

MORE TELEPOST STOCK READY

WAGER INVESTORS LEARN THAT THE PRICE IS THE SAME.

New Lot of Circulators From the Sterling Debenture Corporation, including the endorsement of an Oakland Contractor—Promise of a Chicago Service, Etc.

For persons who have a plentiful supply of money in these times it may be comforting to know that the chance for them to invest all that they can rake and scrape together in shares of the Sterling Company is still open and that the Sterling Debenture Corporation is eager to get them in on this before it is too late.

Although persons who were inclined to nibble at this tempting opportunity to become Telepost stockholders away back last June were warned then that they had better not lose any time, as the stock was being grabbed up fast, it appears from the latest literature sent out by the Sterling Debenture Corporation that there are still some shares ungrabbed. Unlike most other shares of the kind that are peddled on the promise that Wall Street can never get at them, the Telepost shares haven't been hiked any since the folks who happened to get on the mailing list of the Sterling Debenture Corporation last June first heard of them. They are still selling for \$10, and you can buy them on the installment plan.

If every one who is supposed to have any loose cash doesn't know by now that there is such a company as the Telepost Company and that it purposes to cover the country with telegraph wires and take away the business of the big telegraph companies by sending messages at half rates it isn't the fault of the Sterling Debenture Corporation. G. H. Middlebrook and F. W. Shumaker are now the principal members of this. They used to be in the book selling business, where a good mailing list is as much of an asset as it is in the stock selling game. Folks with other mailing lists who are trying to sell stocks are envious of the Sterling Debenture Corporation's list.

Neither of the big telegraph companies has as yet got excited over the Telepost, but just to show how some people ought to know all about financial methods as well as the telegraph game think about it the Sterling Debenture Corporation has sent a letter received last October from J. C. Estey. Mr. Estey, it appears from the reproduced letterhead, is a mason and builder of cement walls and floors in Oakland, Cal., which is quite a way from New York and Wall Street.

After receiving some nicely worded circulars from the Sterling Debenture Corporation telling how wickedly inflated were some of the big companies as compared with the \$18,000,000 capitalization of the Telepost and how Telepost stock would never be allowed to get into the hands of the wicked speculators in Wall Street Mr. Estey quickly informed it, as appears by his letter to the Sterling Debenture Corporation just sent to all on the mailing list.

"It gives pleasure and increased confidence that all honor in the financial world has not gone to the bad when one reads the purpose, the organization and method of management of your company," said Mr. Estey. "This confidence is further strengthened by the fact that you use only printed arguments and facts in presenting your claims for consideration. It therefore gives me pleasure to add my name to the increasing telegraph service of our country and thereby receive for myself the natural benefits from its earnings. In asking for the 100 shares I expect to also ask for the monthly payments of \$100 for the same. The Telepost plan is a business plan. It was exactly ripe for our announcement, and the readiness with which the public is subscribing for the initial issue of stock gives assurance of the immediate success we predicted for this enterprise.

As the foreman of a newspaper composing room and a bank president have already endorsed the new telegraph company, according to the letters sent out prior to that of the Oakland contractor, there may be a rush to buy what shares are left when the savings banks resume.

The Sterling Debenture Corporation has not been in existence a great while, but it has already put forth its securities as the stock of the American Telephone Company, the O'Brien Electric Light and stock in a linen company, though you may not get the list of more than one of these specialties. Some time ago when the Sterling folk used to be at 56 Wall Street American Telephone stock, which in five years was going to be the best property any one could own, was all the good. Of course the five years aren't up yet, so that it still has a chance to realize its business.

Since the Sterling Debenture Corporation moved up to the Brunswick Building almost everybody whom it could reach has been asked to buy Telepost stock. In the latest literature sent along with Mr. Estey's letter the Sterling Debenture Corporation has it all figured out that the Telepost will make an annual profit of \$7,000,000 a year even if some folks with practical knowledge of the expense of obtaining franchises can't see it. Fifty millions of messages in the modest business the company expects to do when it has some wires. In the present state of business that is a very good thing, more for the companies that already have the wires, but just where the wireless companies of the future are going to come in it's hard to see. Almost no woman has come of working gangs from points along the way as yet, the very latest announcement of the Telepost's New York-Chicago line will be in operation within eighteen months.

