

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

Macy's

34th to 35th St. 5th Ave at 6th Av

Our Annual Dress Goods Sale

Low Prices Will Send the Yards Whirling



Get the motto of this sale straight in your mind. It is not a reduction upon remnants or broken lots of odd pieces that have been dragging and straggling. We put *fraying-out* prices on all such as fast as they appear. It's part of the routine here, and we make no noise about it.

This is a "set" event. We've been industriously goods-gathering many weeks for it—hobnobbing with manufacturers—securing vast quantities—*squeezing down prices*.

There are many weaves—and thousands of yards of each—and the quick-witted buyers of the community may come here and have choice at less than the retailer usually pays the maker.

No bigger values ever got under the yardstick. Specimens:

65c All-Wool Serge, 49c

Don't think of humdrum Serge when you read this. These are all-wool, warp-way and woof-way. Firmly woven. Look at the surfaces. Every twill is true—exact. They have been sponged and shrunk. Dew and damp, drips and drizzles can't hurt the dress made of these Serges. Garnet, brown, myrtle, navy—40 inches wide—49c a yard.

85c Diagonal Suiting, 59c

These Diagonal Suitings have goodnesses all their own. Diagonals that are diagonals—not sleazy, slanting, loosely-woven lines that scarcely cut the face of the fabric. These are strongly defined, bold, striking, and are shown in a large variety of colors, including catwabs, Victoria, rose, sage, cadet, taupe, brown, gray, myrtle and navy. Width? 46 inches. Price? 59c.

80c Satin Prunella, 66c

What's having a more popular run than Prunella? There's just one answer to that question. Many of the handsomest suits for women are Prunella. Glance through any suit department for confirmation of the statement. These Prunellas are in this sale for that very reason. The season's colors, including rose, cadet, navy, taupe, amethyst, French gray and peacock—38 inches wide; 66c a yard.

\$1.00 Chevron Suitings, 68c

Chevrons captivated the preference of women and are holding it by the charm of their excellence—excellence that reveals itself in service. They are striped in a shadowy way that is unobtrusive but effective. The Chevrons in this circle come in all the pretty Spring tints, as well as the stand-by staple shades—50 inches wide; 68c a yard.

\$1 Fancy Wool Batistes, 69c

Fancy Batiste—self-colored shadow checks enhanced with medium and wide satin stripes and corded effects. A light, airy, breeze-soaking stuff—soft and clingy—but enough substance there to give good service in wear—tan, gray, rose, taupe, peacock, moss, myrtle, brown, cadet and navy—42 inches wide; 69c a yard.

Rare Black Dress Goods Values

49c for 65c All-Wool Black Serge, 40 inches wide, sponged and shrunk. Stuff you may put the needle into with never a fear.

49c for \$1.00 All-Wool Black Checked Voile, 50 inches wide; fine chiffon finish. A fabric that's worn in all weathers—warm or cold.

84c for \$1.50 Plain All-Wool Black Voile, 50 inches wide; crisp finish—crush a fold in your hand; open—watch it spring back without leaving a trace of a wrinkle.

Novelties, too. All the newest, richest weaves from Paris—in plain and fancy effects. They are here in all their beauty and completeness at saving prices.

No Shadow of Extravagance

is reflected by the prices in our Upholstery Department. The goods are there—all the qualities and styles that the best thoughts of makers and designers create. We secure them by the shortest, most direct route and pass them on to you without inflation. To-day's values are unusual. Quantities of the very things you want are to go at—well, here are the figures:

Imported Cretonnes, all new designs, 32 inches wide, beautiful range of colors; sold elsewhere at 30c. to \$1.00 a yard; special at 19c., 26c., 39c. and up to 69c.

Domestic Cretonnes, 32 inches wide, dainty effects; elsewhere 20c. to 25c. a yard; special at 14c., 16c. and 18c.

