

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Herald Square B'way, 34th to 35th St.

Clever AUTUMN Models In WRAPS and COATS

THE EVENING WRAP—this season of regal elegance—is fashioned of richest fabrics and with its Oriental draperies and graceful lines is extremely picturesque in style.

SILK VELOUR—with huge shadowy blossoms imprinted in the warp and shading exquisitely into soft blended tones of rose, blue, green and violet is employed for a gorgeous full length draped Wrap. Priced \$149.00

Evening Wraps of Silk Velvet \$44.75

Illustrated. In rich shades of old blue, taupe, Persian rose and in black, this gracefully draped model has black velvet collar and cuffs embroidered in gold and silver braid and is lined with white peau de cygne.

Cutaway Topcoats of Boucle Eponge \$28.75

In black or navy blue heavy quality eponge, this kimono model has, at the back, a panel effect finished with corded ornaments, a larger one of which fastens the garment. The wide collar and revers are of black broadtail cloth and the coat is satin lined throughout. Same model in cheviot with velvet collar. \$23.74.

Full Length Coats of Diagonal Cheviot \$23.74

In navy blue or black cheviot, well cut on straight, slender lines, this garment, slightly cutaway at foot, fastens far to the side with black bone buttons. The collar is of black broadtail plush and the lining of self color peau de cygne.

Long Cutaway Coats of Black Broadcloth \$15.74

Made of a heavy quality of lustrous black broadcloth, this Coat has rolling collar and long revers of black plush and fastens with large ornament and plush covered buttons. Lined with heavy satin.

Latest PARIS Novelties In Feather TRIMMINGS

Autumn importations of Millinery Trimmings await your inspection in the Millinery Department, Second Floor, 34th St.

Every accepted style that has won favor in Paris is here in the original, and there are also copies and modifications of the extreme French novelties—the work of the most adroit and clever Paris makers.

The New Wings—Imitation Aigrettes, Real Numidie Fancies and Quills—in new Fall shades; 39c to \$9.89.

French Ostrich Fancies—smart novelties in very original and becoming effects, in leading Fall colorings; \$3.96 to \$18.89.

Real Gaura Effects—in band, Aigrette and fountain branching, in natural, tan or black; \$1.98 to \$29.89.

These, purchased prior to the recent advance, are priced very much under prices prevailing elsewhere.

HAND-EMBROIDERED, Hand-Made FRENCH and Madeira LINGERIE

New importations just received and now displayed in the Underwear Department, Third Floor, Rear, Centre, include exquisitely dainty garments, hand-made in every tiny, perfect stitch, fashioned of soft, sheer nainsook and hand-embroidered in new and effective patterns, delicate or elaborate. Prices are as always—"Lowest-in-the-City."

French Night Gowns, \$2.97, \$3.96, \$5.69 and \$9.94

Daintily made, both seams joined with "entre-deux."

GOWNS at \$2.97

Have tiny floral motifs embroidered on the round yoke, the front and the short pointed sleeves; scalloped edges.

GOWNS at \$3.96

Effectively embroidered in leaf design on yoke and short sleeves; embroidered eyelet and edges.

French Petticoats, \$2.97, \$3.96, \$6.69 and \$11.89

Straight models that conform to the new mode.

PETTICOATS at \$2.97

Deep scalloped flounce with embroidered floral motifs; beaded with wide beading, ribbon run.

PETTICOATS at \$3.96

Very straight line model with wide ribbon run through the gores at knee. Edge heavily scalloped in scroll and dotted design.

French Chemises—Hand-Embroidered, 99c

With floral spray and conventional designs; scalloped arm holes and neck, ribbon run.

Madreia Chemises—Eight Styles, \$2.49

Dotted, seeded and eyelet patterns; hand-embroidered in the delicate floral effects for which the Madreia Island needle-workers are noted. Scalloped edged neck and eyelets ribbon run.

Madreia Drawers, \$1.98, \$2.49 and \$2.97

Plain embroidered scalloped ruffles, slashed at sides; feather-stitching finish or entre-deux; also scalloped ruffles with dotted embroidery. All ribbon trimmed.