"The Telepost," says this announcement, "will begin carrying its wires from the moment any two important cities on the way to Chicago are connected, for offices will be opened for business at once.

With the opening of Telepost offices from New York to Chicago, definitely set for eighteen months from now, short time is left in which to procure franchises from the Board of Estimate here, which is particularly obstinate these days, and from similar bodies along the route. The Atlantic Telephone Company has been at it for more than eighteen months and hasn't got any encouragement as yet, but perhaps the Telepost Company can fix it. The route, judging from some of the pictures, should follow closely the route of the Chicago-New York Electric Air line.

BARTENDER KEEPS HIS DOG, For Rockefeller's Almoner Was Mistaken in Supposing It Was His.

MONTCLAIR, N. J., Dec. 7.—Several days ago F. T. Gates, the former Baptist clergyman who is now John D. Rockefeller's almoner, wore out a warrant for the arrest of Thomas Divanny, a bartender, for holding on to a dog which Mr. Gates said was his own. When Mr. Gates saw that the bartender was preparing to fight the criminal action he withdrew the charge of larceny and began civil proceedings to recover the collie, which is valued at \$100.

To-day it developed that the Rockefeller charity agent was mistaken. Unknown to Mr. Gates the dog was killed by an automobile some time ago. Mr. Gates advised a reward and some one who saw Divanny's collie took it to the Gates home. Mr. Gates promptly had the dog registered with Town Clerk Trippet. The collie after a few weeks trotted back to Divanny. Divanny waded across the registry, but made no inquiry. Then Mr. Gates again located what he thought was his lost dog. The matter is all straightened out now. Divanny keeps his dog.

Stern Brothers

On Tuesday & Wednesday, December 10th & 11th

will place on sale an unusually large number of Mink Fur Coats, Muffs and Neckpieces

in a great variety of styles and sizes

Purchased Greatly Below Cost of Manufacture

Some attractive prices are

Table with 3 columns: Size, Value, and Price. Rows include 22 in. Coats, 27 in. Coats, 27 in. Coats, 33 in. Coats, 45 in. Coats.

Table with 4 columns: Neckpieces, Muffs, Value, and Price. Rows include various sizes and values.

Women's Cloaks and Wraps

Special Offering To-morrow, of Seasonable Garments for Holiday Gifts

Evening Coats of Imported Broadcloth, \$25.00, 30.00 in a variety of styles and colorings. Caracul Cloth Paletots, New Model, with shawl collar, satin lined, at 25.50

IMPORTED AND DOMESTIC SHAWLS

Real and Imitation Chudda, Chinese Embroidered, Real Shetland Himalayan in Scotch Tartan Effects, Double-faced Vicunas and Spun Silk. Egyptian Scarfs and Quilted Vests.

Misses' and Girls' Apparel

A Variety of Styles at Greatly Reduced Prices. Misses' Fine Broadcloth Suits, a most desirable model, in all the leading shades, semi-fitted coat, lined with fancy taffeta, pleated skirt with deep fold, 14 to 16 yrs, \$19.75. Girls' One Piece Wool Dresses, in Plain Colors, Checks and Plaids, Guimpe and High Neck effects, 4 to 14 yrs, \$4.95, 5.95. Heretofore \$6.95 to 8.95.

Also a Special Purchase of

Misses' and Children's Fur-lined Coats in a large variety of colors, with collars of various furs, at \$25.00 and 32.50 One-Third Less Than Original Values

To-morrow, Sale of Black and Colored Silks

2800 Yds. Black Taffeta Silks, Superior quality, bright finish, 36 ins. wide, Value \$1.25 Yard at 75c. 3500 Yds. Imported Black Beau de Cygne, Soft finish, 20 inches wide, Value 85c Yard at 55c. 3250 Yds. Plain Messaline Foulard, in evening colors and black, 24 inches wide, and at 58c. 1800 Yds. Plain Taffeta Silks, in the most desirable colors, 19 inches wide, at 58c.

