

Macy's

WE INAUGURATE THE 1910 SERIES OF Old Fashioned Macy Sales

Macy's

Imported Mohairs and Sicilians

We know the local retail market thoroughly. That's why we can state with accuracy that the Mohairs and Sicilians that we will sell to-morrow at 99c a yard are sold by others at \$1.25 to \$1.50. Among them are:

Gray-and-white Checks and Cross-barred Plaids, in grays and tans; 44 inches wide.

Sicilians, 52 inches wide, self-colored shadow stripes, light blue stripes, Nile green stripes, brown stripes and gray stripes on cream grounds.

English Mohair Brilliantines and Sicilians, navy and black, 44 inches wide.

All the above are sold elsewhere at \$1.25 to \$1.50; our price, 99c.

Black Mohair Brilliantine

It's from England. To be exact—we imported it from the old manufacturing town of Bradford. Nearly all other retailers buy Mohair from importers—paying an extra profit. Its virtues: Deep, lustrous, lasting black; dust shedding, unwrinklable, unshrinkable; 44 inches wide. These are not random claims. For example: We took a snowy handkerchief and rubbed it hard and briskly over a fold of the Mohair. The handkerchief didn't smudge. Next, we sent half yard to the house laundry and had it scrubbed and drubbed in soaped water as hot as the hand could bear. Then salt was sprinkled on it—more rubbing. The dye proved brave. It didn't run—we couldn't make it run. It was subjected to these severe tests so that we'd know we could safely recommend it for the bathing suits and traveling dresses. Its mates, from same mills, are 85c elsewhere; we sell it regularly at 69c; special during this sale, at 56c.

Black Dress Taffeta

High-lustrous Black Dress Taffeta, 35 inches wide; regular \$1.15 quality; our price for it yesterday was 99c. Special for this sale, 69c.

Satin-finished Foulards

Small and medium designs in the favorite colors, including navy, wistaria, rose, Alice blue, reseda, lilac, black and others, 40 inches wide; regular \$1.50 quality; our price for it yesterday was 99c. Special for this sale, 79c.

Wash Goods Specials

Grenadier Cloth is a beautiful Rajah silk-like stuff that was held too long by its maker at a price too high. He insisted on the retailer asking 35c a yard for it. The fabric may be worth that much, but we didn't think it would fetch it. We now have it in twenty colors, including white and black, 27 inches wide, 15c.

Black Voile, 40 inches wide, meant to sell at 25c; special at 15c.

White Goods Bargains

7c for 10c India Linen, 30 inches wide; a clear, smooth, crisp fabric woven of combed yarn.

8c for 15c Ivory White Cotton Voile, 28 inches wide; an airy weave woven of tightly-twisted yarn, very sheer.

12c for 20c Checked Batiste, 32 inches wide, three styles; a popular material for waists, dresses and underwear.

15c for 25c Chiffon-finished Repp Tissue, 27 inches wide, very fine finish with delicate welts, for waists, dresses and children's wear.

Flaxon, 32 inches wide, checks, simple and over-plaids, pin and cluster stripes—also plain. Very desirable for waists, dresses and underwear.

We'll sell the 20c quality at 15c
We'll sell the 25c quality at 18c
We'll sell the 30c quality at 23c

Waist and Dress Union Linen

Full-bleached Irish Union Linen, white only, very soft finish, desirable for waists, skirts and dresses, 36 inches wide, usually 30c a yard; special at 19c.

Parasols Reduced to \$1.79

Natural Shantung, solid and plaided taffetas; striped and plaided taffetas, with contrasting borders in different widths; embroidered white linen taffeta border to match; pongees, with foudal insertions; striped taffetas, with plain tucked insertions; heavy white taffetas, with rich Persian insertion and dozens of other combinations.

Long, acid-etched wood handles, tinted to match silk, or natural wood in many styles, grained, or satin-finished in mission effect.

Eight, nine or ten ribs; carriage or straight ferrules, finished with tuche or rosette; black, white or gilt frames, tips to match; heavy single, double and fancy silk tassels in colors.

Some of them are sold at \$6.00 in other stores—the ones we've been selling at \$4.69. All are to be closed out at \$1.79.

Untrimmed Hats Reduced

Leghorn Hats, reduced from 80c to 44c
Leghorn Hats, reduced from \$1.50 to 94c
Leghorn Hats, reduced from \$1.94 to \$1.24

Fancy Straw Hats, sailors' Neapolitan Straw Hats, and dress shapes, natural, Tuscan, black, garnet, rouge burnt, garnet and navy, were up to \$4.96; reduced to \$3.96; now \$1.94.

