

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

**56<sup>th</sup> MILESTONE**

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# ANNIVERSARY

The First Department Store in America 1858  
The First New York Department Store Uptown 1902



## Women's Modish Tailor Made SUITS

Any Woman Wearing a Well Cut Tailored Suit Is Always Distinctly Smart

**Lustrous Broadcloth Suits, \$24.74**  
Verified Price Elsewhere, \$32.75

This attractive Suit is a modified copy of an Imported model. The Coat style is quite original, giving a long and short effect in one. It is richly trimmed with Hercules braid and self covered buttons; vestee of velvet. Tailoring skill distinguishes this chic, useful Suit. All regular sizes besides sizes for small women. Colors: marine blue, tete de negre, plum, Russian green and black.

THIRD FLOOR, BROADWAY, 34TH ST. SIDE.

Gloves are such an essential part of a street costume that it can either make or mar the whole effect. Very stylish worn with the above Suit would be our English Cape Walking Gloves (pair), \$1.44 Hand-sewn; spear back; one brass button and buttonhole Street shades of Tan.

MAIN FLOOR, BROADWAY.

**Tailored Corduroy Skirts, \$4.49**

Macy's Usual Price, \$5.94

Very useful Skirts suitable for sport or general utility wear; side pockets and adjustable belt. Colors: beaver, brown, green and black.

THIRD FLOOR, 34TH ST.

## Kimonos Greatly Reduced

A wonderful and well thought-out selection at prices to suit individual purses, and made for every possible occasion.

**Serpentine Crepe Kimonos, 98c** **Silk Crepe Kimonos, \$3.74**

Made of plain or flowered crepe; lingerie collar and lace trimmed sleeves and waist. Elastic at belt. Sizes 34 to 46.

**Boudoir Gowns, \$4.89** **Crepe de Chine Boudoir Gowns, \$5.74**

Long and loose model of crepe de chine; pleated net frills the neck and sleeves. Very original is a strap at the knee that gives a graceful draped fullness.

THIRD FLOOR, 34TH ST.

## PETTICOATS

The full flared skirt calls for the Petticoat again. Our assortment is large, materials dependable and prices attractive.

**\$3.50 Petticoats, \$1.89** **\$4.89 Petticoats, \$3.49**

Made of messaline accordion-pleated flounces finished with Vandye points. Also chiffon taffeta with silk underlay; black and all staple colorings.

**\$3.00 Petticoats, \$2.29** **\$4.00 Petticoats, \$2.89**

Made of all-silk Jersey with flounce of same material. Another style has messaline pleated flounce. Colors: Black, Tete de Negre, Russian, Emerald, Navy Blue, and Ruby.

THIRD FLOOR, CENTRE, REAR.

**"Marchioness" Glove Silk VESTS, \$1.79**

Beautifully embroidered in large and small floral designs, reinforced and finished with band top. White, Pink and Sky.

**Imported Swiss Merino Vests, 79c**

Just received a shipment of new, fresh goods. Low neck and sleeveless; Low neck and short sleeves; High neck and short sleeves; High neck and long sleeves.

MAIN FLOOR, CENTRE.

**Handkerchiefs (ea) 29c**

HAND EMBROIDERED IN IRELAND

Macy's Usual Price (ea), 49c and 69c.

150 dozen of the Finest Quality HAND EMBROIDERED HANDKERCHIEFS. Made of superior quality fine linen. Extraordinary variety of beautiful, novel and attractive designs.

**Women's Pure Irish Linen & Shamrock Linen HANDKERCHIEFS, 12c**

Beautiful hand embroidered corner designs in many styles.

**Men's Pure Irish Linen HANDKERCHIEFS, 9c**

Soft quality ready for use.

MAIN FLOOR, 34TH ST.

## Macy's Was Established 56 Years Ago

In celebration of the event we have arranged a Carnival of Economies for the week beginning tomorrow.

As every Department of the Store participates in the celebration, it is manifest that no one newspaper advertisement can do more than hint at the money-saving opportunities the Carnival affords.

In fact a page each in the World, American, and Herald is inadequate to accommodate all of the advertised special offerings, and the same item does not appear in any two of them.

As fast as one lot of merchandise is exhausted we expect to replace it with a lot equally attractive.

We believe that in point of Quality and Price no New York store ever approached these Offerings.

Of course the advertised lots are in a minority. Therefore, customers will do well to look for the "Not Advertised" signs throughout the Store.

## Attractive Lingerie

In Muslin and Crepe de Chine

A delightful collection of dainty Underwear that every woman can afford to have at our exceptionally low prices.

**Nightgowns, 34c**  
Macy's Usual Price, 48c.  
Trimmed with lace and embroidery.

**Nightgowns, 48c**  
Macy's Usual Price, 79c.  
12 different styles, trimmed with lace and embroidery.

**Nightgowns, \$1.89**  
Macy's Usual Price, \$2.49.  
In novelty lace trimmed designs.

**Combinations, 48c**  
Macy's Usual Price, 79c.  
Princess style, lace and embroidery trimmed.

**Nightgowns, 69c**  
Macy's Usual Price, 94c.  
In cambric and muslin; V or high neck.

**Nightgown, 94c**  
Macy's Usual Price, \$1.39.  
In Empire and other original designs.

**Nightgowns, \$3.49**  
Macy's Usual Price, \$4.96.  
Crepe de Chine. Absolutely plain, in shades of white, flesh or pale blue.

**Combinations, \$1.89**  
Macy's Usual Price, \$2.49.  
Empire style, lace trimmed.

**White Petticoats, 94c**

Macy's Usual Price, \$1.98.  
In all-over embroidery, several charming designs.