Special Values in their Linen Departments

Luncheon Sets, consisting of Centre Pieces, Tumbler & Plate Doilies, Scalloped Embroidered, at \$2.25, 3.15, 3.75. Madeira Hand Embroidered, 4.85, 6.75, 9.85. Trimmed with Hand-made Cluny Lace, 8.50, 9.75, 11.50. Hemstitched and Hand Embroidered Dresser and Sideboard Scarfs, Each \$1.18, 1.25, 1.65. Squares and Pillow Shams, 1.25, 1.35, 1.75. Hemstitched Damask Dinner and Lunch Sets, consisting of Table Cloth and One Doz. Napkins, in handsome design, soft mellow finish, \$5.90, 6.50, 6.85, 7.50.

French and Irish Hand Embroidered Top Sheets, Pillow Cases and Bed Spreads, At Greatly Reduced Prices.

For the week commencing December 9th Fine Hand-made

Filet Lace Bed Sets

For Wood and Brass Beds

at \$95.00, 145.00, 195.00 to 850.00 Reduced from Prices ranging from \$250.00 to 1250.00

West Twenty-third Street

Comfortables 1/3 Underprice

Involved is a factory sample collection of 150 Comfortables—cribs, three-quarter and full bed sizes—with silk and satin coverings, in plain and novelty figured designs, all filled with lamb's wool and down. Sale Prices, \$3.24 to \$14.89

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

Macy's B'way at 6th Av. 34th to 35th St.

Paying the lowest price for a gift—no matter whether it be a trinket in toys or a treasure in jewelry—is merely a matter of buying it at Macy's. Our UNDERSELLING STRATEGY is a bit of trade history the country over. We owe the supremacy largely to the fact that we sell for cash, give no discounts and pay no commissions.

This Mark-Down Sale of Oriental Rugs Provides Purchasing Opportunities Unprecedented

Gift-givers who favor gifts of a practical sort will welcome this extraordinary sale. The Rugs concerned are from our regular stocks and the reductions affect prices that were pretty generally conceded to be the lowest quoted in New York for worthy Oriental Rugs.

Altogether, it is a sale unparalleled in the history of our Oriental Rug business.

Rugs Formerly Up to \$34.74, This Sale \$14.94

Both modern and antique Rugs, from Caucasus and Persia, including Daghestans, Guenjes, Mossuls, Irans, Fereghans, Shiraz, &c., all of close texture and in excellent colorings, sizes up to 4x7 1/2 feet.

Rugs Formerly Up to \$44.74, Sale \$19.94 and \$23.74

Silky Mossuls and Kazaks, extra large sizes, in very rich colorings, also choice antique Daghestans and Kabistans and a number of fine Hall Strips in 10 and 12-foot lengths.

Rugs Formerly Up to \$49.48, Sale \$29.74

Including Shiraz weaves of very fine texture; large Kazaks of heavy pile and in excellent colorings; Antique Kabistans in soft colorings; heavy Mossuls and Kurdistans, rich and silky; Bokharas, fine Beloochistans, &c.

Antique Rugs, Were \$98.48, Now \$59.50

A limited quantity of selected Antique weaves, including some exceptionally fine pieces of Bergamos, Anatolian, Kabistans, Khorissans, Serabend, &c.

Persian Carpets, Were Up to \$284.00, Sale \$198.00

Large Carpets, suitable for dining rooms, libraries, &c.; also a few very fine Spartas and Hyderabads, in delicate colorings—sizes from 10 to 13 feet wide and 15 to 20 feet long.

Other Large Rugs in the Sale: Typical Values

Table listing various rug types and their sale prices, such as Large Turkish Rugs, Ghiordez, Persian, and Indian.