HAND-CROCHET LACES — Main Floor, Centre. SPECIAL PRICES

Beautifully finished and in exquisite designs.

Hand-Crochet Edgings, "Baby Irish" Patterns, (yd.), 59c

At least 85c is asked elsewhere for similar quality. Widths 1 1/4 to 2 inches.

Hand-Crochet Insertion, Raised Rose Pattern, (yd.), 37c

In other stores, 50c or more. Widths 3/4 to 1 inch.

Hand-Crochet Picot Edging, (yd.), 12c

Quality that is recognized as 15c to 20c quality elsewhere.

"DOESKIN" FINISH ENGLISH LONGCLOTH SPECIALLY PRICED

An every-day necessity for use for women's and children's underwear. Thoroughly practical because extremely durable. Width 36 inches.

Prices as given below are for pieces of 12 yards each.

98c — usual \$1.25 grade

\$1.14 — usual \$1.35 grade

\$1.36 — usual \$1.50 grade

\$1.49 — usual \$1.75 grade

\$1.69 — usual \$2.00 grade

\$1.84 — usual \$2.25 grade 40 in. English Longcloth (special 12 yard pieces)

AUTUMN as it unfolds finds Macy's alert and fully prepared in every Department. Stocks are bright and fresh, attractively presenting all that is new and desirable in needfuls and luxuries and as always, at "Lowest-in-the-City" prices.

Rich New Dress Silks and Velvets A Splendid Exhibition and Sale

Foreign and American weavers of fine Dress Silks and Velvets have produced for wear this Fall and Winter some of the most desirable fabrics ever loomed. In their exquisite color tones, in their richness of weave, in their brilliancy they reflect truly wonderful artistic skill. Looking through the Macy showing of these newest importations and arrivals from domestic makers one might well imagine one's self viewing the climax of possibility in the weaver's art. There may be richer, more beautiful Silks and Velvets in some future year, but certainly not this season.

These Silks are not only MAGNIFICENT, their prices carry a message of ECONOMY. It is on such fine goods that the Macy "Lowest-in-the-City" Price policy saves the most. See the display whether you buy or not. Such richness and beauty is well worth your time and attention.

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| Meta' Broche Satins, 44-inch (yard), \$12.89 | Silk and Me'al Etincelant, 30-inch (yard), \$5.89 |
| Velvet Broche Satins, 39-inch (yard), \$9.89 | Metal Broche Crepes, 43-inch (yard), \$5.89 |
| Velvet Broche Crepes, 39-inch (yard), \$9.89 | Silk Dress Velvets, 41-inch (yard), \$4.96 |
| Velvet Broche Voiles, 39-inch (yard), \$9.89 | Glaze Dress Velvets, 41-inch (yard), \$4.96 |
| Metal Broche Voiles, 44-inch (yard), \$9.89 | Oriental' Crepes, 40-inch (yard), \$2.49 |
| Bulgarian Meta' Voiles, 44-inch (yard), \$9.89 | Panne Silk Velvet, 39-inch (yard), \$6.49 |

Imported Plaid Silks, 21-inch, Special at \$1.19 and \$1.39 yd.
All of the above fabrics are shown in a complete assortment of the season's approved colors.

SOME Special ECONOMIES

The weaves are staple and among the most desirable of the season.

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| Dress Satins (yard), 99c
A very careful comparison with stocks elsewhere assures us that this Satin cannot be equalled at less than \$1.50. Pure dye; will not slip or fray; 36-inch; a full assortment of colors and plenty of black and white. | Crepe de Chine (yard), \$1.19
Of a quality that elsewhere is sold for \$1.50. Heavy grade; 40-inch; complete assortment of colors. | Corded Silks (yard), \$3.49
Made in France; satin back; a superior quality for entire costumes for street wear; 40-inch; full color assortment. |
| Black Silk Velvet (yd), \$2.97
A very fine quality of imported Velvet, 41-inch, a grade that regularly sells elsewhere at \$4.00 a yard. | Silk Faille (yard), \$2.49
Made in Switzerland; superior for both street and evening wear; full assortment of colors; 40 inches wide. | |

IMPORTED & Domestic BLACK Silks

The sometimes abused term HEADQUARTERS has come to apply very properly and quite universally to Macy's with regard to its Department of Black Dress Silks of both Foreign and American make. "MARCHIONESS" pure dye Black Dress Silks are woven expressly for us in about 30 staple and novelty weaves. They are woven and dyed in the way that the Black Silks of our grandmothers' time were made, when a Black Silk Dress not only lasted but looked well for many seasons. No better Black Silks than "Marchioness" at 99c to \$2.97 a yard.

