

Macy's

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

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

OFFICE FURNITURE—STERLING QUALITY

Macy's Regular Stock Reduced 1/4. Some Specially Purchased and Priced 1/3 Less Than Elsewhere. On Sale on the Fourth Floor, 34th St. Side.

Roll Top Desks (as illustrated), at \$37.25—sold elsewhere at \$42.50 and up. Come in well-seasoned and matured golden oak, and as the illustration shows, are unusually well equipped both as to economy of space and number of roomy compartments. At the top are 10 sliding compartments that would, for instance, be extremely useful to a doctor or dentist whose practice necessitated an elaborate card filing system. In addition there are 6 large drawers, 1 large and 1 small centre drawer, 3 large divided compartments for books, and a roomy lock box fitted with a reliable lock and key. This Desk is the "sanitary" model in which the sides do not reach the floor. This makes it easy to clean the floor under and around it.



Typewriters' Desks (as illustrated) at \$19.49 (sold elsewhere for \$25.00 and up) are of seasoned golden oak, and the top is of "quartered" lumber, that shows off the beauty of the natural grain of the wood. The drop attachment not only makes for neatness in the office when closed, but protects the delicate mechanism of the machine from dust. At the side are 4 large and deep drawers, and the top measures 37 inches by 31 inches.

Typewriters' Desks at \$23.24 (sold elsewhere for \$30.00 and more) are made of golden oak, in the "sanitary" model—the sides, not reaching to the floor, permit of easy cleansing of the floor under and around them. They have a top measuring 37 inches by 30 inches, which is cut to show the natural grain. There are 3 large drawers, 1 slide and a drop attachment which protects the machine.

Roll Top Desks at \$45.75 are made in "sanitary" model, and are sold elsewhere for \$60.00. The material is the finest "quartered" oak, and there are 3 large deep drawers, a slide on each side. Also there is a large centre drawer and compartments, one of which has a lock and key at the top for letters and papers.

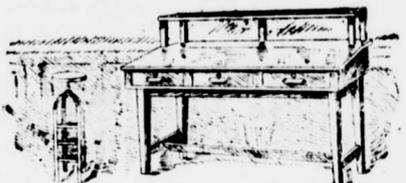


Flat-topped Desks at \$18.34 have a 4-foot top of fine mellowed golden oak. It is a "sanitary" model, the floor under and around it is accessible for cleaning, and there are 3 large, deep drawers and 1 slide on each side. There is also a roomy centre drawer.



Flat-topped Desks at \$31.75 (as illustrated) are sold elsewhere for \$38.50 and more. They are of the finest matured oak, quarter-sawn. The top is four feet wide and on each side is a wide slide. The 3 large deep drawers on each side and the roomy centre drawer make this a very desirable desk.

the seat is of the comfortable "saddle" type, and there is an adjustable screw mechanism by which it can be raised or lowered.



Revolving Chairs (as illustrated above), at \$10.49—Macy's price was \$14.24—are in mahogany finish, in the very popular dull rubbed surface. The seat is of the comfortable "saddle" type, and there are high arms and a spindle back.

Revolving Chairs at \$9.24—Macy's price was \$11.67—are of golden oak, upholstered in the back with genuine leather. The seat is of perforated wood over woven cane.

Revolving Chairs at \$9.74—Macy's price was \$12.74—are of quarter-sawn oak, in golden finish. The back is covered in genuine leather.

Bookkeepers' Standing Desks (as illustrated), at \$18.74—are sold elsewhere for \$23.50 and more. They are made of golden oak with a 6-foot top, and are of thoroughly rigid construction. The 3 roomy drawers are fitted with strong and reliable locks.

OFFICE EQUIPMENT & COMMERCIAL STATIONERY

Suggestions Only of a Very Comprehensive Stock at "Lowest-in-the-City" Prices. On the Balcony, 35th Street Side

Cabinets at \$2.44, to hold cards 4 inches by 6 inches.

Cabinets at \$3.19, with two drawers, in fine oak finish. Holds cards 3 inches by 5 inches. At \$3.96 to hold cards 4 inches by 6 inches.

Cabinets at \$5.52, with four drawers, oak finish. To hold 3-inch by 5-inch cards. At \$7.13 to hold cards 4 inches by 6 inches.

Oak Filing Trays at 99c, to hold cards 3 inches by 5 inches, with cover. Without cover, at 91c. To hold 4-inch by 6-inch cards, with cover, \$1.24. Without cover, 81c.

"Frankfurt" Letter Files at 27c. These are box files, with alphabetical indices.

Corporation Files at 44c. These are box files, with alphabetical indices.

"Jumbo" Letter Files at 67c, in letter size. In legal size, \$1.06.

"Favorite" Files at 21c are paper-covered and have alphabetical indices. In both note and letter size.

Blotting Paper is 5c a sheet. Several shades, and size 19 inches by 24 inches.

Package Blotters at 5c; have each 12 blotters; colors are white, blue, red and green.

