

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

# Macy's

Herald Square, Broadway, 34th to 35th St.

Open 8:30 A. M. to 6 P. M. every day, including Saturdays

## AUTUMN HEADWEAR

Soft Hats at Macy's, 99c to \$3.49  
Derbies at Macy's, \$1.88 to \$4.49

You might be willing to pay more—but why should you?

Know all men by their hats.  
If they betray the tell-tale brim mark on the forehead, they are careless men. They buy any old sort of hat.

We fit men with hats as carefully as we fit them with suits, shoes and shirts.

Every man that walks out of Macy's has bought what is becoming to him.

## FOUR KINDS OF MEN

One: The man who has his suits made to measure  
Two: The man who buys "cheap" suits  
Three: The man who buys good suits at high cost  
Four: The man who buys good suits at Macy's

**MAN No. 1** pays unnecessarily for a convenience which he enjoys at Macy's free of charge. We give him practically the same fit without putting him to the trouble of a preliminary measurement.

**MAN No. 2** is the most extravagant of all these men. He buys, say, two suits, at, say, \$10.00 each, that give him nothing like the service that one Macy suit at \$14.75 gives him. Not only that, but he never looks dressed in either of the two cheap suits, even when they are new.

**MAN No. 3** is the man to whom this advertisement is chiefly addressed. We offer him suits as good as the suits he has been buying, and offer him, in addition, the inducement of the "Regular Macy Saving." Those suits for which he pays \$30.00 or \$35.00 elsewhere, he gets here for \$24.75 and \$29.75. Suits that cost him \$45.00 elsewhere are his for the asking and fitting at Macy's for \$38.50.

**MAN No. 4** we hardly need to address at all. Once a man comes to Macy's to buy a suit, he requires no reminding to come to Macy's and buy his next suit. Man No. 4 is a man who pays lowest market prices for reliable quality cloth, solid tailoring and authoritative, wearable style.

To MEN No. 1, 2 and 3 we say: "Every suit which we sell as all-wool is all wool." No equivocation here.

To MEN No. 1, 2 and 3 we say that when we sell a man a suit, we sell him a suit that fits him, not only in one place, but all over. We would like to see Men 1, 2 and 3 to their earliest convenience. The proposition we have to offer will surprise them.

## MEN'S FALL TOP COATS

The popularity of the Chesterfield model is apparently never to wane. Nor is this to be wondered at. A man is always well dressed in this type of coat (provided it be properly made), and they may be worn anywhere, at any time a top coat is necessary.

We have them in the new Fall models, made of Oxford and black undressed worsteds, lined with silk, at \$19.75.

Others made of Oxford, bird's-eye, worsted, silk-lined, at \$27.50.

For those who lean to the lighter cloth, we have provided coats made of gray mixed tweeds, worsteds and chevots, at prices ranging from \$14.75 to \$24.75.

**ENGLISH** with plain or regulation shoulders, and the loose **TOP COATS**, easy hanging "drape" that stamps them "London made." These come in both rough and smooth surface materials; some in most striking colors and patterns; others are fashioned of tweeds and covers in the "less talkative" gray mixed effects. \$27.74 and \$32.50.

**AMERICAN MADE TOP COATS**, fashioned on English models, and tailored of foreign tweeds and velours; also of exclusive American fabrics, at \$19.75, \$24.75 and \$27.74.

## FOR THE MAN WHO SMOKES THE BEST ONLY

We have the finest cigarette to be obtained in New York City.

IT IS CALLED "PERA" is made of the finest selected Turkish tobacco, and is imported by us direct, meaning that you save the middleman's profit.

Size C, plain tipped, box of 10, 37c.  
Size C, gold tipped, box of 10, 39c.  
Size A, plain or gold tipped, box of 10, 43c.  
Size A, plain or gold tipped, box of 20, 83c.

## LITTLE THINGS

That keep big things in order, at nominal expense.

**TROUSER HANGERS**—Some to hold four pairs, some wooden, some nickel, some padded, some with hooks for trousers, some specially designed for tourists. Prices 6c to 25c. Basement.