We carry full assortments of the staple and of the newest weaves in Black Silks by C. J. Bonnet et Cie. (Lyons, France), who have a world wide fame and whose brand has been a standard for several generations.

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| Brocade Crepe, 42 inch— (yard) \$3.49 | Broche Charmeuse (from France), 42 inch— (yard) \$6.89 |
| Moire Crepe, 42 inch— (yard) \$2.79 | Crepe Faille, 40 inch— (yard) \$2.97 |
| Satin Back Corded Silk, 41 inch— (yard) \$3.49 | Fleur de Velour (from France), 44 inch— (yard) \$3.96 |
| Broche Crepe Charmeuse, 42 inch— (yard) \$2.97 | Silk Poplin (from France), 42 inch— (yd) \$3.49 |
| Brocade Crepe Charmeuse (from France), 40 inch— (yard) \$4.96 | Silk Faille (from Switzerland), 40 inch— (yard) \$2.49 |
| Satin Merveille (from France), 42 inch— (yard) \$4.49 | |

SPECIALS in BLACK SILKS

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| Dress Satin (yard), 99c
You will not find it possible to buy such silk elsewhere for less than \$1.50. Pure dye, will not wear up, full 36 inches wide. | Fine Poplin (yard), \$1.19
We have found it impossible to match this elsewhere at less than \$1.65 a yard, silk and wool of superior grade; width 36 inches. | Crepe de Chine (yard), \$1.19
This is a quality that is recognized as \$1.50 standard. Of an excellent quality, heavy and 40 inches wide. |
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Dress Satin of excellent grade, 40-inch, yarn-dyed—Special at (yard), 94c
MILLINERY VELVETS both imported and of American make in a complete assortment of the prevailing fashionable shades of the season at prices providing the usual Macy Saving.

Be Sure to Escalate —that is, when you wish to go to any of the upper merchandise floors take the Escalators (moving stairways). Always in motion. Smooth, Safe, Comfortable. No waiting. No crowding. Step on at about the centre of the Broadway front, Main Floor.	We have a few Vacuum Cleaners that were \$18.24 that are to be sold at \$9.89 for quick clearance. Here is a practical, timely saving.	The Broadway Windows The intense interest in the wonderfully artistic scenes depicted in the Broadway windows during the past week has decided us to keep them intact for the present week. Every New Yorker and every visitor should see these remarkable tableaux.
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Broadcloths, Plaid Fabrics & Coatings Newest Effects; Important Savings

The Macy policy of "Lowest-in-the-City" Prices on merchandise of all kinds, regardless of season, excessive demand or any other trade influence; the policy by which we effect for our customers the greatest possible savings rather than to charge them on any pretext as high a price as we think they will pay, makes the following announcement possible, now when these fabrics are in a demand which is increasing almost hourly.

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| Black Broadcloth, 54-inch, (yd.) \$1.54
There are other stores that sell this quality at \$2.00 a yard. We know of one store where a similar quality is sold at \$2.50. In four weights ranging from 9 to 11 ounces the yard. A rich, lustrous black, sponged and shrank ready for making. Loomed by one of America's foremost manufacturers. | Scotch Plaid Worsteds, (yd.) \$1.79
A very wide range of the most desirable, most-in-demand colorings, in the much desired medium weights; 50- and 52-inch. |
| Eponge Scotch Plaids, 54-in., \$2.97
In rich dark color combinations, entirely new. Fashion favors these for skirt and jacket suits. | Scotch Plaid & Check Serges, \$1.98
A careful scrutiny of the retail market has determined that your saving on these fabrics is about one-fourth. We now show the most comprehensive assortment in the city. The widths are 50 to 54 inches. The color combinations are blue-and-green, brown-and-green, blue-and-brown and others; in fact all of the most wanted color combinations for separate skirts. |
| Fancy Scotch Plaids, 89c & \$1.11
These are especially desirable for misses' and children's wear, being correct as to colorings, which are bright, and the weight, which is medium. | Scotch Plaids and Checks, \$1.18
The lowest price at which we have been able to find these elsewhere has been \$1.35 and we have found them priced as high as \$2.00. In the rich Scotch colors; 42-inch. |