Some Gift In Fine Jewelry, of Course! Count such a purchase an INVESTMENT, to be made after you have made thorough comparisons. If our assortments of Diamonds and Gold Jewelry figures in ANY comparison you elect to make, your Jewelry gifts will be selected here. Suggestions below:

- GOLD BAGS, with plain, etched and pierced frames, set with diamonds, rubies, emeralds and sapphires. \$350.00 to \$1,100.00. V. E. L. V. E. T. NECKBANDS, both diamond and pearl, with buckles \$158.00 to \$980.00. LAVALLIERES and FESTOON NECKLACES, set with diamonds, emeralds and pearls. \$119.00 to \$101.00. BRACELETS, all diamonds and pearls - all diamonds bangle and fancy designs. \$119.00 to \$101.00. BRACELETS, secret lock or clasp, set with one or more diamonds; also with semi-precious stones. \$12.99 to \$84.49. WOMEN'S SOLITAIRE RINGS, Tiffany, Belcher and fancy settings. \$14.89 to \$378.00. WOMEN'S CIRCLE OR HOOP RINGS, set with two, three and five diamonds. \$24.49 to \$630.00. WOMEN'S CIRCLE OR HOOP RINGS, set with diamonds and ruby, pearl or emerald. \$24.49 to \$630.00. MEN'S RINGS, with Belcher, tooth, gypsy, English and carved settings, in Roman or antique styles. \$16.49 to \$310.00. GOLD KNIFE EDGE BROOCHES, with one or more diamonds, in a variety of designs. \$14.24 to \$227.00. PEARL BROOCHES, set with one or more diamonds; crowns, bow-knot, heart and scroll designs. \$12.49 to \$64.49. FANCY ENAMELED BROOCHES, Pansies, four-leaf-clover, violets and other designs, set with pearls and diamonds. \$10.89 to \$50.49. ALL-DIAMOND BROOCHES, crescents, horseshoes, crowns, sunbursts, wreaths, bows, knots and various other designs, set with diamonds, rubies, emeralds, sapphires, opals and pearls. \$10.89 to \$224.00. MEN'S FANCY SCARF PINS—Knots, heads, animal heads and various designs, set with one or more diamonds. \$6.49 to \$49.24. MEN'S RIBBON FOBBS, with heads of lions, tigers and silk; also other designs, set with diamonds. \$8.99 to \$64.49. FESTOON NECKLACES, set with amethysts, pearls, peridot, jade, topaz and garnets in various styles. \$6.74 to \$63.90. GOLD BELT PINS AND BUCKLES, plain or etched, polished or Roman finish. \$6.89 to \$34.49. GOLD HAT PINS, plain ball ends, hammered, engraved or flower design; some set with precious stones. \$1.09 to \$13.80. GOLD KEY RINGS, plain and antique designs, with or without diamonds. \$5.24 to \$41.24. GOLD KEY CHAINS, links of various styles; also rope designs. \$14.06 to \$20.24. GOLD PURSES AND BAGS—plain, pierced and stone-set frames; also draw-string bags. \$17.06 to \$300.00. SIGNET AND STONE-SET RINGS for children and misses. \$1.09 to \$2.67. MEN'S AND WOMEN'S SIGNET OR STONE-SET RINGS. \$1.98 to \$18.08. SCARF PINS, various designs—stone-set, antique and rose finish; also cabochon, all the semi-precious stones; animal heads, knots, &c. \$1.09 to \$17.24. PEARL BROOCHES, Crescents, Stars, Sunbursts, Fleur-de-lis, Crowns, Bow Knots, Horseshoes, Wreaths and floral designs. \$3.49 to \$27.74. STONE BROOCHES, amethyst, jade, topaz, amonite, moonstone and opals, set in antique mountings; some with real pearls. \$4.69 to \$29.47. FANCY BROOCHES, various designs. Crescents, Leaves, &c., set with pearls; also twisted wire effects, for watch pins. \$1.98 to \$11.09. GOLD LINK BUTTNS. \$1.08 to \$11.09. GOLD LINK BUTTONS, set with stones; also the flat double link. \$5.80 to \$17.24. SILK RIBBON FOBBS, with gold buckle or ring. \$2.14 to \$9.89. ALL-GOLD FOBBS. \$14.07 to \$44.49. FOBBS, with charms or seals. \$6.24 to \$22.07. NECK CHAINS, rope or link. \$19.49 to \$19.49. LORGNETTE OR GUARD CHAINS. \$8.20 to \$49.74. LORGNETTE OR GUARD CHAINS, set with pearls or semi-precious stones. \$33.24 to \$79.75. LOCKETS FOR MEN AND WOMEN. \$2.49 to \$28.49. LOCKETS AND CHARMS for children or misses. \$3c. to \$6.50. PENDANTS OR LAVALLIERES, drops set with baroque pearls. 74c. to \$15.24. CROSSES, etched, plain or set with pearls. 73c. to \$15.80. BRACELETS, secret lock or bangle, plain or engraved. \$4.74 to \$46.07. BRACELETS, set with stones. \$19.74 to \$23.81. MEN'S VEST CHAINS. \$9.49 to \$36.88. CUFF AND WAISTCOAT SETS, in pearl, jade, amethyst, moonstone, garnet and mother pearl, with diamond centres, set. \$17.07 to \$130.97. GOLD MATCH BOXES, set with diamonds, plain, etched or new French stripe design; flat and curved shapes. \$17.49 to \$64.49.