**TROUSER STRETCHERS**, wooden 40c.  
**PRESS BOARDS**, 21-inch 44c.  
**TAILORS' PRESS BOARDS**, \$1.99  
**ROLLING IRONING BOARDS**, convenient for packing into trunk or suit 53c.  
**ELECTRIC IRON** 63.99

## CLARK'S ORIENT CRUISE

Magificent S. S. "Arabic" leaves Feb. 8, 1912. It is the finest ship ever built. It is the only ship in the world that has a full complement of officers and crew. It is the only ship in the world that has a full complement of officers and crew. It is the only ship in the world that has a full complement of officers and crew.

## SHORT SEATRIPS

ALL Lines Open to White Mountains, 225 Fifth Ave.

**AUTO TOURS**—In White Mountains, 225 Fifth Ave.

# Men, Young Men and Boys

These Items Will Interest You  
If You Want the Most for Your Money

## Browning, King & Co.

This Organization, with its Superior New York Work Rooms and Chain of 17 Retail Stores, has made Special Preparation to meet the Demand for Autumn and Winter Suits at \$25.00, in the latest shades of Gray and Brown Tweeds, Cassimeres and Worsteds. Overcoats at \$25.00, in Chevots, Diagonals and Worsteds.

Young Men's Suits of Blue Serge, neat Chevots and Tweeds, in a Large Variety of Patterns, \$15.00 and \$18.00.

Our Splendid Stock of Boys' Clothing contains this Season's Combination Suits; that is, Coat with Two Pairs of Knickerbockers, in Brown and Gray Tweeds and Chevots, at \$7.50, \$8.50 and \$10.00.

Every One of these Garments is in Strictly Metropolitan Style, and the Class of Fabrics used is Unusual in Popular-Priced Clothing.

Over Sixty Years of Experience and every Art of Tailor-Craft are employed to produce the best Ready-To-Wear Attire, sold directly to You from Our Work Rooms.

**MEN'S & BOYS' FURNISHINGS**

- "Kayer" Washable Reindeer \$1.50 Gloves..... 65c
- First Shipment of The "Browning Special Glove"..... \$1.00
- Metric and E. & W. Shirts..... \$2.50, \$2.00 and \$1.50
- Boys' Laundered Plain or Pleated Bosom Shirts..... 95c
- Boys' Neckwear, Silk and Knitted..... 25c and 50c

**Largest Distributors of Stetson Hats. All the New Colorings and Shapes..... \$3.50 to \$12.00**

Two New Stetson Derbies—Our Own Exclusive Shapes..... \$3.50 to \$10.00

**MEN'S, BOYS' & CHILDREN'S HATS**

- English Hats for Boys, Very Popular This Season..... \$2.00
- Children's Hats, Foreign and Domestic Models, Velvets, Felts, Corduroys or Velours..... \$1.50 to \$6.00

"A NATIONAL INSTITUTION"

## Browning, King & Co

Broadway at 32nd Street—Cooper Square at 5th Street—Brooklyn: Fulton at DeKalb

## Garden City Hotel

GARDEN CITY, LONG ISLAND  
Open Throughout Year

As minutes from New Penna. Station. A high class modern hotel, affording every comfort and convenience of the best. Homes and appealing to a refined and exclusive clientele. Ideal and other outdoor pastimes may be enjoyed the year around. Full auto mobile course, year aviation field. Superior cuisine in the restaurant.

J. J. LANNIN CO., Props.

Also  
GREAT NORTHERN HOTEL  
118 W. 57th St. and 109-121 W. 56th St. NEW YORK CITY.

## White Sulphur Springs Hotel

Open Until October 15th.

For bookings, write to the address  
GEO. F. ADAMS, Mgr., White Sulphur Springs, W. Va.  
HOTEL CHAMBERLIN, Old Point Comfort, Virginia.  
New York Office: 1122 BROADWAY.  
Telephone: 187 Madison Square.

## WATER GAP HOUSE

Delaware Water Gap  
Enjoy Autumn's charms and attractiveness at THE MOUNTAIN PARADISE.

