

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

Macy's

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

Diamonds for Easter

The April Birthstone—A Gift of Gifts

Besides being a Gift of luxury and beauty, diamonds are now an excellent investment and make permanent heirlooms.

Especially appropriate for gifts to those whose birthdays fall in April, as the diamond is the April stone.

For brides, wedding anniversaries or choice additions to a collection, diamonds are the most welcome of all gifts.

Some of the season's designs are copies from shops in Rue de la Paix, in Paris. The diamonds are hand-wrought.

Macy's Diamonds are personally selected by our expert in Amsterdam.

You need never ask as to quality when purchasing a diamond here. We show a larger percentage of absolutely pure white stones than any other house in New York City. We will mount these diamonds in any style setting you may select.

Weight, quality, shape, cut.

The value of a diamond depends not upon any one of these qualities, but upon a combination of all. When you buy diamonds at Macy's you get that combination.

Gift selections.

Near Pins, Rings, Lavallieres, Pendants, Plaques, Ear Screws, Chain Cutters, Pocket Knives, Fobs, Barrettes, Brooches, Collars, Bracelets, Earrings, Straps, Lockets, Watch Boxes, Crosses, Tie Clips, Necklaces, Bags and Purse.

We have these at as low as \$4.24. We can show you a dog collar as high as \$2,450.00. Imagine what you save on this as compared with prices elsewhere.

We will execute any design according to order at a moderate price.

New Saucer Parasol

Hundreds of these and other styles for Easter

In some cases only two or three of a kind.

We are showing all the season's novelties from Paris and Vienna as well as domestic kinds. The newest shape is a saucer effect, most strikingly exemplified in "La Rondelle." Price \$4.89 plain, \$5.94 in striped effects.

One of these, a 12-rib Flare Parasol (as illustrated) opens almost flat. The border is finished with three rows of hemstitching and a deep puffing of black silk inside that frames the face becomingly. Enamel handle is pearl spotted and trimmed with buckled blue silk wrist loop.

Another new style is a bell shape chiefly typified by the "Empire" at \$10.89.

Some styles show canopy tops, others open out like a Chinese umbrella.

The color combinations this year are most brilliant, especially in the new shot silk and changeable effects.

Our Hand-embroidered Irish and Madeira Parasols, at \$5.94 to \$17.89

Are the best values in New York. They are of heavy white linen mounted on maple wood handles and are in keeping with the most elaborate summer toilette.

We import the covers, which are hand-embroidered for us in the Madeira Islands and Belfast, and we have them made up here.

Striped Silk Parasols \$1.39
Hemstitched borders of striped silk with plain colored tops in an unlimited number of color combinations. These parasols sell elsewhere at \$2.00.	
Silk Taffeta Parasols and Imported Shantung Pongee Parasols \$1.89
Black and white effects, also floral decorations. These parasols sell elsewhere at \$2.75.	
Silk Taffeta Parasols \$2.79
In the newest Spring effects, including plain colors with folding handles, also imported silk lined Shantung pongee. These parasols sell elsewhere at \$3.75.	

Main Fl., B'way and 35th St.

SAFE TRAVELLING TRUNKS

This 36-in. "Gibraltarized" Trunk, \$24.74
Also in 40 in. at \$26.89

Wardrobe Trunks

"Gibraltarized" Steamer

The "Gibraltarized" method of construction is based on the modern steel and concrete idea of building construction. The reinforcing framework of a "Gibraltarized" trunk bears the same relation to the trunk as does the steel framework to a modern skyscraper.

Every side, bottom and top of a "Gibraltarized" trunk is independent of the others. Every side is a separate and distinct unit, set into a groove, reinforcing the framework to which it is nailed. Moreover, the nails instead of penetrating in a straight direction, as in the case in ordinary square corners, enter this reinforcing framework in an oblique direction, thus not only making it impossible for the nails to work loose but permitting of a double row of nails to add to the strength of each corner.

"Paris" Travelling Trunk, covered with waterproof canvas. Brass locks and trimmings. Iron bottom and riveted throughout. Two cloth-lined trays. Leather straps.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Special	\$9.02	\$9.38	\$9.74	\$10.13	\$10.49

"Continental" Travelling Trunk, of selected basswood covered with duck. Fibre bound, brass trimmings. Divided top tray and cloth-lined skirt tray. Leather straps.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Special	\$10.13	\$10.71	\$11.24	\$11.82	\$12.38

"Niagara" Travelling Trunk, of three-ply veneer basswood covered with fibre, also fibre lined. Brass trimmings. Two cloth-lined trays. Leather straps.