High-grade Broadcloth Plaids and Checks (yard) \$3.96, \$4.49, & \$4.89

These are imported direct from England. They are especially adapted for "combination" suits. We have prepared for a very large demand on these Broadcloths and have placed upon them a price which is specially low.

Plaid-back Coatings, in 15 new color combinations, (yd.) \$3.69

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| Best grade Chinchilla Coatings, new shades, (yard) \$4.39 | Chinchilla Coatings, newest shades, (yard) \$3.49 |
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CHINCHILLAS, black, gray, navy, light and dark brown, 54-inch, (yd) \$1.98

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AUTUMN'S Newest Tailored SUITS

Paris couturiers have achieved wonderful effects this season by combining plain and brocade fabrics in Tailored Suits. Of this type, and representative of Fashion's trend are many Suits shown in the Macy collection—Third Floor, Broadway.

MOLE COLOR VELVET BROCADED CHIFFON is combined with mole color plush in a Suit copied from a Callot model and priced \$184.00.

IN COPPER OR PEACOCK BLUE SUEDE CLOTH—Suits with revers and cuffs of brocade suede cloth have collars of natural fitch. Priced \$84.75.

Diagonal Cheviot Cutaway Suits, \$23.74
Illustrated. The smartly tailored coat with vestee of cloth, braid-bound edges and braid strappings has collar of fur-plush. The skirt, cut on practical lines, is also braid and button trimmed.
In brown, navy blue and black.

Striped Wool Velour Tailored Suits, \$27.75

Three-button cutaway coat, the long back trimmed with rows of velvet centred cloth buttons. The collar is of velvet in deeper shade and the lining of peau de cygne. The skirt is gracefully draped at both front and back.
In Russian green, Wilhelmina blue and navy.

Bayadere Cloth Suits, Fur Trimmed, \$46.75

The long blouse coat of this model—on Russian lines with deep girdele belt and wide revers—has "silvered" coney collar, cuffs and pompon buttons. The skirt in new yoke effect, is slashed at foot; fur edged.
In Siberian green, mahogany and taupe shades.

Fine UPHOLSTERY Fabrics At Specially LOW PRICES

Most of them purchased at special prices and now reduced still lower from the already "Lowest-in-the-City" prices, to move them instantly and make room for incoming goods. A few only of many items are here suggested:—

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| Fine 50-in. Tapestries in Five Patterns (yd.), 99c
Suitable for covering furniture. Colors are cream, Nile, red and green. | Plain and Two-toned Silk Damask and Armure (yd.), \$1.49
For the draperies and hangings. In a splendid assortment of designs and colorings. |
| Silk and Mercerized 50-in. Damask and Armure (yd.), \$1.24
For hangings, draperies and furniture coverings. Plain and two-tone, in a wide range of colors. | Silk Brocade Tapestry, Small Flower Design (yd.), \$1.98
In rose, green, blue and black. At the same prices as elsewhere. Silk Velour in a self-colored pattern of old blue. |

NEWEST in Fine UPHOLSTERIES

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| Figured Sunfast Armure (yd.), \$1.49 and \$1.98. | Figured Verdure Tapestry (yd.), \$1.74, \$1.98, \$2.24 and \$3.74. |
| Silk Armure (yd.), \$2.44. | Plain Cotton Velour, special at (yd.), \$1.24. |
| Silk Damask (yd.), \$2.69, \$3.39, \$3.74 and \$12.74. | Heavy Silk Velour, special at (yd.), \$2.89. |
| Striped Cotton Velour Special at (yd.), \$1.98. | Brocade Cotton Velour, special at (yd.), \$1.49. |
| Plain Linen Velour (yd.), \$1.49 and \$1.89. | |

New RUGS and CARPETS In Rich ASSORTMENT

We have now a complete showing of the newest Floor coverings for Fall, distinguished by rare beauty of design and by exquisite color harmony. Macy Savings of course.

