

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

Macy's

Herald Square B'way, 34th to 35th St.

Afternoon GOWNS Of Printed SILK POPLIN Spring Model, at \$24.74



The very graceful model illustrated is fashioned of a lustrous silk poplin in Copenhagen or green, patterned with a shadowy floral design in soft colorings. A vestee of dotted net and lace frills add a dainty finish, and collar, buttons and straps are of velvet in contrasting tone.

Afternoon Gowns of Crepe de Chine. \$28.75

An exceptionally heavy quality of crepe de Chine is used for this pretty and practical frock, which may be had in green or navy blue.

Collar and waistcoat are of white satin, over a vestee of shadow lace, and the bodice is of surplice style, softly draped. A deep flaring blouse finishes the curving tunic, which is smartly button trimmed.

Third Floor, Broadway.

Spring DRESS FABRICS A SPLENDID Showing

Dress materials to meet every demand of the new fashions are shown in a profusion of weaves and colorings. Some are novelties, some are adaptations of fabrics already popular. The wide variety offer suggestions galore to the woman who is planning her spring wardrobe.

54-inch English Suitings (yd.) \$2.97

An attractive line of the season's most stylish checks for tailor-made suits. London shirred, and in a variety of weaves in blue and white combinations. Also 48-inch novelty checks in black and white with a pin dot of color.

54-inch All-Wool Plaids (yd.) \$1.39 & \$1.69

Serge-finish plaids in a variety of fashionable color combinations. Blue, and green, and Scotch effects, especially suited to separate skirts.

54-inch Wool Duety (yd.) \$1.98

A beautiful soft finished material for two-piece suits in all the popular latest shades of brown, royal blue, fawn, navy, tan, and black. Copenhagen light brown and navy blue.

40-inch Brocade Poplin (yd.) \$1.59

An attractive weave of silk-and-wool in a new design. In a variety of shades suitable for afternoon and evening wear.

40-inch All-Wool Imported Crepe (yd.) 49c

Especially good for children's and misses' wear. The shades are russet, oyster, Copenhagen, cardinal, ivory, pink, light blue, lavender, rose, grey, royal blue, navy, cerise and black.

41-inch Stripe Crepe (yd.) 96c

Made especially for one-piece dresses. Complete range of colors: grey, tan, oyster, light blue, rose, lavender, rose, green, oyster, Copenhagen, brown, wine, tangerine, and three shades of navy.

Second Floor, 35th St.



WOMEN'S \$4.50 Shoes, \$3.49

Excellent High Grades

Shoes made on a very popular last, with medium long vamp. Four styles: patent coltskin or gunmetal calfskin, with either black cloth or dull kid tops, and all with the new, graceful Spanish heels of leather.

Second Floor, 35th St.

Newest BLOUSES Very Specially PRICED

Tub Silk & Silk Crepe Blouses \$2.97

TUB SILK BLOUSES have colored satin stripes or fine hair line stripes in pretty colors. Pearl buttons trim the vest.

SILK CREPE BLOUSES have fancy colored stripes and are tailored with cuffs with low collar and tiny rolling cuffs.

Silk, Shadow Lace and Crepe Blouses \$1.98

STRIPED MENSALINE BLOUSES are in black and white with black satin collar, vest and cuffs.

CHINA SILK BLOUSES: white, pink and maize, drop shoulder model. Net frilled collar and cuffs.

ALLOVER SHADOW LACE: drop shoulder model, 3/4 sleeves, net frills. Crepe Blouse with Venice lace collar and net frills. Third Floor, 34th St.

ACCORDION-Pleated Albatross NEGLIGEEES, \$3.96

The graceful model, illustrated, may be had in pink, blue or white albatross--and has collar and cuffs of the new floral printed net. The elastic waistband is finished with triple cordings and covered buckle.



Fancy Serpentine Crepe Kimonos, \$2.49

Several pretty styles--all trimmed with satin bands and with silk cord at waist lines. Neatly made of floral patterned crepes in light or dark colorings.

Dotted Mull and Floral Crepe Kimonos, \$1.99

The Mull Kimonos, with raglan shoulder and sleeve, are piped with satin. The Crepe Kimonos have large Japanese sleeves--are satin trimmed and closed at neck with silk frog. In light or dark colors.

Dotted Swiss and Floral Crepe Kimonos, \$1.79

Flows of Swiss have Empire back--with ribbon run through slashed sleeves. The Serpentine Crepe Kimonos are in Empire model, with ruffles at neck and sleeves.