Christmas Books:--Price Can Be the Only Consideration

IN Book selling the wolf cry of "better quality" cannot be used to offset underpricing. Qualities are generally the same, whether it is a late novel or a standard set in finest bindings. We sell the late novels—late copyrighted fiction—at 98c. a copy, against the \$1.08 or more asked in all other stores. That Macy underpricing of 10 per cent. on late fiction is indicative of a greater underpricing—fully 25 per cent.—on all lines of Gift Books, Standard Sets and the like. We court comparisons.

Scan This List of Sets:

- Irving's Works, Pocatontas edition, 40 vols., half morocco, \$64.00. William H. Ainsworth's Historical Romances, 20 vols., \$61.24. Stoddard's Lectures, 14 vols., half morocco, \$44.80. Arabian Nights, edition de grande luxe, three-quarter morocco, \$74.49. Scientific Library, author's edition, 60 volumes, half morocco, \$124.21. Stevenson's Works, Thistle ed., 26 volumes, half morocco, \$61.12. Sterne's Works, Limited edition, 12 volumes, \$17.94. Waverley Novels, Andrew Lang edition, 25 volumes, half morocco, \$64.94. Macaulay's Works, Whitehall edition, 20 vols., \$36.94. Bronte's Novels, Thornton's edition, 12 vols., half morocco, \$21.54. Charles Dudley Warner's Complete Writings, Backlog ed., 15 vols., \$18.74. Eugene Sue's Works, Illustrated Cabinet ed., 20 vols., half morocco, \$37.64. Chas. Paul de Kock, Medal edition, 24 vols., \$23.74. Bulwer's Works, half morocco, 25 vols., \$46.94. STANDARD SETS—FINE LIBRARY EDITIONS: Tolstoy's Works, half calf, \$17.96. Dumas' Works, Historical Romances, 15 vols., \$19.61. Dickens' Works, Illustrated Sterling Edition, three-quarter morocco, \$18.24. Smollett's Works, Library Edition, half calf, \$17.96. Ruskin's Works, Sterling Edition, half morocco, \$16.24. Carlyle's Works, Illustrated Edition, half morocco, \$12.21. Balzac's Works, Illustrated Sterling Edition, three-quarter morocco, 18 vols., \$22.49. Thackeray's Works, Cabinet Edition, 20 vols., half calf, \$34.94. Captain Marryat's Works, Sterling Edition, half morocco, \$15.95. Eliot's Works, Illustrated Edition, 10 vols., half morocco, \$10.24.

Choice Specimens of Straus Cut Glass Reduced

LITTLE pre-holiday stock-taking in the Cut Glass parlor develops a number of very fine pieces and sets that have been here the allotted time.

The larger specimens should be of particular interest to organizations seeking articles suitable for holiday gift purposes. There are many smaller pieces in the collection, but generally only one of a kind. This will indicate the extent of the reductions:-- PUNCH SET, former price \$379.39, sale \$249.87. VASE, former price \$97.89, sale \$74.83. PUNCH BOWL, former price \$197.00, sale \$149.87. CAKE STAND, former price \$238.00, sale \$196.48. ELECTROLIER, former price \$125.00, sale \$89.49.

