

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
 Herald Square, Broadway, 34th to 40th St.

TAILORED SUITS

Copies of Paris Models

BROADCLOTH SUITS—Copy of a Cheruit model. Extremely long coat—elaborately braid trimmed and with skunk collar and cuffs adding to its elegance. The skirt on newest lines is shirred and box pleated. **\$54.75**

BROADCLOTH SUITS—Copy of a Bernard model. Distinctively military in style—these Suits, in green, brown, navy and black French broadcloth, have jaunty blouse coats fastened with heavy hand-made frogs of silk cord. High collar and cuffs are of skunk opossum fur. **\$48.75**

SUEDE CLOTH SUITS—Copy of a Caillot model, in rich "tete de negre" suede cloth with Hudson seal (died muskrat) collar, cuffs and revers. The military blouse coat is shirred at the waist and a deep shirred flounce is featured in the skirt. **\$69.75**

COVERT CLOTH SUITS—New models in tan and olive covert cloth. Suits distinguished by their clever lines and smart styles. Military—Sport Suit and Paddock models, finely hand-tailored and featuring new effects in pockets, collars and revers. **PRICED:—**
\$23.74, 28.75, 32.75 & 34.75

THIRD FLOOR, BROADWAY.

Imported COATS and WRAPS

Original Models—From Noted Designers

AFTERNOON COATS—In seal brown Broadcloth, a loosely draped model cut on Oriental lines, and extremely effective. Broad strappings of black braid finish the deep collar and are inset at the foot. **\$59.75**

CARRIAGE COATS—Purely Japanese in style, these handsome garments are in grey and black Broadcloth. The collar simulating a huge bow, the deep cuffs and the pointed flaring skirt are strapped with wide braid. **\$74.75**

SILK VELOUR COATS—Cut on military lines and with loose swinging back and straight front. The high collar, the heavy silk cord and large buttons add to its smart style. **\$89.75**

THIRD FLOOR, CENTRE.

Dancing & Dinner Gowns

Featuring the Latest Caprices of Fashion

DINNER GOWNS—Picturesque in style, with surplice coatee of black chiffon velvet, smartly trimmed with skunk bands. A soft black satin sash falls at the back over a ruffled skirt of white net. **\$38.75**

DANCING FROCKS—The classic Greek lines of this model in exquisite tints of silver green and peach "Satin d'Amour" make it especially appropriate for a Dancing Gown. Lame lace in gleaming silver, on creamy net, makes the sleeveless bodice and the long overdrapery of the skirt. **\$49.75**

THIRD FLOOR, BROADWAY.

Imported Mandarin Coats for Boudoir Wear
\$4.49

Luxurious garments of silk crepe in Copenhagen, rose, red, lavender, pink, light blue and white, daintily lined with white silk and warmly padded. Embroidered in very effective chrysanthemum and apple blossom patterns. These are ideal Lounging Robes.

Garments of this quality are sold elsewhere at \$7.94.
 THIRD FLOOR, 34TH ST.

MAIDS' APRONS

Neat, trim, well made Aprons are essential for the maid who wishes to express good taste and be correctly dressed.

ONE GROUP OF APRONS gives a choice of several styles. The materials are varied, including fine dotted swiss, good quality lawn, all over embroidery, lace striped lawn and barred dimity. Many of these are inset with bands of embroidery; several have fancy bibs and shoulder straps. **94c**

ANOTHER GROUP—Fine lawn, combined with bands of embroidery; bib and shoulder straps of embroidery. **69c**

Other very desirable styles and materials at **48c, 39c and 23c.**

THIRD FLOOR, REAR.

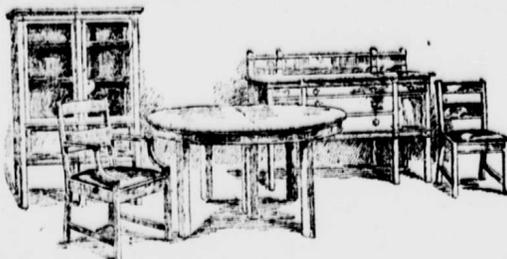
Fur Edged GAITERS

The other evening in a well-known Grill a French woman walked in, and immediately every one looked at her feet. A tiny fur edging (less than 1/2 inch wide) on her Gaiters, to match the cuffs and collar on her suit, was the attraction. It looked decidedly smart. Something new for the well-dressed woman.