Women's Neckwear Reduced

Women's Lawn Ties, pretty designs embroidered in white, light blue, pink, lavender, black and white—and

Neat-stiff Turn-over Collars, neatly embroidered, regularly 23c; special at 17c.

For our 47c Tailored Linen and Fancy Lace-trimmed stocks.

Tailored and Venice Lace Stocks, reduced from 23c to 12c.

Ruching Greatly Reduced

A large assortment of Ruching that we have been selling at 23c to 33c a yard has been reduced to 16c.

Embroideries

Muslin All-over Embroideries, 20 inches wide, eighteen different English eyelid designs, imported to sell at \$1.25 to \$1.75 a yard; special at 89c.

Nainsook Corset Cover Embroideries, 17 inches wide, dainty patterns, fine needlework, imported to sell at 55c a yard; special at 33c.

Valenciennes Laces

Eighty thousand yards Valenciennes Lace Edgings and Insertings.

Five designs in German (round) mesh.
Two designs in French (diamond) mesh.

Edgings and Insertings, very dainty matched designs, three-quarters of an inch wide, meant to sell at 60c a dozen yards; special 33c.

Edgings and Insertings, matched designs, one and one-quarter inches wide, meant to sell at 90c a dozen yards; special 49c.

\$4.96 Robes at \$3.96

One hundred White Lawn Semi-made Robes, shaped skirt, finished with 17-inch embroidery flounce and bands that match, ample plain material and trimming for waist; regularly \$4.96; special, \$3.96.

Ribbon Bargains

18c for 24c Moire Ribbon, 5 1/2 inches wide, all the desirable colors.

25c for 29c Satin Taffeta Ribbon, 5 1/2 inches wide; white, black, pink, navy and light blue.

24c for 32c Satin Taffeta Ribbon, enriched with snowflake satin dots, 4 1/2 inches wide, all the popular shades.

Our "Pick-up" Booth, Hudson Terminal Bldg.

In the centre of the Concourse of the Hudson Terminal Building we have established an Order Booth which will be open from eight o'clock in the morning until six o'clock in the evening. All goods ordered at this Booth by 10 A. M. will be filled and the goods ready for you to pick up at the Booth at half-past-three of the same day.

Women's Suits Reduced to \$14.74

All-wool Light-weight Suits, including tropical worsteds, shepherd checks, diagonals, French and storm serges; best models; severely tailored or trimmed with braid; reduced to \$14.74.

We prefer not to advertise the original prices. That's because we never like our statements to tax your confidence. You'd believe us, of course, if we told you the extent of the reductions—still they are too great to look plausible in type.

Women's Lingerie Dresses, \$5.94

Blouse model, high collar and long sleeves, simulated tunic skirt; entirely trimmed with German Valenciennes.

Women's French Linen Suits, \$8.74

Natural and pastel shades, this season's models; four-button cutaway coat, double collar, kilted skirt. Another model is regulation tailored coat, double collar, long revers, buttoned sleeve, panel skirt.

Steamer Rug Coats at \$19.74

Serviceable Steamer Rug Coats, gray, brown and blue; reverse side beautifully plaided; Norfolk back, plaid half-belt; full bell sleeves, with wind shield, plaid cuffs; deep patch pockets, large bone buttons, plaid storm collar.

Misses' Lawn Frocks at \$5.49

White Persian lawn, finely tucked bodice and elbow sleeves, full-pleated skirt, black, navy, pink, or light blue polka-dotted; wide collar, panel, belt, cuffs and bottom, finished with long crossed velvet tie.

It's a new style—fresh, girlish and distinctive. They were meant to sell at \$7.50; special for this sale at \$5.49.

\$5.00 Bathing Suits at \$3.59

Women's and Misses' Bathing Suits, made of black or shadow-striped navy mohair.

"Princess" model, tucked back and front, outstached front panel, round neck, sleeve bands and belt.

"Shirtwaist" model, tucked back and front; outstached sleeve band and round collar; plaid taffeta four-in-hand; pleated skirt.

\$1.50 Lingerie Blouses at 99c

Mercerized batiste, square Dutch neck outlined with machine Maltese lace; short sleeve, tucked cuff; short tucks back and front, the latter hand-embroidered.