Desk Pads at 34c to 94c; come in various sizes, with red and black covers and back.

Desk Calendars, at 19c to 71c, are equipped with stands in varied designs.

Calendar Pads, at 7c to 34c, have no stands. Several sizes and styles.

Standing Letter Files at 4c, 7c and 9c, come in many sizes, shapes and styles.

Hanging Letter Files, at 4c each, in various styles, have strong spring clips.

Post Office Boxes, at 10c have one partition, and at 17c they have two.

Bill Head Cases cost 13c with one partition, 14c with two, 17c with three.

Board Files at 24c have strong spring clamp.

Faber's Erasers at 4c to 7c are in several sizes and degrees.

Steel Erasers at 3c and 4c each. Made of fine quality steel.

Letter Clips at 5c to 9c. Come in a large number of styles and sizes.

Typewriting Papers at 49c to \$1.06 a ream. Letter size, of fine quality, and in various weights. Legal size, 64c and 72c a ream.

Carbon Paper at 16c dozen, or \$1.44 for 100 sheets. Legal or letter size, in black, blue and purple.

Typewriting Ribbons at 49c each, Oliver, Remington and Smith Premier, in record, blue, black or purple.

Typewriter Oil at 7c bottle. Good quality.

Stafford's Inks at 21c half-pint, to 56c quart. In commercial and universal.

Cartier's Writing Fluid 21c half-pint to 56c quart.

Cartier's Carmine Ink at 38c (half pint) to \$1.06 (quart).

Cartier's Mucilage at 24c (half pint) to 67c (quart).

Cartier's Paste at 37c (pint) to 56c (quart). The 5-oz. water well jars are 19c.

Spencerian Pens, at 84c gross, Esterbrook pens at 72c, and Falcon pens at 68c gross.

Single Ink Stands, at 47c with glass base. With double well 71c.

Paragon Ink Stands, at 46c have a glass base and single well. With double well at 51c.

Glass Mucilage Holders, are 11c to 21c each.

Faber Pencils are 12c to 48c a doz.

Rubber Bands, at 21c box. Assorted sizes.

Patent Pencil Sharpeners are \$2.37 each, and small pencil sharpeners are 9c and 21c each.

Blank Books are \$2.21 (400 pages), \$2.47 (500 pages) and \$2.67 (600 pages). Bound in full sheep leather, with "Russia" leather raised ends and bands. Ledger, Journal, Cash, and Day Book style.

Blank Books at \$1.31 (300 pages) and \$1.52 (400 pages) in Ledger, Journal and Day Book style, are bound in black cloth and have "Russia" leather back and corners.

Blank Books at 54c (150 pages) to 74c (300 pages), come in Ledger, Journal, Single Ledger and Record styles, with "Russia" leather back and corners.

Blank Books at \$1.02 (300 pages) up to \$1.49 (600 pages) in Ledger, Journal, Cash and Day Book, are bound in full duck, with Russia leather corners.

Blank Books at 54c (300 pages) to 72c (500 pages), in Ledgers, Cash, Journal, Day and Record, are bound in canvas.

Blank Books at 87c (150 pages), in black cloth sides, with Russia leather corners and backs; 2, 3, 4, 5, 6 and 12 columns.

Loose Leaf Ledgers at \$5.34, have 250 sheets and index; in canvas covers.

Loose Leaf Ledgers, at \$6.49. Contain 250 sheets and index, and are in "Russia" leather binding.

Loose Leaf Memo Books, \$1.04 to \$2.48. Black leather covers containing 125 sheets and index.

Time Books, 6c to 83c each. Weekly or monthly schedules.

Trial Balance Books, 44c to \$1.34.

Canvas-covered Counter Books, 7c to 16c each.

Press Board Counter Books, 4c to 7c each.

Package Receipt Books, 8c, 13c and 19c each.

Money Receipt Books, 6c, 9c and 19c each.

Draft and Bank Check Books, 19c each.

Miniature Blank Books, 23c to 49c. In Ledger, Journal, Cash and Day Books, in imitation Russia leather cover.

Miniature Blank Books, 13c and 15c each. Ledgers, Journals, Cash, Day and Record Books in canvas covers.

Manifold Order Books, 7c to 23c. Duplicate and triplicate forms.

Press Board Pass Books, 3c and 4c each.

Letter Copying Books, 56c (500 pages) to 91c (1,000 pages), fine quality white paper in canvas covers.

Letter Copying Books, 81c (500 pages) to \$1.41 (1,000 pages). Black cloth sides, Russia leather corners and back, with fine white paper. Same books in same binding with "Japanese" paper \$1.27 (500 pages) to \$1.67 (700 pages).

Canvas Covered Invoice Books, 94c to \$1.67.

Stenographer's Note Books, 3c and 4c each (with pencil paper). 4c and 6c each (with ink paper).

Letter Presses, \$4.49 and \$5.04.

