

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

Macy's

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

Smart New Frocks Of Serge and Taffeta, \$24.74

English serge in navy blue or black is effectively combined with black chiffon taffeta in the model illustrated. Sleeves, girdle and the double frills flaring from beneath the deep tunic are of the silk. White chiffon cloth makes the simple waistcoat and the frills falling softly on the pointed collar of silk.



Charmeuse and Crepe Afternoon Gowns \$28.75
Three models—in black, navy, Copenhagen, green and grey satin charmeuse and Canton crepe. All have the very latest frill, pannier and tunic skirts, deep crushed girdles and dainty vestees of net or lace—and are characterized by their smart lines and excellent finishing details.

Dancing Frocks of Lace and Net \$37.75
In this adorable model embroidered net lace of fine mesh and effective design is combined with net.

A broad girdle of taffeta in pale pink, blue or Nile green joins the graceful bodice and the draped skirt—while the pannier effect is achieved by deep curving folds of taffeta joined by Bohemian lace and batiste embroidery.
Third Floor, Broadway.

Furs At Final Clearance Reductions

Coats, Scarfs and Muffs at a fraction of the prices at which they were made to sell and at which they were priced, here, earlier in the season. In some instances the price comparisons seem almost ridiculous. Nevertheless they state the facts. You are invited to come and see what a FINAL CLEARANCE at Macy's really means. Although quantities are limited there is excellent choice.

	Were.	Now.		Were.	Now.
Hair Seal Coats,	\$124.00	\$44.75	Canary Moufflon Muff,	\$19.74	\$3.96
White Coney Coats,	\$98.75	\$29.75	Canary Fox Muff,	\$29.74	\$10.74
Hudson Seal Coats,	\$203.00	\$89.75	Canary Fox Scarf,	\$69.75	\$29.75
(Dyed muskrat)			White Fox Scarf,	\$69.75	\$29.75
Caracul Coat,	\$189.00	\$69.75	Natural Mink Muff,	\$64.75	\$27.75
Civet Cat,	\$189.00	\$79.75	Natural Mink Scarf,	\$29.75	\$12.87
Marmot Coat,	\$59.75	\$24.74	Natural Lynx Muff,	\$64.75	\$24.75
Near Seal Coat,	\$119.00	\$39.75	Natural Lynx Scarf,	\$39.75	\$16.74
(Dyed Coney)			Natural Red Fox Sets,	\$79.75	\$29.75
Persian Lamb Coat,	\$396.00	\$179.00	Russian Fitch Muff,	\$64.75	\$29.75
Scotch Mole Coats,	\$296.00	\$89.75	Russian Fitch Scarf,	\$37.75	\$15.74
Canary Moufflon Scarf,	\$9.74	\$1.96			

Third Floor, Broadway.

Misses' Dresses of Charmeuse And Taffeta are \$18.74



This charming model (illustrated) is fashioned of clinging charmeuse satin, or of supple chiffon taffeta, in navy and black. Frills of fine black and white net, lace edged finish. The short sleeves, neck and fronts of the kimono bodice and the large buttons are of chocheted silk in clever color combinations. A girdle of velvet with sash ends joins the blouse and the prettily frilled skirt. Sizes 14 and 16 years.

Blouse Suits of Broadcloth \$16.74

Of a medium weight broadcloth in green, navy, brown, taupe, Copenhagen and black, these are suitable for immediate wear. Moire collar and revers trim the short kimono blouse coat and the skirt, in two-tier effect, is very smart. Coats interlined. Sizes 14 and 16 years.

Pretty Suits of Wool Gabardine \$29.75

In tango, green and navy. This model has a very jaunty belted coat, trimmed with rows of tiny buttons and a wide collar of embroidered crepe, net frilled. The tunic skirt is pleated at the back in novel fashion.

Crepe-Poplin Suits Copy of a Paris Model \$39.75

A strikingly effective model in pigskin color, Copenhagen or rose. Pointed collar and waistcoat are of white taffeta fastened with brilliant many-colored buttons and novelty striped "goldline" makes the collar of the very short coat. Three curving ruffles flare shapely over the straight skirt. Sizes 14 and 16 years.

Sport Coats of the New "Golf Cord" \$23.74

In exquisite shades of rose, old blue and gold. These low belted slightly cutaway Coats have the kimono yoke effect and fasten with loops and covered buttons of the fabric. Flowered "Jacquard" silk lines these pretty garments. Sizes 14 and 16 years.
Third Floor, 34th St.