\$2.00 Lingerie Waists at \$1.39

Three Styles of \$2.00 Waists at \$1.39

Tucked lawn, embroidered front panel, scalloped side-trill to match, edged with lace; high lace collar.

Tucked lawn, fancy yoke of lace and open embroidery above wide panel of blind embroidery, cuff to match; high lace collar.

\$3.00 Lingerie Blouses at \$1.79

Three Styles of \$3.00 Blouses at \$1.79

Lawn, finely tucked to yoke depth back and front, clusters extending to waist; short tucked sleeve, insertion at cuff, round neck outlined in hand-embroidered colored scallops and dots.

Sheer lawn; fancy tucks back, front and in short sleeves; turn-back cuffs and square Dutch neck bordered with colored embroidered vine.

Tucked lawn, round neck and tiny yoke of lace; same in three-quarter sleeve and cuff; front handsomely hand-embroidered in dots and leaves.

\$4.50 Silk Skirts at \$2.24

Silk Petticoats, made of black or changeable taffetas, with skirted and corded sectional flounce; percaline underlay.

\$1.00 Nightgowns at 79c

Nainsook, full gathered, low round neck and short sleeves, finished with light-colored embroidery.

\$1.29 Petticoats, 79c

Cambriotops and tucked lawn knee flounces; finished with open-work embroidery ruffle or five rows of German Valenciennes; full under ruffle.

\$1.79 Princess Slips, 99c

Sheer batiste, pink, white, light blue, lavender and yellow, edged with lace and ribbon-run beading; tucked sectional flounce edged with lace; full under ruffle.

Infants' White Dresses, \$1.19

Made of sheer lawn, sixties, all beautifully tucked and pleated. Fancy collar, wing sleeve and separate belt, trimmed with narrow colored bands.

Tiny standing collar, hemstitched panels and turnback cuffs of fine embroidery.

Long waist, full gathered skirt at back; embroidery panel, tucked collar and cuffs finished with embroidered edging.

Russian model, featherstitched collar, cuffs and fancy yoke, loose belt.

Long waist, full-gathered skirt, fancy bertha and yoke hemstitched and featherstitched and edged with wide German Valenciennes.

Simple French model, front fullness held by pin tucks at waist, back gathered to belt; wing sleeves and "V" collar edged with wide lace.

Any one of these little Dresses is easily worth \$2.00. Sizes 2, 3 and 4 years. \$1.19

Bargains in Belts

Women's Imported Embossed Elastic Belts, in delicately tinted floral designs and arabesques; heavy rose gold and antique gold buckles, were \$1.49; special 69c.

Women's and Children's Genuine Hovl Patent Leather Belts, one inch wide, heavily gold-plated harness or fancy buckle, sizes 24 to 36 inches; special at 39c.

Women's and Children's Patent Leather Dip Belts, three inches wide, in red and black; shaped gilt or Japanese oblong buckles; sizes 22 to 36 ins.; special 39c.

Men's Handkerchiefs Women's

Men's Colored Irish Linen Handkerchiefs, old rose, sage green, cinnamon, navy, red and tan, in checks, stripes and dots, half-inch hems to match, reduced from 24c to 15c.

Men's Soft Bleach Irish Linen Handkerchiefs, laundered, but slightly discolored; otherwise we would sell them at 34c each; special 18c.

Men's Pure Linen Handkerchiefs, liberal size, quarter or half-inch hem; regularly sold at 90c a half dozen; special 59c.

Women's Pure Linen Handkerchiefs, hand-embroidered initial and wreath in corner; sold elsewhere at 75c; special 35c for 40c.

Women's Pure Irish Linen Cross-bar Handkerchiefs, superior quality, soft finish, quarter-inch hems; set of six in assorted designs; sold elsewhere at \$1.50; special at 69c.

Manufacturer's Sample Corsets

Value \$5.00 to \$10.00, at \$2.97

\$1.89 "Marchioness" Corsets 98c

Fine batiste, medium high bust, trimmed with lace and ribbon; skirt effect, extra long hips; front, side and back hose supporters; 25 dozen in all sizes from 18 to 28.

\$2.00 "J. B." Corsets at 98c

Fine batiste, medium low or low bust, trimmed with lace and ribbon, medium skirt, front and side hose supporters; non-rusting; 50 dozen in all sizes from 18 to 24.