Renaissance Lace Curtains, mounted on French cable net: \$7.00 quality, pair \$4.94; 5.50 quality, pair 5.74; 6.00 quality, pair 6.94

Irish Point Lace Curtains, wide borders: \$8.75 quality, pair \$2.48; 5.50 quality, pair 4.24; 6.00 quality, pair 5.74

Ruffled Bobbinet Lace Curtains, fancy lace insertion: \$1.25 quality, pair \$1.00; 1.50 quality, pair 1.24; 2.00 quality, pair 1.54

Renaissance Lace Bed Sets, finished with deep lace valance, various designs to select from: \$4.00 quality, set \$2.48; 7.00 quality, set 5.24; 8.25 quality, set 6.94

Estimates submitted for Awnings, Window Shades, Slip Covers and Draperies. Furniture re-upholstered equal to new at moderate prices.

Crowded Out: Women's Negligee Wear, Silk Corsets, Boys' Clothing, Silverware, Carpets and Rugs.

Women's Spring Suits

We did a great Suit business last Spring. Our goods and our prices gave satisfaction and gratification to thousands—*hundreds* of thousands.

What wonder, then, that we've girded ourselves to compass a bigger business this Spring! The spirit of growth and progress is rampant here. The dominant ambition is to better our best of the past. That's how we aim. Here's how we hit. Listen to the bell ring.

Women's Two-Piece Empire Suit, made of imported French wide wale chevriot serge. For the fabric—soft, fleecy, fine. Large assortment of colors, including rose, light blue, champagne, reseda, navy and black. The coat is a hipless, single-breasted model, Louis XV. style; back, front and cuffs set off with self-covered buttons and straps; the silk collar is brightened with a block of Persian embroidery done in gold, black and colored threads; lined with self-colored lousine; Princesse hipless model skirt, panel front trimmed to harmonize with coat. It is a beautiful suit. Many retailers would not hesitate to ask \$40.00 for it. From their viewpoint of profit, we'd not blame them. The Macy policy fixes the price at... **\$29.74**

Here's another Empire Suit. This one is a direct copy of a late imported model, made of fine French Serge, in navy, gray, rose and black; long collarless coat, tastefully trimmed with folds of black satin, gold-embroidered lace and buttons; Princesse hipless skirt trimmed to match the coat. Price! Any good judge's guess would be \$50.00. Really it should be \$50.00; but it is... **\$39.74**

If we had more space we'd describe a new Princess Model made of satin soleil cloth at \$23.74. It's a \$30.00 value.

And there are Princess Gowns made of beautiful faconne silk fowered that we've marked at \$34.74. You'll rub your eyes when you see them. "ONLY \$24.74." That's what we said.

And then there are others and others and others. Don't skip any of them.

Suits and Gowns

For Small Women and Misses

Jumper, High or Dutch Neck and Princess Gowns, made of fancy mixtures and stripes, trimmed with fancy silk braids, messaline silk and buttons; 12 to 18 years size; usual price \$13.50; special at \$9.94.

Sailor Suits, regular two-piece model, made of good quality blue serge; blouse trimmed with silk braid; emblem on sleeve and shield; silk tie; skirts in various new styles; 12 to 18 years size; usual price \$14.00; special at \$10.74.

Two or Three Piece Suits, made of fine serges, in shepherd checks, trimmed with braid, messaline and buttons; coat lined with soft satin; blue, black, rose or green; 12 to 18 years; usual price \$27.50; special at \$22.74.

Two or Three Piece Tailored Suits, trimmed with silk braid and gilt buttons; tan, green, rose or navy; 14, 16 and 18 year sizes; usual price \$30.74; special at \$24.74.

Women's Spring Coats and Capes

Black Chevriot Coats, smart new model, 32 inches long; lined throughout with taffeta \$11.74

L'Arabe Evening Capes, made of lustrous broadcloth; gold, Alice, Nile, light blue, lavender, champagne, red, black or white; trimmed with silk Persian bands of self color, \$13.74

Children's Dresses

Sheer Lawn Dresses, made in Princess style; the waist daintily trimmed with Swiss embroidery and Valenciennes lace insertions; the skirt finished with tucks, two rows of Valenciennes and one of Swiss embroidery insertion, and lace-trimmed ruffle; wash ribbon drawn through belt and finished with a bow; two to four year sizes; value \$4.95; special at... **\$2.69**

Embroideries

Sample Strips Nainsook and Muslin Embroideries, from one of St. Gall's manufacturers; a range of choice designs, many of the patterns in matched sets, including insertions, bands, edgings and 12 and 17-inch flouncings; lengths of from 2 1/2 to 6 1/2 yards; regular price from 15c. to \$1.00 a yard; sale price 10c. to 40c. a yard.