Reliable Qualities of Staple Black Dress Goods

All our Black Dress Goods are shown to advantage on the Broadway side of the department on the Second Floor. Here you have the benefit of daylight inspection—the very best light by which to judge both texture and quality of color.

BROADCLOTHS in rich lustrous black, are imported from Belgium, all ready for the needle. Sponged, shrunken, absolutely spot proof, and their width of 54 inches cuts to excellent advantage. Due to the new tariff ruling, we are able to offer you Broadcloths which were formerly priced at \$1.98, \$2.49 and \$3.29, at \$1.68, \$1.98 and \$2.49 a yard, respectively, for the different widths. This means a very substantial saving on an entire costume.

NEW MOHAIRS, both Brilliantines and Sicilians, from the best manufacturer in Bradford, England, have just arrived and are shown in weights suitable for dresses, shirt waists and separate skirts. Brilliantines are 44 and 54 inches wide and the prices range from 50c to \$1.79 a yard. The heavier Mohair Sicilians range from 40 to 54 inches wide and are priced from 38c to \$1.99 a yard. Dearly popular for many purposes.

China, Glass, & Lamp Sale \$50,000 worth for \$30,000

An extraordinarily wide and varied showing of items whose usual price at Macy's is "Lowest-in-the-City," but are now marked at reductions of one-fourth to over one-half.

Our percentage of transactions resulting in complete satisfaction is very high, but Macy's is the easiest Store in New York at which to get your money back in any case of dissatisfaction. You MUST be satisfied. We see to it that you are.

Limoges China Dinner Sets, Were \$24.89, Now \$14.89
Fine quality china. 100 pieces, beautifully decorated with border designs. Every piece with gold.

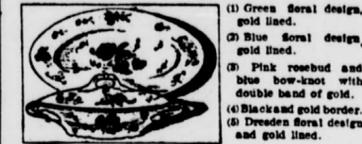
\$3,000 Worth of Fine Service Plates at About One-Third Off

Fifty or more distinctively different patterns and effects, from the most famous potteries of England, France and Germany. Prices are by the dozen.

	Were.	Now.
Aynster China, Turquoise border and rose panel design.	\$17.50	\$11.00
Poley China, Traced gold with rosebud border.	\$18.50	\$12.00
Wedgwood China, Ivy leaf border.	\$23.50	\$14.89
Limoges China, Double acid border with bacchante figures in centre of border.	\$29.75	\$19.49
Coalport China, Traced gold border and festoon design.	\$24.75	\$22.00
Casden China, Traced gold border with cluster of flowers.	\$24.75	\$20.75
Royal Crown Derby, Acid gold edge with old rose band.	\$24.75	\$21.75
Crown Sutherland, Double acid border with raised gold flowers.	\$24.75	\$21.75
Bredon, Cream border with raised gold wreaths and jewels all over border.	\$24.75	\$21.75
Wedgwood China, Gold border and hand-painted American Beauty in centre of plate.	\$24.75	\$21.75
Limoges China, Maroon border heavily enlaced with gold floral design.	\$24.75	\$21.75

Open Stock Schwarzbürg China, One-fourth Off

The "open stock" system allows you to make up a set in any number of pieces that may fit your individual needs, and to make subsequent additions at small cost. The patterns offered at one-fourth off are:



- (1) Green floral design, gold lined.
- (2) Blue floral design, gold lined.
- (3) Pink rosebud and blue bow-tie with double band of gold.
- (4) Black and gold border.
- (5) Dresden floral design and gold lined.

Tneo, Haviland Decorated Dinner Sets, Were \$23.89, Now \$15.89
Set of 100 pieces. Decorated with pretty floral designs. Stippled gold on handles.

Decorated Limoges Dinner-Ware Savings of One-Half

French shape, beautifully decorated with border design and gold lined, at less than the cost of white ware.

	15c	12c	Covered Vegetable Dishes,	69c
Dinner Plates,	15c	12c	Uncovered Vegetable Dishes,	39c
Tea Plates,	15c	12c	Butter Dishes,	39c
Individual Butters,	3c		Sugars (covered),	39c
Preserve Saucers,	10c		Cream Pitchers,	23c
Small Meat Dishes,	39c		Tea Cups and Saucers,	19c
Large Meat Dishes,	49c		Soup Plates,	12c
Sauce Boats,	49c			
Pickle Dishes,	19c			

Special Tables of Bric-a-Brac Much Reduced

At 97c | A table of pieces whose former "Lowest-in-the-City" prices were \$1.24 to \$1.98.
At \$1.49 | A table of pieces formerly priced from \$1.98 to \$2.97.
At \$1.97 | A table of pieces formerly ranging in price from \$2.24 to \$3.89.