Scarfs, Shams, Centrepieces

Round or Square Centrepieces, cotton centres. We regret to say that many of our competitors ignorantly claim the centres to be linen. We say "ignorantly" advisedly, because they charge linen prices for them. Edged all around with real linen torchon lace two inches wide, two rows of wide linen torchon inserting alternating with hemstitching.

Centrepieces, 18x18 inches; Centrepieces, 22 1/2 x 22 1/2 inches; value 50c; special 39c.

Shams, 29 1/2 x 29 1/2 inches; Shams, 18x30 inches; value 75c; special, 49c.

Our 84c Table Damask, 69c

We sell this full-bleached Pure Irish Linen Satin Damask regularly at 84c a yard. The exact grade is sold by others at \$1.00 a yard. We have reduced it to 69c for this sale. It is solid, heavy, full of body and substance; 65 inches wide rosebud, morning-glory, tulip, snowdrop and clover patterns.

Odd Dinner Napkins

Last Sunday we advertised these Napkins at \$1.88 a dozen. We told you then that others were charging \$2.50 for them. Sold all we had. The importer has supplied us with more—one hundred and fifty dozen. We'll sell them at \$1.40 a dozen. They are heavy, pure flax, big dinner Napkins—not fine in a satiny linen way, but immensely serviceable and incomparably cheap. Think of buying 23x23 inch Linen Napkins at \$1.40 a dozen!

Hemstitched Huck Towels

We imported these Huck Towels from Germany. The heavier quality for the money we've ever been able to get. All-linen, of course, wide damask woven borders finished with strong spoke hemstitching, size 21x41 inches.

They are not "show" Towels—not the kind you'd likely put in the guest chamber. Their charm is in the grand service they give for general family use.

Special \$1.17 for half dozen. No smaller quantity will be sold.

17c All Linen Crash at 13c

Heavy Full-bleached Scotch Linen Crash, fast red border, our own importation, 17 inches wide, usually 17c a yard; special at 13c.

Art Linen Specials

Pillow Slips, made of tan crash, appliqued with rose-bordered cretonne bands; others trimmed with scrim ribbon; value 40c; our price, 24c.

Pillow Slips, made of tan crash, with figured cretonne bands; edged with fancy braid; value 60c; our price, 47c.

Bureau Scarfs and Covers, made of cretonne, in rose patterns, finished with lace edging; value 60c; our price, 47c.

Bureau Scarfs and Covers, made of cretonne, scalloped centres, pink or blue lawn hemstitched border; value 60c; our price, 47c.

Bureau Scarfs and Covers, made of cretonne, floral designs, with lace inserting; finished with border of rose banding; value 80c; our price, 69c.

Sale of Dress Shields

Our "Special" Light-Weight Shields; good quality; regular and shirt waist styles; sizes 2, 3, and 4; regularly \$1.20 a dozen, special, 82c pair, dozen, 89c.

Silk Fibre Light-Weight Shields; regular and shirt waist styles; sizes 2, 3 and 4; any size, 14c.

Absorbent Edge "Select" Dress Shields; very fine quality; sizes 2 and 3; regularly \$2.19 a dozen; special at \$1.69 a dozen; 17c pair; sizes 4 and 5, regularly \$2.69 a dozen; special at \$2.39.

Women's \$5.00 & \$6.00 Low Shoes

The manufacturer needed orders to keep his organization busy. That's why he gave us concessions that enable us to sell you these \$5.00 and \$6.00 Shoes at \$3.49.

Walking Pumps patent calfskin, tan or black Russian calfskin, welted soles, close edge, high Cuban heels \$3.49

Oxford Ties black glazed kidskin, tan Russian calfskin, welted soles, Cuban heels \$3.49

Black Glazed Kid Oxfords—hand-turned flexible soles \$3.49 \$1.50 to \$2.50 a pair?

25c Hosiery at 15c

Women's Plain Black Cotton and Lisle Thread in medium and gauge weights. Lisle Thread in light colors; Lisle in all-over and lace ankles, colored stripes and printed figures on black and colored grounds; Black Cotton Full-Fashioned Hose, plain or unbleached split feet.

50c Hosiery at 24c

Women's Sheer Gauze Lisle Thread; Black Ingrain Lisle; Lisle in large variety of all-over and lace ankle patterns; fancy colored Lisle in plain and figured effects; Cotton and Lisle neatly hand-embroidered and colors in lace patterns.