Shadow Box Porcelains Reduced

Hand-painted Porcelains framed in shadow boxes. Every one in our stock bears a new price mark—a holiday special price. For example:-- \$147.63 Porcelains \$109.43 \$175.00 Porcelains \$99.63 \$97.63 Porcelains \$69.87 \$136.42 Porcelains \$96.43 \$147.63 Porcelains \$89.84 \$75.00 Porcelains \$64.87

BRIC-A-BRAC ON BARGAIN TABLES

"On Bargain Tables" means at bargain prices—final reductions. Main Floor Tables never presented such an attractive selection in the height of holiday gift-buying time. Choose from such wares as Rudolfsradt, Tepitz, Bonn, Hungarian, Crown Derby, Coalport, Clonsonn, Giori, Beltsck, Royal Berlin, &c., and pay three-fourths to one-half the usual prices.

Macy Grocery Specials

Our Famous Red Star Brand Boneless Bacon, only the highest grade and choicest selection, the brand on each piece is our guarantee; weights 3 to 6 lbs.; REGULARLY SOLD AT 19C. LB., FOR THIS SALE 14 1/2 C. LB. White Label Brand English Cure Bacon (Armour's); special dry cure; sold elsewhere at 25c. to 30c. lb.; our price \$18.42. Our second quality of Imported Caviar Astrachan we offer as special for this sale by Specialty Dealers at \$5.00 per lb. ORIENT BRAND COFFEE—a new blend of the best Coffees grown in the Far East. It is fragrant, full-bodied and mellow. Beans, granulated or pulverized. Special prices:-- 1-lb. can, regularly 34c., special 30c.; 5-lb. can, regularly \$1.64, special \$1.47; 25-lb. sack (beans only) \$7.25. SULTANA BRAND COFFEE—The choicest selection of South American Coffee, roasted, granulated and pulverized daily; same quality is sold elsewhere at 20c. lb.; special for this sale, 14c.; 5-lb. carton, 68c.; 25-lb. bag \$3.43. A SPECIAL SALE OF TEAS. MAYFLOWER CHOP TEA—Mixed and Formosa Oolong; sold only in 2-lb. packages; regular price 64c. a package; for this sale \$49c. INDIA AND CEYLON TEAS. "RAJAH" BRAND. "PUNJAB" BRAND. "DURBAR" BRAND. Regularly. Special. Regularly. Special. Regularly. Special. 1 lb., 96c. \$84c. 1 lb., 68c. \$52c. 1 lb., 48c. \$39c. 1/2 lb., 49c. \$43c. 1/2 lb., 39c. \$28c. 1/2 lb., 26c. \$21c. (All in Air-Tight Lead Cartons). NATIONAL BISCUIT COMPANY'S CRACKERS. Butter Thins and Red Grahams; regular 10c. In 4-oz. cans, for this sale 7c. each. Flavored Extracts—"Red Star" brand; manufactured in our own laboratory and warranted absolutely pure. Finest Carolina Whole Head Rice; the best quality for this sale. 1 lb., 17c. 5-lb. cotton bags, 81c. 10-lb. cotton bags, 147c. 50-lb. bag, \$3.74. La Forge brand absolute-ly pure. 7c. each. Red Currant, Quince, Grape, Crabapple, Raspberry and Strawberry large jars, 25c. each; dozen \$3.31.



Holiday Handkerchiefs: Unequaled Varieties and Values

MAIN floor, second floor and basement—three displays occupying almost four times the space 'Kerchiefs' stocks have ordinarily. Our own factory in Belfast, Ireland, supplies a deal of this stock, and to your distinct advantage. In no other Manhattan store will you find equal assortments or equal values. Gift suggestions, six 'Kerchiefs' in fancy boxes:-- WOMEN'S PURE LINEN 'KERCHIEFS, 1/4-inch hem; open-work, script block or fancy initials, all hand-embroidered; six \$1.09. MEN'S PURE LINEN 'KERCHIEFS, hemstitched, hand-embroidered script or block initials; six \$1.09. WOMEN'S PLAIN HEMSTITCHED 'KERCHIEFS, with 1-8, 3/4 and 1/2 inch hems; six \$1.34. MEN'S PURE LINEN 'KERCHIEFS, hemstitched; superior quality linen; six \$1.24.