Size	34-in.	36-in.	38-in.	40-in.
Special	\$17.24	\$17.89	\$18.74	\$19.41

"Florida" Travelling Trunk—Made of three-ply veneer basswood, brass locks and corners. Iron bottom, leather straps, riveted throughout. Cloth lined, two trays.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Price	\$11.63	\$12.18	\$12.74	\$13.31	\$13.87

"Stanley" Travelling Trunk—Covered with waterproof canvas; fibre bound; figured cloth lining; two trays. Leather strap all around.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Price	\$14.89	\$15.74	\$16.49	\$17.34	\$18.19

"White Star" Cabin Trunk—Waterproof duck covered; hardwood slats; brass locks; iron bottoms, cloth lined.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Price	\$5.24	\$5.63	\$5.94	\$6.38	\$6.74

"Lusitania" Cabin Trunk—A very strong and useful trunk; fibre bound; brass locks; covered with duck. Cloth lined; divided tray.

Size	32-in.	34-in.	36-in.	38-in.	40-in.
Price	\$6.74	\$7.21	\$7.49	\$7.88	\$8.24

Many special values in Kit Bags and other Hand Luggage.

ORIENTAL RUG SALE CONTINUES

The glorious effects of the sunset on your floor

Turkish Rugs at half price. Genuine Tabriz Rugs from the heart of Persia. Numerous other kinds, in large and small sizes, all at such prices as other stores usually have to pay.

The inducement to buy your Oriental Rugs at Macy's is greater than mere consideration of price—every Oriental rug we sell, whether at regular price or at special price, is a desirable quality thoroughly typical of the district in which it was woven.

There is more misrepresentation in Oriental rugs than in any other branch of merchandise.

When you buy from Macy's you buy from a store maintaining an organization in Constantinople. This means that we are a connecting link between the Oriental producer and the New York consumer, and that we take ONE connecting link profit.

When you buy elsewhere you buy from those who buy from commissioners, who buy from somebody else. You pay two and sometimes three profits, and you are taking a chance with the rug.

WHITE ENAMEL FURNITURE REDUCED

As a special inducement to visit our enormous display of

Willow, Reed, Rustic Summer Furniture

Sales of furniture at this time of year, as a rule, deal with furniture that nobody wants at this time of year. The more noteworthy, therefore, these splendid values in White Enamel Bedroom furniture especially appropriate for immediate use.

Our \$21.89 CHIFFONIER	Now \$17.49	Our \$29.89 WOOD BEDS	Now \$23.24
30 in. wide, 4 large deep drawers; 2 small top drawers with wood pulls. Large bevel mirror.		Colonial style, 4 high posts, 3 ft. 3 in.	
Our \$5.67 WASHSTAND	Now \$4.67	Our \$28.89 WOOD BEDS	Now \$23.24
Large towel rack; brass trimming.		4 ft. 6 in.	
Our \$12.89 DRESSER	Now \$10.67	Our \$7.50 CHIFFONIER	Now \$5.74
36 in. wide, 2 large deep drawers; 2 small top drawers. Large bevel mirror; cast brass trimming.		30 in. wide; 5 deep drawers; all wood; cast brass trimming. Wood gallery top.	
Our \$21.89 DRESSER	Now \$17.49	Our \$12.24 CHIFFONIER	Now \$9.94
40 in. wide; 2 large drawers; 2 small top drawers with wood pulls. Large bevel mirror.		30 in. wide; 5 large deep drawers; cast brass trimming. Large bevel mirror.	
Our \$12.24 DRESSING TABLE	Now \$9.94	WOOD SEAT STOOL	\$1.99
33 in. wide; large drawer with brass handles. Large bevel mirror.		18 inches high.	
		CHAIR	\$4.89
		High back; wood seat.	
		ROCKER	\$5.67
		to match above chair.	

Willow Chair, complete with velvet cushion in green or red, \$4.96. Willow Rocker, complete with velvet cushion in green or red, \$5.49.

A NOVELTY IN MEN'S UNION SUITS

Two-material one-piece athletic garment. 98c

This is the latest design in men's light Union Suits. It is an athletic suit and, like the athlete, can boast the greatest strength, without a spare ounce of weight.

The shirt is made of very elastic ribbed Jersey Lisle. It is here that the suit is expected to conform to the figure; the elastic material insures a perfect fit.

The great strain in Union Suits is met with in the drawer; to provide for that the lower part of the suit is Jersey cloth specially made on a spring needle machine which makes for a smoothness.