Women's Collars

Dutch Collars, made of fine lawn, trimmed with Venise medallions; edged with Venise lace; usually 75c.; special, 49c.

Engraving Specials

Wedding Invitations, 100 sets, including inside and outside envelope, \$7.99.
Visiting Card Plate and 50 fine quality cards, fine Old English type, \$1c.
Visiting Card Plate and 50 fine quality cards, black Old English type, \$1.34.
Monogram Dies to order, 99c.

SPECIALS FOR TUESDAY

"Wamutta Gold Medal" Pillow Cases, none better made, torn sizes 45x38 inches; 20c. quality; special Tuesday, in the basement, each 16c

Medium-weight White Fleece Blankets, light shaded border; full size, elsewhere \$1.50; special Tuesday, in the basement, a pair, 99c.

Imported Novelty Clocks, two styles—one a four-leaf clover design, 5 1/2 inches high—the other a desk clock with 2-inch dial, in copper or brass finish, regularly \$1.50; special Tuesday, in the basement, 99c.

Embroidered Mustin Shirt Waist Fronts, imported to sell at \$1.00 and \$1.25; special Tuesday, on the main floor, 79c.

Corset Cover Embroideries, 17 inches wide, sold elsewhere at 40c. yard; special Tuesday, on main floor, at 33c.

Women's Hand-embroidered Ascot Ties; regularly 50c.; special Tuesday, on the main floor, 39c.

Women's Waists, made of batiste; four rows of lace insertion and clusters of tucks on front and back, shoulder trimmed to match; one row of insertion on sleeve; special Tuesday, on second floor, 99c.

Waists, of mercerized mull, heavy embroidery dots, clusters of small tucks; new style three-quarter length sleeves, with large tucks, edged with lace; special Tuesday, on the second floor, \$1.98.

Girls' Sheer White Lawn Dresses, high or Dutch neck, blouse trimmed with clusters of tucks and embroidery insertion; full skirt with deep hem; sizes 4 to 14 years; sold elsewhere at \$2.00; special Tuesday, on second floor, \$1.39.

Women's New Model Black Panama Skirts, with two wide and five narrow taffeta bands; regular and extra sizes; special Tuesday, on second floor, \$4.99.

Women's Morning Dresses, of imported striped chambray, with turn-over sailor collar and silk tie; in blue, green, rose, tan, Copenhagen and pink; special Tuesday, on second floor, \$4.49.

Sample Tams for Boys and Girls, made of cloth and leather, all colors; also variety of Golf Caps—from one of the best makers; values range from 50c. to \$1.00; special Tuesday, on second floor, 29c.

Kashgar Tapestry Couch Covers, 60 inches wide, Persian designs and colorings; \$3.75 quality; special Tuesday, on third floor, \$2.59.

French Tapestry Portieres, in Nile, rose, blue and green; \$10.00 quality; special Tuesday, on third floor, a pair, \$6.94.

Novelty Lace Curtains with imitation flit insertion; full length and width; \$6.75 quality; special Tuesday, on third floor, a pair, \$4.94.

Sole Leather Oxford Bags, lined with extra leather, slide locks and catches, extra leather corners; 15, 17 and 18 inch; regularly \$5.00 each; special Tuesday, on fifth floor, \$3.49.

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Prices to Scatter Dinner Sets



This is "Dinner Set" Week in the China Department. The movement touches some of the biggest values we've ever offered. And you know that our capacity to sell China cheaper than competitors is one of the confessedly strong features of the Macy organization. Note what follows:

- \$2.89 for our \$3.49 Porcelain Dinner Sets, 56 pieces, fancy shape, pure white.
- \$3.69 for our \$4.23 Porcelain Decorated Dinner Sets, 56 pieces, green floral decoration.
- \$4.89 for our \$6.49 Porcelain Decorated Dinner Sets, 100 pieces, green floral design.
- \$5.49 for our \$7.49 Porcelain Decorated Dinner Sets, 100 pieces, pink design, gold on handles.
- \$6.49 for our \$7.87 Austrian China Dinner Sets, 56 pieces, near floral decoration in natural colors; gold on handles.
- \$6.89 for our \$8.97 Porcelain Dinner Sets, 100 pieces, decorated to order with gold line and any initial you wish.
- \$7.49 for our \$9.97 Austrian China Dinner Sets, 100 pieces, floral design in natural colorings, gold on handles.
- \$9.49 for our \$11.33 Porcelain Dinner Sets, 100 pieces, floral design, in natural tints, every piece embellished with gold.
- \$11.89 for our \$14.87 Austrian China Dinner Sets, 101 pieces, floral design, every piece touched with gold.
- \$14.49 for our \$17.49 Limoges China Dinner Sets, 101 pieces, pretty shape, decorated with floral border, in natural colors, gold on handles.
- \$13.49 for our \$17.49 French China Dinner Sets, floral design, in natural colors, handles stippled with gold.

The above reductions are from our regular prices—which regular prices are clearly stated. We make no direct mention of the fact, but it is true that others charge an average of 20 per cent. more than we did prior to the liberal clippings we've made for the present occasion.

Want more evidence? Here it is:

Theo. Haviland Dinner Sets

One hundred Theo. Haviland Dinner Sets, 101 pieces; the decoration is a charming floral effect, gold stippled handles. Usually sold by others at \$30.00; \$21.89 our regular price.

Special, **\$14.89**

Finer qualities correspondingly cheap.

Carpets and Rugs Reduced

Body Brussels Carpets, our regular price \$1.44 a yard, reduced to 98c.

Royal Wilton Carpets, good choice of designs and colorings; our regular price \$2.97 a yard, reduced to \$1.48.

All these are 9x12 feet: \$15.48 for our \$18.69 Tapestry Brussels Rugs. \$17.24 for our \$22.74 Axminster Rugs. \$22.48 for our \$26.74 Wilton Velvet Rugs.

Smyrna Rugs, 30x60 inches; reduced from \$2.86 to \$1.98. Royal Wiltons, 36x36 inches; reduced from \$6.94 to \$4.94. Axminster Rugs, 8 1/2 x 10 1/2 feet, reduced from \$19.74 to \$15.48.

Linoleums—Reduced from 69c. to 34c. square yard—2 1/2 x 4 yards wide.

"Prophylactum" Stationery

Made in our own laboratory. We sell it for less than others charge for similar preparations. The advertised brand is usually sold at 75c. Cut Rate Drug Stores ask 50c for practically the same thing. Our regular price is 39c.

For this week we 29c will sell it at

It's an antiseptic tooth and mouth wash universally recommended by dentists and physicians.

Grocery Specials

You'll notice the remodeled Order Room in the Grocery Department—perhaps you'll admire it. Its appointments are practical. Everything is for the buyer's comfort and convenience. The displays in the bijou glass-front cases are not meant to tempt you—but to help you.

SPECIAL SALE OF MACY'S RED STAR BRAND BREAKFAST COCOA, prepared in our own laboratory; our regular price 10c. for half-pound tin; this sale 15c.; 4-oz. bottles, regularly \$1.44. RED STAR BAKING POWDER—Lower priced than any other Baking Powder of equal merit. Special prices:—

1/2-lb. can, regularly 18c.; sale, 14c.; dozen, \$1.57. 1-lb. can, regularly 28c.; sale, 20c.; dozen, \$2.97. 5-lb. can, regularly \$1.59; sale, \$1.22.

BICARBONATE OF SODA, 1/2-lb. can, 3c. each, doz. \$3.40. EXTRA FANCY CALIFORNIA NAVEL ORANGES, large juicy fruit, generally sold at 50c. the dozen; our price for this sale, box of one dozen... \$3.49.

PEARS, Bouquet Brand, large size, so-called quart cans, generally sold at 15c. a can; sale, 9c.; doz. \$1.04. FLAVORING EXTRACTS—"Red Star" brand; manufactured in our own laboratory and warranted absolutely pure. Almond, Orange and Rose, 2-oz. bottles, regularly 15c., now 12c.

Vanilla, 2-oz. bottles, regularly 17c., now 14c.; 4-oz. bottles, regularly 30c., now 26c.; 8-oz. bottles, regularly 58c., now 48c.; 16-oz. bottles, regularly \$1.06, now 82c.