**Envelope Chemise, 94c**  
Macy's Usual Price, \$1.39.  
Hand embroidered.

**Envelope Chemise, \$1.89**  
Macy's Usual Price, \$2.49.  
In Crepe de Chine.

**Envelope Chemise, \$1.49**  
Macy's Usual Price, \$1.98.  
Hand embroidered with cluny lace.

**Envelope Chemise, \$2.89**  
Macy's Usual Price, \$3.96.  
Crepe de Chine, daintily trimmed with Valenciennes lace.

THIRD FLOOR, CENTRE, REAR.

**Men's and Women's Silk Umbrellas, \$2.59**

Twilled and Taffeta Silk. A large assortment of fancy handles, handsomely trimmed with sterling silver. Also stag horn, gun-metal and Cape horn.

**Twilled Silk Umbrellas for Men & Women, \$1.79**

Natural wood handles in the prevailing styles.

MAIN FLOOR, BROADWAY.

## Fine CHOCOLATES

Candy "De Luxe"

Reasonably Priced

**"Marquissette" Chocolates (lb.) 79c**

These are distinctly French style Chocolates with an unusual flavor. Found only in exclusive candy shops, at a much higher price than above.

**"Mille Dolce" Chocolates (2 lb. box), \$1.24**

Sold only in one size and one style box, containing two pounds. Chocolates of the highest grade; the assortment most complete — each box containing over 100 pieces and no two alike. This package is original with R. H. Macy & Co., and not to be found elsewhere.

**"Perfection" Chocolates (lb.) 59c**

We consider these delicious Chocolates on a par with the standard 80c grade sold in chain candy shops. We have them ready packed, either general assortment, or without creams, in one-half, one, two and five pound boxes. The excellence and daintiness of these delicious Chocolates have earned for them a well-merited reputation.

**"Gold Seal" Chocolates (lb.) 39c**

High grade Chocolates at a low price. Ready packed in half, one, two and five pound boxes.

Novelties in Home-Made Candies that appeal to the most fastidious are daily received from our own Candy Kitchen. Many are appropriate for Table Decorations.

MAIN FLOOR, REAR.

## Chauffeurs' Outfit, \$39.75

OVERCOAT—Irish frieze or whipcord SUIT—Gray whipcord CAP—To match suit or overcoat GLOVES—Fleece-lined, black leather.

**Automobile Fur Coats, \$12.76**  
Standard Price, \$20.00.

Black Manchurian dog. Large, full-furred skins. Coats have wind cuffs in sleeves and are 88 inches around the bottom, insuring a full sweep skirt.

FIFTH FLOOR, 34TH ST.

**Men's Maco Cotton (ea.) 49c UNDERWEAR**

Macy's Usual Price (ea.), 69c.  
Spring needle ribbed, medium weight. Shirts have long sleeves. Drawers with double gussets, sateen waist suspender straps. Well finished, in ecru color.

MAIN FLOOR, 35TH ST.

**Mackinaw Norfolk COATS for Men \$5.49**

Sold in Specialty Shops for \$8.00.  
All-wool, a large assortment in light and dark grays, with black or white checks.

Others at \$3.49 to \$12.74.  
FIFTH FLOOR, CENTRE.

## Artists' Materials

AT TYPICAL "MACY" SAVINGS

**Van Dyck Easel, \$2.94**  
Especially adapted to academic work; 72 inches high, and can be folded to meet the requirements of students working in limited space; will hold a good size canvas.

**Box of Oil Paints, \$2.19**  
Containing 12 tube colors, mahogany palette, palette knife, turpentine, drying oil, tracing and transfer paper, sable and bristle brushes, palette cup, academy board and colored studies.

**The Art Student's Water Color OUTFIT, \$1.34**

Japanned tin box, fitted with twelve tubes of moist colors and three brushes.

FIFTH FLOOR, CENTRE.

**Men's BLANKET ROBES, \$1.74**

Sold in Specialty Shops for \$3.00.  
Every Robe is cut out of one blanket. Made full and cut correct as to shape and fit. In regular robe style with worsted girdles at neck and waist.

MAIN FLOOR, 35TH ST.

**"Straus" Cut Glass Water Set, \$2.97**

Set consists of a jug and six glasses, cut in a handsome design.

BASEMENT, 34TH ST.

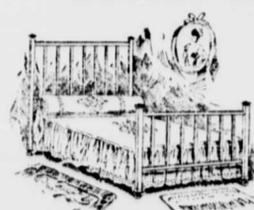
## Lace CURTAINS—Savings of 1/4

**Irish Point Lace Curtains, from Switzerland; a special purchase, (pr.) \$2.97 and \$3.96**

**French Lacet Arabian Lace Curtains, a special purchase, (pr.) \$5.94 and \$7.49**

FOURTH FLOOR, REAR.

## BRASS BED, \$20.24



(As illustrated). Has two-inch square posts with 7 one-inch square filling rods and 1 1/2-inch cross rod. Can be had in either satin or bright finish, finished in Damarda lacquer which is rust and damp proof, in sizes 3 ft., 3 ft. 6, 4 ft. and 4 ft. 6.

SIXTH FLOOR.

**10 Kt. Solid Gold CUFF LINKS (pr.) \$1.49**

Macy's Usual Prices, \$1.74 to \$2.24.

A special Cash purchase enables us to offer these beautiful Solid Gold Cuff Links at unusual savings. Plain Roman, engine turned, engraved and bead edge. Wide variety to select from.

MAIN FLOOR, BROADWAY.

**Inlaid Linoleum 59c (sq. yd.)**

Standard Price (sq. yd.), 85c to \$1.00.  
Practically unlimited quantities in some of the patterns. A few have slight imperfections, but most of the patterns are perfect.

FOURTH FLOOR.

**Wool Velvet Carpet (yd.) 84c**

Novel colors, novel designs, excellent for service.

FOURTH FLOOR.