To give the wearer comfort when stooping down a band of desired elasticity has been placed at the back of the belt. This suit is trimmed with pearl buttons.

Main Floor, 34th St., Rear

BOYS' AND YOUTHS' LONG TROUSER SUITS

\$14.75

English model Suits, the coats snug fitting, with soft rolling lapels. Straight cut trousers. Also in semi-English two and three button models.

Made of two-tone striped flannels, Oxford blue and gray cassimeres and exclusive patterns in chevrons and tweeds, as well as in plain blue and self striped serges.

Sizes from 15 to 20 years.

You will find no better tailored or better fitting suits than these anywhere. When you find them as good elsewhere you have to pay up to \$20.00 and not have so wide a range of styles and patterns from which to select.

Special Junior Models for Boys wearing their first long trousers, at \$9.75, \$12.75 and \$14.75.

Fifth Floor, B'way

BOYS' AND YOUTHS' HATS, \$1.88

The new smart looking, low crown derbies. English "tweed finish" Felt Hats in grays and heather mixtures, adaptable to any shape.

Soft felt "telescope" hats, in brown, gray and black. English tweed hats, in gray and brown mixed effects.

We have any and every kind for the new Spring, and what is more important, or, say, supplementarily important, we fit the boy or youth with the hat that suits him. We are just as particular with hats as we are with suits.

Boys' and Youths' Caps, in large variety of materials, at 49c, 56c and \$1.49

Fifth Floor, 35th St.

BOYS' CLOTHES

Every Good Style in Suits and Overcoats

Every stitch that will add to the strength of the garment you will find in these.

Here are some features of Macy's clothing. If you are buying your boy's clothing elsewhere, make sure that you are getting the same advantages.

All wool—All trousers cut full and not slumped. All knickers with a fine quality waistband preventing the "slackness" common to average suits. All silk sewed—All bone buttons and well made buttonholes—All knickers with watch pocket and belt loop. All lining alpaca or serge. All seams "serged" or stitched on to the cloth, to prevent fraying and to strengthen the parts most subjected to wear; which is one reason why Macy's suits prove so durable.

We Specialize in Two-Trouser "Knicker" Suits

Even up to the age of 19 years. Our prices for two-trouser suits are lower than prices elsewhere for one pair of trousers.

Norfolk model, 6 to 15. Double breasted, 9 to 19. \$4.96, \$6.49, \$6.94, \$7.49, \$8.94, \$9.74, \$12.74 and \$14.74.

A Special Lot of Suits with Extra Trousers at \$4.96

Norfolk and double breasted, of all wool cassimeres, in gray or brown mixtures in the new spring model. Knickerbockers, full size and full lined. Sizes 7 to 18 years.

Hand Tailored Knickerbocker Suits

In Norfolk or double breasted model of selected domestic and imported styles. \$7.49 to \$14.74

Other all-wool suits not hand-tailored, but also made to withstand the hardest wear. \$4.96 to \$6.94

We Specialize in Suits for Stout Boys

and suits for extra large size boys; in fact, for all boys who wear knickerbockers.

We have a large assortment of suits for hard-to-fit figures and will make to order any suits that we are not able to supply at immediate notice.

We Are Showing a Larger-Than-Usual Assortment of Sailor and Russian Blouse Suits

of serge—a serge that does not shrink, a serge that retains its color and shape. Examples:—

\$3.96 to \$9.74 for RUSSIAN BLOUSE SUITS of blue serge, mixed chevrons, cassimeres and worsteds. Sizes 2½ to 8 years.

\$3.96 to \$9.74 for SAILOR SUITS of blue and corded serges, mixed tweeds and worsteds, sailor or military collars, trimmed with braid and embroidered emblems. Sizes 5 to 10 years.

\$4.96 to \$6.50 TWO-BLOOMER SAILOR OR RUSSIAN SUITS of navy blue serge—a serge that does not shrink, a serge that retains its color and shape. Also gray or brown worsteds or gray or mixed tweeds. Sizes 2½ to 10 years.

ALL SIZES IN WASH SUITS

\$1.19 to \$9.74 for WASHABLE SAILOR OR RUSSIAN BLOUSE SUITS, plain white, colored galatea, repp, linen, chambray and madras.

TOP COATS

\$3.59 to \$10.74 for REEFERS of blue serge, covert cloth, shepherd plaids, mixed chevrons and worsteds in new Spring colorings. Sizes 2½ to 10 years.