75c Hosiery at 44c

Women's High-Colored Fancy Novelties; sheer gauze Lisle in plain and embroidered effects; Black Silk Lisle; Black Lisle in lace ankles and all-over designs, also in fancy colors, plain and lace.

\$1.00 and \$1.50 Hosiery at 69c

Women's Lisle and Silk Lisle Novelties and plain effects; hand-embroidered Lisle in various designs that are copies of expensive silk-embroidered Hosiery.

Pure Ingrain Silk Hose, 98c

Sold Elsewhere at \$1.50 to \$2.50

If your taste runs toward Silk Stockings this is an opportunity that you should not neglect. Standard \$1.50 to \$2.50 qualities at 98c. In many ways it is the most interesting item offered. Plain black silk ingrain; cotton tops and soles, or silk soles and silk tops, garter top, deep welt top, high or low-spliced heels in different weights—sheer gauze, gauze, medium and heavy. In addition, you'll find all the colors to match the new Summer gowns.

25c Half Hose at 15c

Imported and Domestic Black Cotton, Imported Black Cotton with unbleached split soles; Black Lisle Thread; Lisle Thread in plain and fancy colors, figured and mottled, polka dots, embroidered insets, fancy stripes, checks and many other patterns.

50c Half Hose at 24c

Black Gauze Lisle Thread; Black Cotton with split soles; Embroidered Lisle Thread; Plain Silk Lisle with embroidered silk cloaks; Lisle Thread in fancy colors, silk stripes and mottled effects; Lisle Thread, solid colors, self-embroidered patterns, Jacquard stripes and figures.

\$1.00 and \$1.50 Half Hose at 74c

Pure Ingrain silk, sheer gauze, gauze and medium-weight; black or colors; reinforced soles, heels and toes, and all the colors that match this season's neckwear.

Pieces of Cut Glass at \$2.89

Others Charge \$3.50 to \$6.00

We mention only a few of the articles—the ones we have in the largest quantities. (Mail or telephone orders filled. Cash, write or call up Murray Hill 6100.)

Betty Bowls, Salad Bowls, Celery Trays, Water Bottles, Oval Nur Bowls, Shallow Jelly Dishes, Fruit Bowls, Ice Cream Trays, Relish Dishes, Lined Fern Dishes, Water Jug, Sugars and Creams, Covered Butter Dishes, Mayonnaise Bowls and Plates, Ice Tubs, Vases, Decanters.

Water Tumblers are Reduced!

Pressed Glass, reduced from 25c doz. to 19c
Pressed Glass, reduced from 30c doz. to 23c
Colonial design, reduced from 35c doz. to 26c
Plain Glass, reduced from 40c doz. to 34c
Heat Design, reduced from 45c doz. to 38c
Wreath and Initial to order 72c doz. to 48c
Cut Glass, reduced from \$2.97 doz. to \$2.29
Cut Glass, reduced from \$3.97 doz. to \$3.58

Dining Table Specials

\$4.49 for \$7.00 Solid Oak Dining Table, 42-inch square top; may be extended six feet; heavy fluted legs.

\$9.49 for \$11.74 Solid Oak Dining Table, 42-inch round top; may be extended six feet; pedestal base; heavy claw feet.

Beds and Bedding

\$1.49 for \$2.49 White Enamelled Iron Beds, scroll design, high head and foot; all-white or finished with brass knobs; all sizes, \$6.47 for \$8.24 Bed Outfit—consisting of White Enamelled Iron Bed, finished with brass knobs; all-iron Woven Wire Spring, Mattress filled with cotton and covered with fancy ticking; single size only.

\$14.24 for \$20.00 Brass Beds, heavy two-inch continuous posts; six 5-8-inch filler rods; solidly constructed, well lacquered, in bright or satin finish; all sizes.

\$16.89 for \$25.24 Brass Beds; two-inch continuous posts; seven one-inch filler rods; heavy husks; regulation height; bright or satin finish; all sizes.

\$12.74 for \$14.40 Mattresses, made in our own factory on the premises. Full-size, filled with sterilized mixed hair; covered with A. C. A. ticking; in one or two parts.

\$17.89 for \$19.71 Mattresses, full size, filled with South American hair, covered with A. C. A. ticking; made in one or two parts.

\$23.24 for \$25.24 Mattresses, full size; filled with extra selected South American hair; covered with A. C. A. ticking; in one or two parts.