Serpentine Crepe Kimonos, \$1.49

Scalloped edges; slashed sleeves; elastic waistband.

Cotton Challis Kimonos, \$1.29

Raglan shoulder model, with satin collar and cuffs; frogs at neck; twisted girdle at waist.

"BRAUN" NEGLIGEEES, SHARPLY REDUCED

Beautiful Imported Negligees, all this season's models, in crepe de chine, chiffon, satin, Venetian cloth and wool-chaumuse, very finely made and effectively trimmed.

Originally \$51.25	Now \$28.75	Originally \$41.85	Now \$23.85	Originally \$52.95	Now \$32.95
\$58.50	\$25.50	\$42.25	\$19.89		

Third Floor, 34th Street.

Specials in Macy's Mid-Winter Cash Furniture Sale

Adam Dining-Room Suites at \$191.00

Ordinarily \$251.00. Georgian oak finish. Ten pieces. BUFFET 54x23 inches, has French plate mirror 10x50 inches. CHINA CLOSET is 44x64 inches.

EXTENSION TABLE to match in proportion with the other pieces, also a SERVING TABLE and five SIDE CHAIRS covered in genuine leather, and one ARM CHAIR to match.

Same Suite with a 5 ft. buffet, \$206.00.

In solid mahogany with a 4 ft. 6 buffet, \$221.00.

With a 5 ft. buffet, \$236.00.

Venetian Oak Dining-Room Pieces

BUFFET, \$57.50. Ordinarily \$101.00. 60x24 inches, has two top drawers, one lined for silverware. Centre cupboard on each side and a large bottom linen drawer. Also a French plate bevelled mirror 48x14 inches.

CRYSTAL CLOSET, \$93.25. Ordinarily \$107.00. All mirror back and glass shelves, 64 inches high and 7 inches wide, with straight glass ends and front.

SERVING TABLE, \$32.25. Ordinarily \$36.75. Top 44x20 inches. One large drawer and bottom shelf.

EXTENSION TABLE, \$35.25. Ordinarily \$40.25. To match. 48 inch top. Extends full 6 feet. Large pedestal base.

SIDE CHAIR to match, leather seat and back. Ordinarily \$8.49; now \$6.94. ARM CHAIR to match, ordinarily \$13.67; now \$11.24.

DINING-ROOM SUITES OF GOLDEN OAK

Beautifully carved and of massive yet graceful construction.

CHINA CLOSETS, \$70.25; would ordinarily be \$85.25.

BUFFETS, \$89.75; would ordinarily be \$109.00.

EXTENSION TABLES, \$69.50; would ordinarily be \$84.25.

SIDE CHAIRS, \$9.74.

ARM CHAIRS, \$14.24.

Dressing Tables, \$15.74

Ordinarily \$18.89. Top 34x19 inches. Two drawers, wood knobs, French plate bevel mirror 10x20 inches.

FULL SIZE BEDS, \$19.49. To match. Ordinarily \$23.49.



SPECIALS IN BEDROOM FURNITURE

The four wood pieces can be had at the same price in choice of bird's-eye maple, Circassian walnut, and mahogany finish.

DRESSER, \$24.07. Ordinarily \$27.50. Top 42x22 inch. Mirror 24x20 inch.

CHIFFONIER, \$24.97. Ordinarily \$28.75. Top 42x22 inch. Mirror 24x20 inch.

PRINCESS DRESSER, \$24.07. Ordinarily \$27.50. Top 42x22 inch. Mirror 24x20 inch.

TOILET TABLE, \$22.24. Ordinarily \$26.50. French plate bevel mirror.

BRASS BED, \$28.24. Ordinarily \$32.75. Two-inch posts, 12-inch fluted. Top 60x80 inches. Bright Damara lacquer.

White Enamel Dressers, \$17.49

Ordinarily \$19.67. Top 41x21. Two top drawers and two large bottom drawers, fitted with good locks and wood knobs. French plate mirror 18x24 inches.

CHIFFONIER to match, ordinarily \$18.74; now \$16.49.

White Enamel Dressers, \$11.24

Ordinarily \$12.74. Top 36x20 inches. Three large drawers, fitted with good locks and wood knobs. French plate mirror 18x24 inches.

CHIFFONIER to match, ordinarily \$11.24; now \$9.74.

White Enamel Dressers, \$15.74

Ordinarily \$17.89. Top 36x20 inches. Two small top drawers and two large bottom drawers, fitted with good locks and wood knobs. French plate bevelled mirror, which is 18x30 inches.