FUR TRIMMING DEPARTMENT, THIRD FLOOR, SHOE DEPARTMENT, SECOND FLOOR.

DINING ROOM SUITE \$159.50

SET OF NINE PIECES



CHOICE OF THREE FINISHES

EQUALLY desirable in KAISER GRAY, FUMED OAK or GOLDEN OAK, WAXED. This Dining Room Suite is quaint and attractive in design, as shown in illustration. It is well constructed, beautifully finished and one of Macy's exceptional offerings at the low price named. **BUFFET** is 56 inches—fitted with three centre drawers, small top drawers on each side and both lined with suede for silverware. **CHINA CLOSET** stands 60 inches high and has two wood grooved shelves, straight glass ends and front, and two bottom cupboards. **OVAL EXTENSION TABLE** with six straight legs. **FIVE SIDE CHAIRS**, and one Arm Chair, covered in real leather.

SIXTH FLOOR.

Fine FUR COATS and SETS

Important Special Values

A DISPLAY that comprises both the conservative and the ultra fashionable models, in very comprehensive assortment.

BABY CARACUL COATS. A gracefully flaring model made of lustrous lightweight, flat curl skins. Robespierre collar effect. Lined with brocaded satin. **\$119.00**

HUDSON SEAL (Dyed Muskrat) COATS. Flared model—made of pliable pelts, perfectly matched, full furled and lustrous. Medici collar in seal or contrasting furs. Three-quarter length garments with Raglan sleeves, richly silk lined. **\$89.75**

BLENDED SQUIRREL COAT. Seven-eighths length model with very flaring back. Selected skins, full furled; finely satin lined. **\$129.00**

SCOTCH MOLESKIN SETS. Smart novelty cravat and large pillow muff in this soft and becoming fur; very finely lined. **\$39.75**

NATURAL RACCOON SETS. Large double animal scarf and half barrel or pillow shaped muff in dark skins of excellent quality. **\$39.75**

THIRD FLOOR, 34TH STREET.

DAINTY LINGERIE

Fine materials, pretty styles and attractive trimmings at exceptionally low prices.

NIGHTGOWNS—Four styles in Marguerite design; trimmings of fine organdy, Valenciennes lace, pin tucks and ribbon rosettes. **\$1.69**

NIGHTGOWNS—Three styles: one has yoke and sleeves, both back and front, inset with Valenciennes lace. One is an empire model with an organdy embroidery yoke and lace trimmed sleeves. **\$1.39**

The other style is V-neck, short puff sleeves and yoke of alternating rows of lace and embroidery.

CORSET COVERS—Excellent quality crepe de chine with yoke at back and front of Valenciennes lace. Rubber at waistline is encased in lace that extends into the crepe as a trimming; very good value. **94c**

THIRD FLOOR, CENTRE, REAR.

500 HIGH GRADE Black VELVET HATS

Made of Lyons Silk Velvet

A manufacturer of superior Untrimmed Hats made these Hats for us at a great sacrifice. They are all hand-blocked and finished with French edges. Twenty-five of the newest shapes to select from—majority are large and medium size Sailors, also some close-fitting shapes. Black only. **\$2.97**
 Standard Price, \$5.00.

SECOND FLOOR, 34TH ST.

The New Circular PETTICOATS

Deep sectional flounces edged with tiny ruffles finish these Circular Petticoats of heavy messaline silk. Cut on the fashionable "swirling" lines—these are essential with the new Skirt effects.

In black, and leading street shades. **Priced \$4.69.**

THIRD FLOOR, CENTRE, REAR.

Imported NOVELTIES for the DINING TABLE

UNIQUE and useful pieces imported direct by us, thereby saving jobber's profits. Naturally they are priced lower than they can be bought elsewhere in New York.