Electric Boudoir Lamps That Were \$5.49 Now \$4.29

Stands, 13 inches high, of solid mahogany or hand-carved gilt wood. Dainty silk shades of old rose, old gold, pink, red, green and blue. Wired complete with silk cord and plug for attaching to any electric light fixture by removing a bulb. Other special offerings in Electric Table Lamps up to those with hand-carved 18-in. wood stands, at \$11.99 (were \$16.99).



Charming New Blouses Three Models at \$4.89

CHIFFON BLOUSES (as illustrated) are in apricot, flesh pink and white-over-white chiffon lining. The pretty collar and cuffs are of delicately embroidered ecru batiste, its creamy tone blending softly with the chiffon in effective fashion.



CREPE DE CHINE BLOUSES in a very simple but graceful "tie-on" model, are of white crepe de chine with cravat, cuffs and tiny buttons of Copenhagen or topaz satin. The surplice fronts cross and are knotted at the back of this smart blouse, which is copied from a Paris model.

SHADOW LACE BLOUSES of fine meshed creamy lace over flesh pink chiffon are very dainty in style and have corded butterfly sleeves and yokes. Collar and waistcoat are of heavy Venice lace and the frills finishing collar and sleeves are of picot edged net.
Third Floor, 34th St.

WHITE FRENCH PIQUE (yd.), 29c

Macy's usual prices for these qualities are 59c, 69c and 79c. A special offering of 4258 yards of excellent Pique, from famous French looms, in five sizes of cords; 31 inches wide; wears and launders exceptionally well; much in demand this year for smart looking suits, skirts, waists, and dresses for women. Also for a variety of other uses, such as children's dresses, boys' suits, men's shirts, and nurses' uniforms.
White Goods Dept., Second Floor, Centre.

The Escalators are the most convenient means of reaching the upper merchandise floors. They are always in motion. Safe, Convenient, Quick, and pleasant to ride on.

WOMEN'S PURE IRISH LINEN HEMSTITCHED HANDKERCHIEFS

Good serviceable quality of linen; very specially priced. Finer quality (elsewhere 12 1/2c) Macy's price 6 for 49c.

Wide hem Handkerchiefs with neat corner designs in color are 15c each; elsewhere 25c.

Extra fine, hand-hemstitched Handkerchiefs with hems either 1/4 or 3/8 inch deep are priced 24c, though they sell elsewhere for 50c each. Main Floor, 34th Street.

Table Linens From Ireland Suggestions For Saving

Fresh shipments just off the boat of Macy's well-known No. 100 Damask Table Cloths, made of clean flax yarn, splendidly bleached and finished. Handsome circular designs.

At \$2.69	At \$3.29	At \$4.29
Cloths Size 70x72 Inches	Cloths Size 70x90 Inches	Cloths Size 70x106 Inches
Napkins to match (22 inch) at \$2.97 the doz., and (24 in.) at \$3.79.		
Damask in 72-in. width at (yd.) 98c, and 24-in. Napkins to match at (doz.) \$2.97.		

Second Floor, 35th Street.

Axminster Carpets Reduced to (yd.), 79c

Macy's prices were \$1.14 and \$1.34. A clearance of patterns that, while in every way desirable, will be discontinued by the mill after this season. All-wool yarn, in a good selection of colors and patterns. Some with borders to match.
Fourth Floor, 35th St.

Extra Weight Automobile And Steamer Rugs, \$3.24

In reversible plaids with heavy fringe at both ends. Size 64 x 84 inches.

An endless variety of new plaids—some reversible, with plain backs to match, are shown in strictly all-wool Rugs. In two sizes: 60x78 and 64x84 inches, in varying qualities at \$3.89, \$5.19 and \$6.49 each.

The gorgeously colored Indian Wool Blankets at \$3.00 each are useful not only for traveling but for slumber robes, couch covers, or bed blankets.

Elwood Steamer Rugs of extra fine weave and high grade finish, in an exceptionally wide range of new and desirable plaids at \$4.99 each.
Basement, Rear.

IMPORTED ENGLISH CRETONNE, (yd.) 24c

Striped white and ecru grounds with rose garland and ribbon design in soft colored green, rose, light and dark blue. 770 yards only.