CHIFFONIER to match, ordinarily \$17.89; now \$15.74.

TOILET TABLES to match, ordinarily \$12.74; now \$11.24.

Golden Oak Dressers, \$9.49

Three drawers. Good locks and wood knobs. French plate bevel mirror.

Chiffoniers to match, \$9.24.

Bedroom Pieces at \$14.89

In choice of golden oak, bird's-eye maple, and mahogany.

DRESSERS, top 41 inches by 22, two small top drawers, swivel front, and two large bottom drawers, French legs and French plate mirror, bevelled, 20x34 inches.

CHIFFONIER to match the above in the same woods.

PRINCESS DRESSERS, to match the above, can be had in the same woods.

COLONIAL BEDROOM SUITES

Choice of Mahogany and Circassian Walnut.

Dresser \$33.75

Chiffonier \$29.25

Vanity Table \$22.24

Full Size Bed \$33.75

Golden Oak Dressers, \$17.89

Ordinarily \$20.49. Four drawers and swivel front.

CHIFFONIER to match, \$17.24. Ordinarily \$19.67.

Colonial Dressers, \$60.25

Ordinarily \$68.75. Of Circassian walnut. Chiffoniers to match, \$56.25. Ordinarily \$64.25.

Sixth Floor.

WOMEN'S NOVELTY HOSIERY FOR SPRING \$3.96

The latest style in black "fish-net," covered with tiny colored beads. Sole, toe and heel of lace.

The Famous "Irontex" Silk Hose, 94c

Exceptionally heavy silk, not "loaded" in any way, and reinforced with linen in high-spiced heel, double soles and toes. Tops of mercerized linen. As for wear, we consider this the best \$1.00 stocking in America. In regular and extra large sizes.

"Irontex" Silk Boot Silk Hose, 48c

Half-silk reinforced sole, in black and tan, with little tops. In heel and smock.

Main Floor, Centre.

CHARMING "EMPIRE" PHOTO FRAMES FROM PARIS, at 69c



A dainty little "Empire" touch for your bedroom or boudoir, in colors to match the furnishings.

Made of a moire tulle fabric in delicate shades of pink, green and blue. Also in white.

Size 7x5 inches. Ornamented with a gilt metal border and gilt metal wreaths.

Smaller size (5 1/2 x 3 1/2 in.) at 49c.

Main Floor, Centre.

Lace Brassieres NEW "DeBevoise" Model, each \$4.89

Illustrated is of the daintiest and yet most practical of the many DeBevoise creations for the new season.

Cut on lines that will give the correct contour for the flexible figure, this novelty is made of a fine all-over lace, reinforced with net, and trimmed with broad Cluny lace and fine picot edge. For evening wear or with the transparent bodice effects now in vogue, an ideal brassiere.

DeBevoise Brassieres in the latest and most improved models, conforming to the latest figure requirements--and in styles to suit every type of figure, are shown in comprehensive variety in the Macy Corset Department--Third Floor, 35th Street--and at "Lowest-in-the-City" prices.

JUST ARRIVED, WOMEN'S HAND-EMBROIDERED HANDKERCHIEFS FROM MADEIRA AT (each) 39c

Designs of great beauty, produced specially for R. H. Macy & Co. at our headquarters at Funchal, Madeira. Eyelet and applique work of high artistic merit. Similar quality elsewhere \$1.00 and over.

Real Hand-made Princess Lace Handkerchiefs (ea.) 59c

A wonderful collection of 1525 beautifully worked lace-trimmed Handkerchiefs from Brussels, such as cost \$1.50, \$2.00 and \$2.50 elsewhere.

Main Floor, Centre.

PURE IRISH LINEN PILLOW CASES

These all-linen, hand-embroidered and hemstitched Pillow Cases come in four very neat monogram designs.

73c each 22 x 36 in.

88c each 24 1/2 x 36 in.

99c each 26 1/2 x 36 in.

ALL LINEN SHEETS

Strong, durable sheets of excellent quality linen hemstitched.

\$1.74 each 72x96 in. Elsewhere \$4.00 pr.

\$2.49 each 90x96 in. Elsewhere \$5.75 pr.

LINEN PILLOW CASES (ea.) 44c.

Size 22x36 in. Plain hemstitched to match the Sheets mentioned above. Basement, Rear.