Yellow Paper Pads, 6c and 8c a dozen. 2c, 3c, 4c, 5c and 7c each, ruled or plain.

White Paper Pads, 12c and 24c a dozen. 4c, 5c, 7c and 8c each, ruled or plain.

Scratch Pads, 3c, 4c and 6c each.

Commercial Envelopes, 78c a thousand.

Pay Envelopes, 64c a thousand.

The New Year Begins Today at

Wanamaker's

The store, which Andre de Fouquieres declares is "most extraordinary—better than our Paris stores," is ready six days ahead of time to greet the New Year with

New Goods New Exhibits New Charm

Over night the Christmas stocks are gone. The special outposts are withdrawn. Each section is its own beautiful specialized store again—making Wanamaker's

The Store of Specialized Shops

Without halt or hesitation the every-day, world-wide service of this business goes on—presenting always in advance the new things as they are created.

Today We Present the

New Spring Cottons from Paris

The Dress Goods Salons are transformed into a vision of the South—with fields of flowers, choruses of birds and soft beauty everywhere.

The new cottons show again the wonderful genius of the French, their courage in traveling new paths and opening up new worlds of inspiration.

Who but the French would have the audacity to go to such heavy things as carpets, tapestries and upholsteries for their patterns and colors and attempt to depict them on such sheer fabrics as dress cottons?

Yet this is exactly what the French designers have done—from the borders of Savonnerie carpets, from such upholstery fabrics as toile de Jouy, from old tapestries, and from the medallions of Boucher, Fragonard and Watteau they have largely gained their inspiration for the new cottons, literally setting down in many instances the exact patterns and colors.

But how different it all looks when it appears in the beautiful sheer cotton weaves!

Because present environment always leaves its impress upon the art of today; even feminine fashion is influenced by the Balkan war. Bulgaria is already a la mode in the dressmaking world of Paris.

Some of the new cottons and linens are the first full expression of that fashion in America. The multi-colored embroideries such as are now worn in Serbia, Roumania or Bulgaria, the heavy hand-loom like weaves, characteristic of the Balkan peasants, are shown here in contrast with the wholly feminine and dainty Pompadour and Jouy filmy stuffs so characteristic of Paris.

Most of the new French cottons come from the king of French designers. The man known in the world of fabrics as well as Paquin, Worth and Poiret are known in the world of dressmaking. This man is an artist, a scholar and a poet, all in one. He delves into old books, studies old paintings and old fabrics in the museums, and from it all creates something new each season.

The Wanamaker Store in the last three years has built a reputation for cotton fabrics whose equals have never been seen in this country. But we ourselves have never before seen so many original and beautiful patterns and weaves as will be found here today and during the following week.

With these original and audacious fabrics we have also imported a number of Paris Gowns, Hats and Parasols for the South

illustrating the new and distinguished ways in which these fabrics can be used. In such an exhibition, as cheery and sunshiny as the summer itself, there is no room for after-Christmas depression.

First floor, Old Building.

Preliminary Exhibition of the New Linen Costumes for the South

With the New Note of Peasant Fashions Which Is Sweeping La Mode of Paris

For the many women in New York who wish the new fashions as soon as they are divulged by Paris, we have arranged this early exhibition in the style dominating Paris today—evidenced in all the Riviera outfits in preparation.

It is the fashion of the peasants—the gay color of Bulgaria, Roumania, Serbia, the characteristic short coat reaching just below the sash, the colored embroidery and wooden beads, the short sleeves—all generically peasant but translated by Paris into beautiful clothes for every woman.

There are one-piece dresses of hand-embroidered eponge with the effective hand-made Bohemian lace.

Costumes of the Italian linen that is bleached on the rocky crests by the river edge, which turns them oyster white. They have elaborate Florentine embroidery and cutwork.

Second floor, Old Building.

The new Bannockburn eponge, Durbar linen and bordered eponge are used in distinctive ways.

The Russian blouse is shown in embroidered linen.

The new jacket, short in front and longer in back, is seen in natural linen with velvet collar.

Here too is a peasant yellow eponge costume with trimmings of Bulgarian printed cotton and with the very short jacket—not a bolero—typical of Peasant dress.

On many you will find the touches of brilliant color which will be characteristic of the season's fashions.

In the collection are new hand-made lingerie dress and dinner gowns of Irish lace over white charmeuse.

The honor of your examination of these advance Southern fashions will be appreciated.

Millinery for the Riviera and Florida

In the exhibition of Spring cottons we have arranged to show a collection of the new millinery for the South.

There will be demi-saison hats of malines, tailor hats of straw for the coat costume, dress hats and the pretty flowered crepe hats to match or correspond with gowns of the new materials.

Formerly A. T. Stewart & Co.

JOHN WANAMAKER

Broadway, Fourth Avenue, Eighth to Tenth St.

MARLEY
2 1/2 IN. HIGH

an ARROW COLLAR
QUEST PEABODY & CO. TROY, N.Y.

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The Sun
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