A small, old chintz design of delicate blue, gold and lavender colorings on a gray ground 28c a yard; elsewhere 35c to 40c.

Beautiful tapestry and verdure effects in olive, blue, black, light and dark green are 34c a yard; elsewhere 45c.
Fourth Floor, 34th Street, Rear.

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Macy's

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

Suits of Serge and Taffeta—Quite the Latest Novelty, \$34.75

Copied from a CHERUIT creation the very smart model illustrated is in the ever-popular navy blue serge combined with black chiffon taffeta; cordings of serge trim the deep silk tunic which flares well out over the serge skirt.



The taffeta coat has a clever little collar of bright Roman striped silk and fastens with a fancy buckle.

Smart Suits of Crepe Poplin, \$34.75

A modified copy of a PAQUIN model—developed in navy, black, cinnamon brown and lichen green crepe poplin; the moire silk and ripple revers are featured in the graceful coat; the skirt's circular flounces while modish are not extreme.

The above model may be had in sizes for large women—as well as in the regular sizes.

Eton Suits of Wool Crepe Cloth, \$29.75

Copied from a CALLOT model—this charming Suit in Copenhagen, reseed, navy and black has a short, jaunty coat, with moire silk collar and revers and dainty ruffles of creamy embroidered chiffon. Triple ruffles of the cloth flare sharply out over the skirt, giving the fashionable lines.
Third Floor, Broadway.

New Split Straw (Lisere) Hats are \$5.94 and \$6.89

Untrimmed—Hand Blocked

The new straw used by Rebus, Georgette, Talbot and other millinery stars—in Paris—is the narrow, brilliant split straw braid termed "Lisere." This is light, very novel in effect and most becoming.

Copies of the very latest Paris shapes in this new braid all high grade—hand-blocked Hats in black, blue, myrtle, brown and other colors are here in an assortment of

Twenty Smart Shapes.

Newest Spring Coats Of "Wavélet" Cloth, \$26.75

The very clever model (illustrated) is one of the season's smartest novelties and may be worn fastened in cross-over fashion or worn open with the pointed fronts buttoned back, showing the self color lining of lustrous satin. Long black satin ties and a wide sailor collar of white gabardine add to the style of this striking garment.

Black Ottoman Cord Topcoats, \$32.75

A model of conservative but very effective style; made of fine quality Bedford cord, peau de cygne lined and cut on kimono lines with wide sleeves and straight back.

Black moire silk trims the collar and cuffs and four braided ornaments of moire fasten this modish garment.

Picturesque Coats of Black Moire \$21.74

A finely woven, shadowy patterned moire silk is used for this quaint model with three wide flaring ruffles following the fashionable lines at its foot and pleated collar, extending to form wide revers; lined with peau de cygne in contrasting color.

Smart Topcoats of Diagonal Chevot, \$19.74

In navy blue or black, this kimono-sleeve model has the new flaring ruffle at the back and is trimmed with silk cord ornaments. Shawl collar and cuffs are of black moire silk and the lining of peau de cygne.
Third Floor, Broadway.

Sample Strips of Embroidery At (Yard), 19c

Just received from a St. Gall manufacturer, edgings, insertions and galloons, embroidered on Swiss muslin, nainsook and cambric.

Some strips also for 10c and 15c a yard.

For 23c, 29c, 33c and 49c there are embroidered edgings, insertions and galloons, and also attractive demi-flouncings. 7,100 yards in all; from 2 to 6 1/2 yards in length, and 1 1/2 to 17 inches wide. If sold in the regular way, cut off the piece, the prices would range from 13c to 75c a yard.
Main Floor, Centre.

Newest French Weave Wilton Rugs at Quite Special Prices

An exceptionally wide variety of patterns and effects, including many never before shown at Macy's. The designs in every case are reproductions of rich and rare Oriental Rugs in the original colorings, and every Rug is linen finished.

Size	Elsewhere	Macy's Price
22 1/2 x 36 in.	\$4.25	\$3.74
27 x 54 in.	\$6.50	\$5.74
36 x 63 in.	\$9.50	\$8.64
4.6 x 7.6 ft.	\$22.00	\$18.48
6 ft. x 9 ft.	\$35.00	\$33.25
8.3 x 10.6 ft.	\$55.00	\$48.50
9 ft. x 12 ft.	\$60.00	\$53.25

Among other special offerings are Wilton Velvet Rugs at very low prices, and small Axminster Rugs which can be matched in several sizes.
Fourth Floor.