

Macy's Herald Square, Broadway, 34th to 35th St.

A Happy New Year—Pay Less—Buy More. A Charge Account at Macy's. Share the Profits on What You Buy. A Deposit Account at Macy's.

Macy's Herald Square, Broadway, 34th to 35th St.

\$150,000 WORTH OF HIGH GRADE FURS FOR \$75,000--EVERY PIECE HALF PRICE



FUR SETS. Cross Fox, White Fox, Red Fox, Natural Raccoon, Broadtail, Black Lynx and Novelties.

Hundreds of equal and even better values besides those appearing on this page.

If the particular Coat or Set or Scarf or Muff you are looking for is not included in this tabulated list you may nevertheless be quite certain it is in the store.

For every item advertised there are at least two items not advertised either through limited quantity or through lack of space.

This Natural Cross Fox Set made to sell at \$279.00. Macy's Sale Price, \$139.00.

Fur Coats at Half Price

- BLACK MOIRE PONY—52 in. Beautifully marked selected skins. Large shawl collar of fine quality. Black Fox. Lining of soft satin. Made to sell at \$149.00. Macy's Sale Price... \$74.75. BLACK MOIRE PONY—52 in. Very flat, beautifully marked skins. Shawl collar and turn-over cuffs. Lining of rich broadtail satin. Made to sell at \$114.00. Macy's Sale Price... \$57.25.

All These Furs Were Made for What Is Known As the Better Class Trade

Practically all the Coats contained in this sale are full length, many of them being as long as 54 in.

Scarves are of all desirable kinds, from the one skin animal-shape effect to the very long, broad mantle.

Muffs are the regulation pillow-shape or the new semi-barrel (half round). Some with elaborately shirred linings.

Matched Fur Sets At Half Price

Table listing fur sets: FRODTAIL SET, POINTED SITKA FOX SET, WHITE FOX SET, RED FOX SET, NATURAL RACCOON SET, NATURAL CROSS FOX SET, NATURAL CROSS FOX SET.

Separate Fur Pieces

Table listing separate fur pieces: ERMINE, BLENDING HUDSON BAY SABLE, NATURAL MINK, HUDSON SEAL-DYED MUSKRAT, BLACK FOX, POINTED SITKA FOX, AUSTRALIAN OPOSSUM, PIECED PERSIAN LAMB, NATURAL FITCH.

SEPARATE SCARVES AND MUFFS TO MATCH.

Table listing separate scarves and muffs: Black Fox, Pointed Sitka Fox, Natural Raccoon, Skunk, Hudson Seal and Mole.

Separate Fur Pieces

Table listing separate fur pieces: NATURAL FITCH AND SITKA FOX, NOVELTY FURS, BAUM MARTEN FOX, NATURAL RACCOON, NATURAL SKUNK, SKUNK RACCOON SCARVES AND MUFFS, PERSIAN LAMB, BLACK LYNX.

FUR COATS

- Persian Lamb, Caracul, Pony, Hudson Seal, Natural Pony, Marmot, Mole, Neuseal.

There are two predominant features of this extraordinary Fur Sale—the high qualities, the low prices. It is easier to pay higher prices for inferior furs elsewhere, than to find superior furs.

This sale represents the entire stock on hand of one of the principal manufacturers in the market.

The sale is a week earlier than usual; the prices are much lower than usual; but then this is a very unusual "winter."



This Persian Lamb Coat made to sell at \$279.00. This Sale \$139.00.

Fur Coats at Half Price

- HUDSON SEAL (French-dyed Muskrat)—54-in. Regulation model. Cuffs and large shawl collar of genuine Skunk (some trimmed with natural Raccoon). Lining of heavy broadtail satin. Made to sell at \$339.00. Macy's Sale Price... \$169.00. NATURAL PONY—52 in. Exceptionally clear markings. Shawl collar and turn-over cuffs. Lining of soft silk. Made to sell at \$94.75. Macy's Sale Price... \$47.37.

THE ONLY WHITE SALE

That is Run on a Strictly Cash Basis. Macy's buys for cash only and sells for cash only. If you want to know what all this means, shop at other White Sales before buying here.

- 50c Nainsook Nightgowns, French Chemises, Silk Mull Nightgowns, COMBINE COVERS, PETTICOATS, NIGHTGOWNS OF Nainsook, COMBINATIONS of the Nainsook, DRAWERS, MAIDS' HOUSE DRESSES, WAISTS, INFANTS' WEAR.

JANUARY SALE OF SHOES

Regular Qualities at Sale Prices. The importance of this is appreciated only when comparison is made between these shoes and shoes sold at higher prices elsewhere.

Many of the shoes in this sale are our regular stock, reduced. The remainder are in every respect of the equally high quality demanded by the Macy standard. We have one standard, and one only, for our merchandise, whether it be sold at regular prices or at sale prices.

- 50c PATENT LEATHER extra high cut boots, with white calf tops, 15 buttons; welted soles, well arched last; finished with fancy buttons. Macy's Sale Price, \$3.96. 50c BLACK CRAVENHUE HIGH CUT BOOTS, plain vamp, without top; leather vamp and kid quarters. Leather Cuban heels. Macy's Sale Price, \$1.49.

CARPETS, LINOLEUMS, ETC.

Annual "Housecleaning" Sale. This is the time of the year when we go through our stocks and reduce prices for thorough clearance.

The prices which we quote afford an opportunity which is annually taken advantage of by hotel people and owners of apartment houses, as well as by private furnishers. It is not a remnant sale. It is not a sale of defective goods. It is a "mark down" of regular merchandise from prices that were already lowest in the city.

- Wilton, Smyrna, Axminster, Tapestry Brussels and Bath Room Rugs. Reductions about 25% in some cases up to 33%. FRENCH WEAWE WILTON RUGS. 27x54 in. Former lowest-in-city price \$3.96. Sale Price \$2.49.

IMPORTED ALBATROSS NEGLIGES

For which any other house in the city would charge you \$15.00. Are on sale here at \$9.94.

Sixty lovely full length negligees, of albatross, in white and delicate tints. The wide rich cape, which has heavy hand-embroidery, forms points in back and over the shoulders. It also has a wide insertion of Valenciennes, and a hand-scalloped edge on gathered lace runs down to the hem. Sleeves match. Thick wool girdle to match.

CROWDED OUT OF THIS ADVERTISEMENT

Not only are many items of the advertised sales omitted, but many entire sales are omitted too. For lack of room we are not able to make more than this mention of the following important sales. All begin Tuesday morning.

- BLACK & COLORED SILKS—Year-end Sale. Prices 29c. to \$1.98 a yard. Reductions average about one-half. LACE CURTAINS—Year-end Sale. All prices and all styles. Reductions average about 20%. CLOAKINGS AND COATINGS—Clean-up. Prices 79c. to \$1.98 a yard. Reductions, one-half to two-thirds. SAMPLE HOSIERY for Men and Women. Prices 15c. to 98c. Cotton, Lisle, Wool, Silk.

GRAND OPERA—EIGHTH WEEK

- Scores & Librettos at Lowest-in-the-City Prices. Mon. Mat. PARSIFAL, Wagner, \$1.89. Mon. Eve. LUCIA DI LAMMERMOOR, Donizetti, \$1.04. Wed. Eve. LE DONNE CURIOSE, Wolf-Ferrari, \$4.49.