Highest altitude, overlooking all other hotels and surrounding country. Acknowledged to be the most beautiful in the mountains. In this region, entertain 300 guests. Interesting September and October rates. Write for hand some brochure and auto maps.

JOHN HUNTER, Prop.

## The KITTATINNY

Delaware Water Gap, Pa.  
Leading hotel, steam heat, open fire, etc. Write for booklet, Auto Maps, Special September and October rates. Cafe and Grill. Frank Tom.

## WILDWOOD

The new  
**RED-MAN**  
EARL & WILSON.

**HOTELS AND RESTAURANTS.**

**Kaiserhof-Rathskeller**  
39th St. and Broadway  
Will Open Saturday Evening, Sept. 23d

## ST. CHARLES

Most select location fronting the ocean, thoroughly modern, swimming, tennis, bathrains with hot and cold fresh sea water, attachment, showers, etc. and deep water, and sun porch overlooking the ocean and beach. Golf privileges always open. Illustrated booklet. Write for it.

NEW JERSEY  
Atlantic City

## Summer Resorts.

The Most Attractive Resort Hotel  
Immediately Adjacent to New York City

## Garden City Hotel

GARDEN CITY, LONG ISLAND  
Open Throughout Year

As minutes from New Penna. Station. A high class modern hotel, affording every comfort and convenience of the best. Homes and appealing to a refined and exclusive clientele. Ideal and other outdoor pastimes may be enjoyed the year around. Full auto mobile course, year aviation field. Superior cuisine in the restaurant.

J. J. LANNIN CO., Props.

Also  
GREAT NORTHERN HOTEL  
118 W. 57th St. and 109-121 W. 56th St. NEW YORK CITY.

## You Must Spend An Autumn in the Alleghenies

to really know the possibilities of our most beautiful season, under ideal conditions.

**CLIMATE JUST RIGHT**—Bright, Shiny Days and Clear Nights  
**CUISINE AND HOTEL**—Just to your liking. Comfortable, Clean, Homelike  
**FOR THE DAYS**—Tennis, Golf, Motoring, Hunting, Fishing  
**FOR THE EVENINGS**—Music, Dancing, Cards, Open Fires, Pleasant Moments

**White Sulphur Springs Hotel**  
Open Until October 15th.

For bookings, write to the address  
GEO. F. ADAMS, Mgr., White Sulphur Springs, W. Va.  
HOTEL CHAMBERLIN, Old Point Comfort, Virginia.  
New York Office: 1122 BROADWAY.  
Telephone: 187 Madison Square.

## WATER GAP HOUSE

Delaware Water Gap  
Enjoy Autumn's charms and attractiveness at THE MOUNTAIN PARADISE.

Highest altitude, overlooking all other hotels and surrounding country. Acknowledged to be the most beautiful in the mountains. In this region, entertain 300 guests. Interesting September and October rates. Write for hand some brochure and auto maps.

JOHN HUNTER, Prop.

## The KITTATINNY

Delaware Water Gap, Pa.  
Leading hotel, steam heat, open fire, etc. Write for booklet, Auto Maps, Special September and October rates. Cafe and Grill. Frank Tom.

## WILDWOOD

The new  
**RED-MAN**  
EARL & WILSON.

**HOTELS AND RESTAURANTS.**

**Kaiserhof-Rathskeller**  
39th St. and Broadway  
Will Open Saturday Evening, Sept. 23d

## ST. CHARLES

Most select location fronting the ocean, thoroughly modern, swimming, tennis, bathrains with hot and cold fresh sea water, attachment, showers, etc. and deep water, and sun porch overlooking the ocean and beach. Golf privileges always open. Illustrated booklet. Write for it.

