL ATTRACTION IN THIS HISTORIC PLAYHOUSE. SEATS ON SALE FOR ENTIRE ENGAGEMENT.

**EMPIRE THEATRE.** H'way & 46th St. Eves. 8:30. Mats. Wed. & Sat. 2:30. **ETHEL BARRYMORE.** The Silver Box. Next play—"His Excellency the Governor."

**GARRICK THEATRE.** 35th St. H'way. Eves. 8:30. Mats. Wed. & Sat. 2:30. **"Showers"** "One of the best"—Herald. "One of the funniest"—Herald.

**WILLIAM COLLIER** CAUGHT IN THE RAIN In his great LAUGHING SUCCESS.

**WALLACK'S** H'way & 30th St. Eves. 8:15. Last Mat. Sat. 2:15. LAST 3 NIGHTS.

**SAM BERNARD** THE RICH MAN NEXT MON. KYRLE BELLEVUE in Seats MON. A Marriage of Reason. To-day

**HUDSON** 44th St. E. of B'way. Eves. 8:15. Mats. Wed. & Sat. 2:15. **EDWARD ABELLES** In

**BREWSTER'S MILLIONS** NEXT KITTY CHEATHAM. Mat. at 3:15. MOND. Songs for Children and "Grown Ups."

**CRITERION THEATRE.** H'way & 44th St. Eves. 8:15. Mats. Wed. & Sat. 2:15. **FRANK DANIELS.** In the Comic Opera. **THE GREAT ATWOOD MAN** by Victor Herbert, H. B. Smith & A. S. Fowler.

**KNOCKOUT** H'way & 38th St. Eves. 8:15. Mats. Wed. & Sat. 2:15. **MONTGOMERY & STONE** IN THE RED MILD.

**LYCEUM** 43d St. & B'way. Eves. at 8:15. LAST 2 WEEKS—THE **LION AND THE MOUSE** SUNDAY 3:30 **BURTON HOLMES** PORT MONDAY 3:30

**SAVOY** 30th St. & B'way. Eves. 8:15. Mats. Wed. & Sat. 2:15. **MATINEE TO-DAY \$1.50** **MAN THE HOUR**

**HACKETT THEATRE.** W-41st St. Eves. 8:30. Matinees To-day & Sat. at 2:30. **ROSE STAHL** CHORUS LADY.

**EDEN** WORLD IN WAJ. Gypsy Music CINEMATOGRAPH Every Hour MUSEE POCANONTAS SAVING JOHN SMITH.

**METROPOLITAN OPERA HOUSE.** LAST PERFORMANCE. Fri. Eve. Mon. 20. GOOD FRIDAY, at 8 P. M. prety at Regular Prices—PARISIAN—Fremont. Jacoby: Burgstaller, Van Hooy, Bias, Goritz Mulhman, Rolin, Com. Heriz. **WEBER PIANO USED.**

**IRVING PLACE THEATRE.** Every Eve. 8:20. & Sat. Mat. Wild's Drama "BALOISE" and Jacobson's Comedy "Zam Etzelstetler."

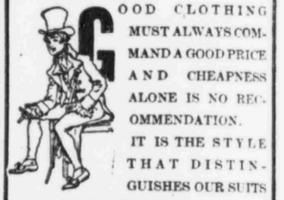
**N STAR** Lee Av. & 197th. Matinee Sat. Eves. 8:15. Mats. Wed. & Sat. 2:15. Next Week—Joe Welch in The Shoemaker.

**AMERICAN** 42d St. & 5th Ave. Eves. 8:15. Matinee Sat. 2:15. **CHINATOWN CHARLIE** Next Week—A Desperate Chance **THE TWILIGHT NIGHT** Fri. Mat. at 2:30. **MASSIE and Faces**: Fri. Eve. "Merchant of Venice"; Sat. Mat. "Julius Caesar"; Sat. Eve. "Kisses and Facos."

**YORKVILLE** Mat. To-day. 25c. **RAP WARD** Next W. E. Eugene Blair. The Woman in the Case **RETIRED POLICE** Mat. Sat. 25c. **TEXAS** Next Week—The New Yorkers.

**14th St. THEATRE.** At 14th St. Mat. To-day 2:30. Next Week—David Higgins, "The Last Dollar."

## A FAIR PRICE



GOOD CLOTHING MUST ALWAYS COMMAND A GOOD PRICE AND CHEAPNESS ALONE IS NO RECOMMENDATION. IT IS THE STYLE THAT DISTINGUISHES OUR SUITS AND OVERCOATS—THAT AND THE QUALITY—QUALITY BOTH OF MATERIALS AND TAILORING. OUR NEW SPRING OVERCOAT IN FANCY GRAYS WITH ITS BOX EFFECT IS THE SEASON'S BEST ACHIEVEMENT.

## Browning, King & Company

Broadway at 32d St. Cooper Square at 5th St. Fulton Street, Brooklyn



Parrot like repetitions never make business grow. It's because we've always new styles in our Knapp-Felt Derbies that we're always selling more. Easter styles now.

Everything for men and boys' formal and informal Easter wear.

ROGERS, PEET & COMPANY. Three Broadway Stores.

255 842 1260 Warren st. 13th st. 32nd st.

## NOW OPEN

## MADISON SQUARE GARDEN BARNUM & BAILEY

GREATEST SHOW ON EARTH.

**3-Ring Circus—Double Menagerie—Horns Hippodrome—Sensational Ski-Sailing Dip of Death—Acrobatic Novelties—Bicycle Twirls—Bidding Seal.**

**NEW AMERICAN ACTS FROM EVERYWHERE.** TWO EXHIBITIONS DAILY, AT 2 AND 4. Doors open an hour earlier to afford patrons a opportunity to visit the menagerie and museum. Admission to everything, including numbered seats, 25c, and 50c (2nd and 3rd Street entrance only). Private Boxes, seats, \$2.50 and \$2.75. Office open daily from 9 A. M. to 9 P. M. No Performances in Brooklyn this Year.

**MADISON SQUARE GARDEN.** MATINEE TO-DAY AT 2:15. **DAVID BEASCO** THE ROSE OF THE RANCHO. **MADISON SQUARE GARDEN.** **CARLOTTA NILSSON** IN THE 2 OF US. **WEST END THEATRE.** **GEORGE SIDNEY** "RAY" MAT. SAT. **LEAVY** "LADY OF THE LAMPS" 25 & 100. **Next Week—North Avenue & 100th.**

**AMUSEMENTS.**

**ICE SKATING SEASON CLOSING** ONLY THREE MORE DAYS. **CLONES FOR SEASON** Saturday Evening. Admission 50 cents. Skates Free. PERFECT ICE.

**Berkeley Lyceum Theatre** 44th St. Eves. 8:15. Mats. To-day and Sat. 2:30. **KATHERINE GREY** IN THE RECKONING

**MENDLSOHN HALL. PIANO RECITAL.** **WINE, WOMAN & SONG CO.** **TUESDAY AT 3** **LHEVINNE** Seats \$1.50 and \$1. Now on sale at Box Office. Management Steinway & Sons.

**GRAND WONDERLAND**