\$4.96 to \$10.74 for TOP COATS of covert cloth in gray and tan mixtures. Sizes 10 to 17 years.

Complete assortment of Collars, Shirts, Hats, Neckwear and all other boys' furnishings which you will find at lower regular prices than special prices elsewhere.

FANCY TABLE AND HOUSEKEEPING LINENS

An Annual Eastertide Sale for Women Who Appreciate Quality

Four Reasons Why You Should Buy Linens at Macy's

- 1) We maintain an organization in Funchal, the capital of the Madeira Islands.
- 2) We maintain a factory in Belfast, Ireland, the center of the linen industry.
- 3) We maintain a branch in Yokohama, Japan.
- 4) We maintain an underselling policy. Although it is a fundamental principle of the Macy business never to sacrifice quality to make a low price, it is also a fundamental policy to sell at lowest prices in the city.

The values offered in this Annual Eastertide sale exemplify all these advantages. Whether you require an impressive table cloth for practical use or an elaborate center piece for decorative purposes, you can get what you want at Macy's at a saving of about 20% as compared with what such qualities cost in other houses.

But there is one thing you cannot get at Macy's and that is "cheap" goods, no matter how little you pay.

Some of the Values—Many Others Crowded Out

Irish All Linen Damask, Scalloped Round Cloths.

Our own importation; every thread best Scotch pure linen damask, in different designs. One pattern reproduces the Acanthus and spot, another is Racaco reproductions of ancient Grecian and Italian subjects.

72-inch \$2.97 | 81-inch \$4.49

All Linen Hemstitched Breakfast Cloths.

With hemstitched Napkins to match. All pure German linen; especially suitable for summer use. Designs of shamrock, chrysanthemum and American Beauty Rose.

60x80, a \$1.98 | 60x80 \$2.69
18x18 hemstitched Napkins to match, at, doz \$2.88

Irish All Linen Full Bleach Dinner Size Napkins.

Full bleached, dinner size, special importation from Ireland. Just received for this sale. Smooth weaves, heavy weight, but fine in quality. A wide range of patterns.

Per doz. Macy's \$3.89
Elsewhere \$5.00

Irish All Linen Double Damask.

An extra heavy quality, full bleached, in these designs—American Beauty Rose, Iris, Ivy and Stripe, Carnation, Tulip and Bar with Shamrock Stripe. A quality you can duplicate elsewhere at \$1.25 yard.

72-inch width 89c

Towels for All Household Needs

The sturdy qualities that defy the most ruthless laundries.

All Linen Huckaback Towels 49c
Size 20x42. With elaborate damask design. Hemstitched or scalloped and ready for use. A remarkable value.

Crash All Linen Scotch Towel 14c
Length, 1 yd. Neat red border. Hemmed and ready for use.

Crash All Linen Roller Towel 36c
Size 2½ yds. long. Neat red border. Hemmed and ready for use. A regular 45c. quality.

Irish All Linen Glass Towels 19c
Size 24x36. Woven with red checks. Hemmed and looped and ready for use. Elsewhere 25c.

Crash All Linen Scotch Towel 22c
Length, 1 yd. A very special value. Heavy crash. Assortment of colored borders. Hemmed ready for use.

Irish Linen Table Covers, \$4.96

72 in. round; all linen, hand embroidered with Japanese Chrysanthemum and hand scalloped edge. Elsewhere, \$8.00.

Lace Edge and Insertion Centerpieces 49c

Scarves, 18x52 in. Shams, 29x29 in. Hand made, Renaissance lace trimmings.

Irish All Linen Scarves, 49c

Size 18x52. Scalloped edge. These all linen scarves are offered at 25% below manufacturers' cost.

Madras Dolines & Centerpieces

Hand embroidered, scalloped edge and eyelet embroidered on pure linen. Our own importation.

15c for 6-inch round. 30c for 12-inch round. 45c for 18-inch round.

Facsimile Madeira Scarves, \$1.98 to \$2.49

Size 18x54. A wide variety of refined decorative designs on pure linen, scalloped edges. All reduced one-third from our regular prices.

R.H. Macy & Co.

Invite you to Phone 6100 Greeley or drop a postal to

HAVE YOUR FURS COLLECTED.

The nominal fee we charge includes Insurance against Moths, Fire and Burglary. We will call for your furs, clean them, (if moths are there we get them out), store them in our chilled, dry air vaults (where the atmosphere never varies between 25 and 32 degrees and where moths cannot exist), and return them when required in the fall.

Minimum charge per piece, \$1.00.