EXHIBITION and Sale of The New Spring COTTONS

The leading French manufacturers and those of our own country have vied with each other in producing smart new weaves and styles for the coming season. Through a special purchase, we are able to offer you some of these newest styles at phenomenally low prices.

Golfine Cords in Plain Colors (yd.) 89c and 93c

Handsome Borders in Voiles and Crepes (yd.) 69c
In ten prices up to \$6.29.

Rodier's Golfines (yd.) \$2.29
In five prices up to \$14.95.

Embroidered Scotch Plaid Borders (yd.) 89c
In four prices up to \$1.05.

Embroidered French Crepes and Voiles (yd.) 69c
In seven prices up to \$2.97.

Ratine in Plain Colors & Novel Weaves (yd.) 72c
In five prices up to \$1.25.

TWO GROUPS FOR SPECIAL SELLING:--

Ratine Brilliant, Usual Price 79c (yd.) 49c

Silk and Cotton Ratine Brilliant in 40-inch width and very silky finish. Plain colors in ivory, sky, rose, hollyhock, tan, champagne, beauty, Tange, Copenhagen, navy and black.

Ramine Lincis Usual Price 34c (yd.) 26c

6,000 yards of serviceable Lincis, fine and crash weaves, 36 inches wide. In pink, sky, hollyhock, rose, brown, tan, russet and amethyst; also the newest shades of Tango, green and oyster white.

Second Floor, Broadway.

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SMART SPORT COATS of Worumbo Chinchilla

The label of the makers of the famous Worumbo Chinchilla is sewed in every garment.

SPRING MODEL Special at \$18.74

The Coat--illustrated--is one of the cleverest of the new models and is fashioned of a light-weight genuine "Worumbo" chinchilla in white, tango and Copenhagen blue.

Note the deep flare, the low curving belt drawn through covered buckles and the side pockets. Huge buttons of clouded crystal in matching colors trim these dashing garments.

Sport Coats of the New "Golfine" Cord \$24.74

In Copenhagen, blue, tango, gold, green and white, these Coats are extremely modish, and are cut on loose, swinging lines with very full back, half belted, kimono sleeve and yoke effect.

Large fancy buttons trim the deep cuffs and belt and fasten this smart garment. Collar and buttonhole pipings are of contrasting color and the Coat is lined with a soft, self-colored messaline. Knee-length model.

Third Floor, Broadway.

NEWEST Milan HEMP HATS--Special, at \$1.98

It is but seldom that a new Hat is offered at such a tempting price so early in the season.

These new shapes are made of the Milan Hemp Braid, which so closely resembles Milan, but is lighter and finer.

About 20 shapes--all smart novelties in the assortment--which include the favored effects for early Spring wear. In black, dark brown, myrtle green and purple.

A touch of ribbon or a fancy leather will trim these Hats stylishly. When Hats and Trimmings are purchased here our expert milliners will trim them without any additional charge.

Second Floor, 34th St.

Double-Face Jute Velour PORTIERES, \$11.74

Macy's price for these very handsome Portieres was, a pair, \$16.49.

Finely made of high lustre reversible velour, of excellent quality, and finished with closely overlapped edges. In beautiful shades of gold, olive, red, rose, Nile and mulberry.

"Venetian Art Silk" Portieres--Were \$10.89, at (pr.) \$8.49

Very effective Portieres, with wide, handsome self-toned borders; fancy gimp edge; in artistic tones of rose, brown, gold, green and red.

537 Pairs of Scrim Curtains, Very Special at 74c, 98c, \$1.49 and \$1.98 a Pair

A special purchase of these very pretty window draperies, which if bought in the usual way would be sold at one-quarter to one-third higher than present prices.

Several styles, including:--

SCRIM CURTAINS, with 13 1/2-inch lace insertion.

SCRIM CURTAINS, with 1 1/2-inch hemstitched hems, lace edged.

SCRIM CURTAINS, with 3 1/2-inch lace insertion and wide lace edge.

SCRIM CURTAINS, with plain hemstitched 1 1/2-inch hems.

Fourth Floor, 35th St.

IRISH DOUBLE DAMASK TABLE CLOTHS AND NAPKINS--REDUCTIONS

All linen. Choice of five neat designs. Exceptionally good quality.

Table Cloths, 13 1/2 inches, 27 in. x 36 in. Now \$1.69

Napkins, 20x20 in. (doz.), \$2.29

Snow-White Rame Weave French Dress Linen (yd.) 39c

All purpose fabric. At least 50c elsewhere. Width 40 inches.