NEW JERSEY  
Atlantic City

## BOSTON AND POINTS IN NEW ENGLAND

**FALL RIVER LINE** Via Newport and Fall River. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Fall River, N. Y., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Newport, R. I., at 3:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Fall River, N. Y., at 5:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Newport, R. I., at 7:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**PROVIDENCE LINE** Via Providence. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Providence, R. I., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**NORWICH LINE** Via New London, L. I., Pier 42, N. Y. City. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive New London, L. I., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**NEW BEDFORD LINE** To New Bedford, Martha's Vineyard, Nantucket and Cape Cod points. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive New Bedford, Martha's Vineyard, Nantucket and Cape Cod points, at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**NEW HAVEN LINE** L. I., Pier 42, N. Y. City. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive New Haven, Conn., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

## REDUCED RATES TO Boston, Providence, COLONIAL LINE

**BOSTON** Via Boat \$2.50  
**PROVIDENCE, Boat Direct**..... 1.60  
**FALL RIVER, Via Boat and Rail**..... 1.85  
**WORCESTER, Via Boat and Rail**..... 2.50  
**BOSTON** Round Trip \$4.80

These rates include berth in either gentlemen's or ladies' saloon. The cabins are under the charge of competent Stewards and Stewardesses. Steamer leaves New York from Pier 59, North River, foot West Houston St., daily, including Sundays, at 10:30 P. M.

ALL OUTSIDE ROOMS—FINEST SERVICE.  
Phone: Spring 960 and 962.

## HUDSON NAVIGATION CO'S HUDSON RIVER NIGHT LINES

Three Train connections at Albany and Troy.

**PEOPLES LINE**  
To Albany  
**CITIZENS LINE**  
To Albany & Troy

**SPECIAL OUTING TO LAKE GEORGE**  
Sat. Sept. 23, Round Trip \$1. From 10:00 P. M.

"The Popular Searchlight Route"

## HUDSON RIVER DAY LINE

Steamers leave West Point, Newburgh, Poughkeepsie, Rondout and Wapping, leaving New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive West Point, Newburgh, Poughkeepsie, Rondout and Wapping, at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**Steamer Mary Powell**  
Afternoon boat from West Point, Newburgh, Poughkeepsie, Rondout and Wapping, leaving New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive West Point, Newburgh, Poughkeepsie, Rondout and Wapping, at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

## JOY LINE TO BOSTON

**BOAT-RAIL**  
BOSTON, via Boat and Trolley, \$2.25  
Providence Direct, \$1.50 | Worcester, \$2.40

Daily, including Sunday, 5:30 P. M. From Pier 19, East River.

New Management, Improved Service. City Ticket Office, 200 Broadway, N. Y.

## BY SEA TO BOSTON

**MANHATTAN LINE TO ALBANY**  
Round Trip, \$1.50. Good 31 Days. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive Albany, N. Y., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

**ST. CHARLES**  
Most select location fronting the ocean, thoroughly modern, swimming, tennis, bathrains with hot and cold fresh sea water, attachment, showers, etc. and deep water, and sun porch overlooking the ocean and beach. Golf privileges always open. Illustrated booklet. Write for it.

NEW JERSEY  
Atlantic City

## W. L. DOUGLAS '3, '3.00 & '4 SHOES

MEN WHO WEAR W. L. DOUGLAS SHOES MAKE NO EXPERIMENT THE STANDARD OF QUALITY FOR OVER 30 YEARS

The workmanship which has made W. L. Douglas shoes famous the world over is maintained in every pair.

Look in my store windows and inspect all the latest shapes, including Short Vamps which make the foot look smaller, also the Conservative Styles which have made W. L. Douglas shoes a household word everywhere.

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 are warranted to hold their shape, fit better and wear longer than any other make for the price.

**CAUTION** The genuine have W. L. Douglas name and price stamped on bottom of shoe. If you cannot obtain W. L. Douglas shoes in your town, write for catalog. Shoes sent direct from factory to wearer, all charges prepaid. W. L. DOUGLAS, 157 Spark St., Brockton, Mass.

**W. L. DOUGLAS GREATER N. Y. STORES:**

- 95 Nassau St.
- 758 Broadway
- 853 Broadway
- 1240 Broadway
- 1437 Broadway
- 984 Third Ave.
- 1453 Third Ave.
- 3209 Third Ave.
- 3779 Third Ave.
- 316 Sixth Ave.
- 345 Eighth Ave.
- 685 Eighth Ave.
- 850 W. 155th St.
- BROOKLYN
- 1770 Pitkin Ave.
- 475 Fulton St.
- 708-710 4th Ave.
- 1007 Broadway
- 1267 Broadway
- 478 Fifth Ave.
- 1770 Pitkin Ave.
- Newark
- 827 Broad St.
- Jersey City
- 15 Newark Ave.