Sheets and Pillow Cases

"Sanitary" No 1 Full-bleached Sheets and Pillow Cases, made of high-grade durable cotton, torn sizes, finished with three-inch hem.

Sheets, 54x90 in., at 59c
Cases, 50x36 in., at 19c
Sheets, 62x90 in., at 61c
Cases, 54x36 in., at 22c

"Herald Square" Full-bleached Linen-finished Muslin Sheets, torn sizes, 78x90 inches; elsewhere 75c; special at 59c.

"Red Star" Full-bleached Pillow Cases, medium weight; torn sizes; 45x36 in., each 11c.

"Jupiter" Sheets, seam in centre; size 70x90 in., elsewhere 55c; each, 43c.

Algerian Summer Rugs

The fibre of these Rugs is tough. The designs and colorings are very artistic. They are ideal for the floors of Summer homes.

6 x 9 feet; elsewhere \$12.50, \$9.49
8 1/2 x 10 1/2 feet; elsewhere \$18.50, \$14.94
9 x 12 feet; elsewhere \$25.00, \$19.74

Wilton Velvet Carpets, rank next to Royal Wilton in quality. We've a large variety of Persian and two-toned effects, 27 inches wide, for halls and stairs, our regular price \$1.44 a yard; special at \$1.19.

Inlaid Linoleums, 4 Yards Wide

Regularly \$1.39; Special 98c Sq. Yd.

Sale of Lace Curtains

Real Irish Point Lace Curtains, made on best quality net, variety of patterns; regularly \$3.74 a pair; special \$1.96.

Curtains, ecrú novelty nets with colored borders; others have net or scrim centres, with applique designs in delicate tints and all-over Venetian nets in tan, old rose, blue, red or green.

Regularly \$4.24 to \$4.89; at \$2.97
Regularly \$6.48 to \$7.49; at \$4.89

Imported Scotch Madras Curtains, large assortment of colorings and designs.

Regularly \$3.69 to \$4.98; at \$2.79
Regularly \$5.48 to \$6.89; at \$4.69

Nottingham Lace Curtains, made on best quality net. Several designs at each price quoted to select from.

Regularly 99c pair; special 69c
Regularly \$1.39 pair; special 99c
Regularly \$1.74 pair; special \$1.29
Regularly \$1.98 pair; special \$1.49

Youths' Suits, \$11.50

Regularly \$14.75 and \$16.50

Newest models; made of smooth-finished worsteds and combers, desirable patterns and colorings, sizes 15 to 22 years, 31 to 38 chest measurements; regularly \$14.75 and \$16.50; special at \$11.50.

Grocery Specials

Macy's "Red Star" Breakfast Cocoa, prepared in our own laboratory; guaranteed absolutely pure; similar qualities sold elsewhere at 25c for half pound tins; our price for this sale, 5-lb. tins, \$1.44; half-pound tins 15c.

Armour's "Helmet" Brand Potted Ham or Potted Tongue; listed and sold elsewhere at 25c a can; our regular price, 21c; special 10c.

Quaker Oats; just received a full carload of Quaker Oats that we will sell at 7c a package.

"Lily White" Brand Cornstarch; pound packages; equal to quality sold elsewhere at 10c; our price for this sale 5c.

Nabisco's National Biscuit Co.'s Sugar Waters, vanilla and chocolate flavors; regularly 10c a tin; special at 7c.

"Lily White" Flour "Bridal Veil"
82c 24 1/2 lb. bag 84c
\$3.44 half barrel 3.54
\$6.48 whole barrel 6.68

Cigars and Pipes

Flor de Merode Sirenas, clear Havana filler and Sumatra wrapper; sold elsewhere at \$3.25; our regular price for box of 50 is \$2.49; special for this sale \$1.99.

Robert Burns Cigars, box of 50; special for this sale \$2.39.

"Yankee" Slice Smoking Tobacco, regularly sold at 90c a pound; special at 50c.

French Briar Pipes, twelve styles; straight or bent; sterling silver band; solid rubber mouthpiece, push bit; 49c.

Briar Pipes, high grade seconds; straight or bent models; special at 24c.

Blue Transfer Cards Are a Convenience

If you intend purchasing in several departments, and have your goods sent, use a Transfer Card and pay when you have finished, at the Cashier's Desk, Main Floor. If you wish to take your purchases with you ask for a Blue Card. Pay when through purchasing, at Cashier's Desk, Main Floor, where your purchases, neatly made into one parcel, will be handed you.