Lemon, 3-oz. bottles, regularly 15c., now 12c.; 4-oz. bottles, regularly 28c., now 22c.; 8-oz. bottles, regularly 48c., now 39c.; 16-oz. bottles, regularly 88c., now 70c.

JESSAMINE BRAND CORN—70c. CORN—Can, 12c.; dozen, \$1.33. LILY WHITE BRAND CORN—10c. each; dozen, \$1.04.

PONDEROSA BRAND TOMATOES—Red ripe, solid pack; regular size so-called quart can; this sale, 10c.; 16-oz. cans, 12c.; 32-oz. cans, 15c.

LILY WHITE BRAND SUCCOTASH—No. 2 can, 12c.; 10-oz. cans, 15c.; 5-oz. cans, 18c.

The Underprice Basement Has Been

Trebled in Size—Visit It

The brightest base in town for breezy business is that Underprice Basement of ours. We've recently trebled its area devoted to selling reliable and dependable goods at small prices. Don't leave the store without exploring it. Merchandise is massed there, prices are pruned.

There it is in black-and-white. The season's popular Wash Goods, worth up to 25c a yard, at 9c. If they were mussed and crumpled, smirched and soiled, the price would not be so wonderful. But the goods are sparklingly fresh, crisp and fair in every way. New styles, new weaves, new patterns, new colorings. Every yard just as you'd choose it. The price-cut is purely arbitrary—not justified by the goods themselves. No reason why they should not go as fast as the proverbial hot cakes at full rates.

- Among them are—
- Mercerized Organdie Broche—27 inches wide, stripes and florals, in all the rosiest colors.
- India Pongee—29 inches wide, soft and silky in texture, conservative geometrical all-over designs.
- Foulard Batiste—29 inches wide, very fine and sheer, with exquisite printings, some with dainty side bands.
- Silk-Dotted Batiste—29 inches wide, light grounds, in clear strong tints and black stripes, dots, rings, flakes.
- Imported Scotch Suiting—33 inches wide, in various of the favorite clan plaids, fast colors.
- Rainproof Chevriot—31 inches wide, stripes and checks and light grounds. They closely resemble worsteds.

White Goods

Embroidered Dotted Marquette, 27 inches wide, very soft finish; a strong, true weave; value 25c; special at 15c.

19c. for 35c. Imported Mercerized Batiste in plaid and check designs. 27 inches wide.

24c. for 50c. St. Ga'l Swisses, 28 and 31 inches wide, embroidered checks, stripes, dots and plaids.

English Long Cloth

"Countess," "Princess," "Red Star" brands of English Long Cloth, 36 inches wide, twelve yards to a piece.

"Countess" Brand—our usual price 90c. for piece; reduced to 89c.

Thinking of a Trunk?

The Trunks have gone up five flights. They are now in their new home on the fifth floor—and occupy the space their importance merits. The display is imposing. Walk about, look about, examine, ask the prices, or just glance at the tags. You'll be surprised how little money it takes to buy a compact, solid, dignified, strong Trunk that the baggage banger can't smash.

"Macy" Special Travelling Trunks, made of selected basswood, covered with best quality duck, hardwood slats, iron bottom, brass trimmings; deep set-up tray, cloth lined and riveted throughout:

32-in. \$6.13 34-in. \$6.49 36-in. \$6.86 38-in. \$7.21 40-in. \$7.58

Same style as the above, with two trays: 32-in. \$7.21 34-in. \$7.58 36-in. \$7.94 38-in. \$8.29 40-in. \$8.66

"Princess" Dress Trunks, covered with waterproof canvas, fire bound, brass locks, hardwood slats, iron bottom, top tray for hats and waists, three extra dress trays, lined with cloth throughout, four sizes: 36-in., 40-in., 42-in. and 44-in.; elsewhere \$10.00; special at \$7.21.

"Stanley" Cabin Trunks, fire bound, brass trimmings, iron bottom, hardwood slats, set-up tray: 28-in. \$3.24 30-in. \$3.62 32-in. \$3.96 34-in. \$4.33 36-in. \$4.69 38-in. \$5.06 40-in. \$5.41

"Lustania" Cabin Trunks, of selected basswood, covered with duck, leather straps, all parts riveted, combination locks: 32-in. \$6.49 34-in. \$6.86 36-in. \$7.21 38-in. \$7.58 40-in. \$7.93