## The Official Presentation of Continental Modes

In the Salons on our Eighth Floor  
Will be continued on  
Friday, September Twenty-second

This is in deference to those of our customers who were unable to obtain a satisfactory view, owing to the crowds that have attended each day.

R. H. Macy & Co.

## HAMBURG-AMERICAN

LONDON-PARIS-HAMBURG  
S. S. KAISERIN AUG. VIC. (25,000 TONS)  
SAILS SEPT. 28, 10 A. M.

GIBRALTAR-NAPLES-GENOA  
S. S. HAMBURG (11,000 TONS)  
SAILS SEPT. 26, 1 P. M.

**CRUISES DE LUXE**  
**REGULAR SERVICES**

**Around the World**  
On an Ocean Liner  
**TWO GRAND CRUISES**  
By the largest, most transatlantic steamer in your town, write for catalog. Shoes sent direct from factory to wearer, all charges prepaid. W. L. DOUGLAS, 157 Spark St., Brockton, Mass.

**NEW HAVEN LINE** L. I., Pier 42, N. Y. City. Leave New York, N. Y., at 10:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays. Arrive New Haven, Conn., at 1:30 P. M. Mondays, Wednesdays, Fridays, Saturdays, Sundays, and Holidays.

## INTERNATIONAL MARINE LINES

ALL OUR STEAMERS HAVE WIRELESS TELEGRAPH AND SUBMARINE SIGNALS

**THE LARGEST AND FINEST STEAMER IN THE WORLD**  
**TRIPLE SCREW OLYMPIC** OCT. 21, 11 A. M.  
45,324 TONS  
882 1/2 FT. LONG

**White Star**  
Plymouth-Cheerbourg-Southampton  
Sept. 23, 10 A. M.  
Sept. 23, 10 A. M.  
Sept. 23, 10 A. M.

## NORTH GERMAN LLOYD

LONDON-PARIS-BREMEN  
Kaiser Wilhelm Der Grosse  
Sails Tuesday, Sept. 26, 10 A. M.  
Kaiser Wilhelm II  
Sails Tuesday, Oct. 3, 10 A. M.

**United Fruit Company**  
STEAMSHIP SERVICE  
17 Battery Place, New York  
Phone 425 Rector

## JAMAICA Panama Canal

21-Day Cruise from New York  
Tropical steamers, specially built for tropical travel.

**Round Trip, \$85**  
All-weather accommodations and every modern comfort. Write for booklet. Additional sailings from Philadelphia, Boston and New Orleans.  
Jamaica and Return, 95c

## CUNARD

Most Expeditious Route  
LONDON-PARIS-BREMEN  
Kaiser Wilhelm Der Grosse  
Sails Tuesday, Sept. 26, 10 A. M.  
Kaiser Wilhelm II  
Sails Tuesday, Oct. 3, 10 A. M.

## AUSTRO-AMERICAN LINE

MEDITERRANEAN ADRIATIC  
ITALY, GREECE, AUSTRIA direct without change. Calls at AGHOS and GIBRALTAR (East), ALGERIA (West), S. S. MARTHA WASHINGTON, etc. Wednesdays, 1 P. M. Through bookings to Adriatic East Coast points, Orient and Far East (India, China, Japan).

**Low Rate Autumn Tours to BERMUDA**  
S. S. "OCEANA"  
Round Trip, Berth and Meals, \$15 UP  
Includes Hotel and All Expenses.  
Bermuda-Atlantic Line, 290 W. 4th St., N. Y.

**FABRE LINE TO THE RIVIERA**  
AZORES, LISBON, NAPLES, MARSEILLE, Genoa, through Bookings to South America, Levant, etc. of Lowest Rates. Consult Tourist Dept. for full information. "Italy" or "Riviera" Bookings. J. B. W. ELLIOTT & CO., G. A. B. 210 Broadway, N. Y.