Made of fine quality nickel silver, Sheffield quality, heavily silver plated. Many are of glass attractively mounted, and cannot be duplicated in New York.

- After Dinner Coffee Sets, as low as **\$9.94**
- Smoking and Cordial Sets, as low as **\$14.89**
- Footed Fruit Dishes, as low as **\$11.89**
- Ice Cream Sets, as low as **\$19.89**
- Cordial Sets, as low as **\$9.94**
- Relish Dishes, as low as **\$8.94**
- Fruit or Cake Baskets, as low as **\$4.96**

MAIN FLOOR, BROADWAY.

COIFFURE COMBS

Sans Gene—Geraldine Farrar

In a variety of styles—plain, carved—studded with Rhinestones or colored Jewels—also exact copies of diamond models closely set with Rhinestones in aluminum with the appearance of platinum.

Prices range from **49c to \$24.74.**

"SANS GENE" COMBS—Two styles; carved and studded with rhinestones, or all studded with rhinestones. Demi-amber color. **\$1.49**

"A support as well as an ornament."
"GERALDINE FARRAR" COMBS—High effect, round or square shape; edge paved with fine cut rhinestones. **\$1.49**

Can be worn high in back, or on the side. **MAIN FLOOR, 34TH ST.**

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Imported BLANKETS

Fine and Serviceable Qualities

FROM ENGLAND — Striped wool Blankets. **\$3.89** Each.

FROM SWITZERLAND — Jacquard wool Blankets. **\$7.89** Each.

FROM FRANCE — Striped wool Blankets. **\$8.79** Each.

FROM HOLLAND — Heavy figured wool Blankets. **\$7.94** Each.

FROM GERMANY — Real camel's hair Blankets. **\$13.49** Each.

FROM AUSTRIA — Finest camel's hair Blankets. **\$22.49** Each.

VERY SPECIAL—100 dozen Silkline Comfortables. Figured both sides—all colors, light, medium and dark patterns. **\$1.24 each.**

Macy's Usual Price, \$1.50
 BASEMENT, REAR.

Macy's DIAMOND JEWELRY

DIAMONDS are a good investment— This has been demonstrated by the fact that while securities have dropped in value, Diamonds show a marked tendency to increase in price.

Macy's prices are from 15% to 20% lower than elsewhere on Diamonds of equal quality. When buying Diamonds at Macy's you are assured of three vital facts:

- They are exactly as represented!
- They are safely and correctly mounted!
- They are sold at "Lowest-in-the-City" Prices!

New pieces suitable for Christmas Gifts are being added daily to our present comprehensive stock. A visit to our Diamond Section will be interesting to you—and a purchase there will be a good investment.

MAIN FLOOR, BROADWAY, 34TH ST.

NOVELTY COATINGS Greatly Reduced

IN this collection you will find a special showing in Brocaded Velours, medium light color effects suitable for Evening Wraps. **Yard, \$4.96**

Many of these are in coat lengths only, and cannot be duplicated.

TWO "SPECIALS"

- 50-inch Artificial Silk Plush Brocade, Black, (y.d.) **\$4.49**
- 50-inch Artificial Silk Plush Coating, street, and evening shades. **Yard, \$2.97**

SECOND FLOOR, BROADWAY.

Superior Quality Habutai Silk (yd.) 68c

Verified Price elsewhere \$1.00

Good quality and weight; **36 inches wide.** Fresh color and white.

Most desirable fabric this season for making under-bodices, blouses, foundations for evening gowns, etc. **SECOND FLOOR, 35TH ST.**

54-Inch Covert Coatings (yd.) \$3.96

Covert Cloths are growing in favor daily, and we are showing a splendid line in the correct colors. **SECOND FLOOR, BROADWAY.**

Real Madeira Hand Embroidered Lunch Sets

Neatly scalloped with effective eyelet embroidery in several patterns. Set consists of:

- Six 5-inch Doylies
- Six 10-inch Doylies
- One 21-inch Centerpiece

Set, \$3.96
 Macy's Usual Price, \$4.95
SECOND FLOOR, 35TH ST.

See the Macy Grocery Advertisement in Today's Herald, World and American.