SEAMLESS Wilton Velvet RUGS

Woven in one piece, and in very soft and pleasing tones of rose, green, ivory, ecru and black. The designs are chiefly in large figure reproductions of Oriental patterns. Some few are in small figures. All very suitable to bed-room, living-room, dining-room or library.

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| \$19.74
Size 8 ft. 3 in. x 10 ft. 6 in. | \$22.48
Size 9 ft. x 12 ft. | \$29.50
Size 11 ft. 3 in. x 12 ft. |
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SEAMLESS Tapestry Brussels RUGS

Very clear in pattern and color. Not gaudy, but bright and pleasing Oriental designs, chiefly in medallion effects, in soft-toned combinations of tan, red, green and ecru.

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| \$6.48
Size 6 ft. x 9 ft. | \$10.48
Size 8 ft. 3 in. x 10 ft. 6 in. | \$12.74
Size 9 ft. x 12 ft. |
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FRENCH Weave WILTON Rugs

Large quantities and excellent assortment as to color and pattern. Of heavy worsted yarn of unusual resiliency. Savings about one-third.

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| Size. Elsewhere, Macy's Price. | Size. Elsewhere, Macy's Price. |
| 22 1/2 in. x 36 in. \$3.50 \$2.94 | 8 ft. 3 in. x 10 ft. 6 in. \$46.00 \$32.50 |
| 70x84 in. \$5.25 \$4.24 | 9 ft. x 12 ft. \$50.00 \$34.75 |
| 36 in. x 63 in. \$8.50 \$6.74 | 10 ft. 6 in. x 12 ft. \$69.00 \$54.75 |
| 6 ft. x 9 ft. \$11.25 \$23.48 | 10 ft. 6 in. x 13 ft. 6 in. \$77.75 \$61.50 |

All-wool Axminster Carpets (yd.) 98c

A good selection of designs carried out in combinations of ivory and blue, ivory and lavender, two-tone browns, Persian effects in green, tan and browns, etc. Most of them have borders to match. Every roll perfect.

"AMANA" Wool Blankets At Very SPECIAL PRICES

Made by the "Shakers" of Homestead, Iowa, and in appearance and serviceability much like the old-fashioned "homespun" Blankets. Of pure wool, soft, light, warm, and thoroughly steam-shrunk. At the price, the best Blankets obtainable. Basement, Rear.

White "AMANA" Blankets

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| Size. Weight. Per pair. | Size. Weight. Per pair. |
| 60x84 in. 4-lb. \$6.49 | 7x8 in. 4-lb. \$6.24 |
| 70x84 in. 5-lb. \$8.00 | 7x10 in. 5-lb. \$6.00 |
| 70x90 in. 6-lb. \$9.10 | 7x10 in. 6-lb. \$6.75 |

Natural Color (Sanitary) "AMANA" Blankets

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| Size. Weight. Per pair. | Size. Weight. Per pair. |
| 60x84 in. 4-lb. \$6.00 | 7x8 in. 4-lb. \$5.75 |
| 70x84 in. 5-lb. \$7.24 | 7x10 in. 5-lb. \$6.75 |
| 70x90 in. 6-lb. \$8.40 | 7x10 in. 6-lb. \$7.75 |

Light and Dark Grey "AMANA" Blankets

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| Size. Weight. Per pair. | Size. Weight. Per pair. |
| 60x84 in. 4-lb. \$6.24 | 7x8 in. 4-lb. \$6.00 |
| 70x84 in. 5-lb. \$7.49 | 7x10 in. 5-lb. \$6.75 |
| 70x90 in. 6-lb. \$8.69 | 7x10 in. 6-lb. \$7.75 |