

STORE HOURS
9 to 5:30

BE FAIR TO YOURSELF
If you have not had your eyes examined during the past year, you owe it to yourself to visit MACY'S. Our Optical Department gives a three fold service:
Registered specialists to examine your eyes without extra charge.
Skillful mechanics to make or repair your glasses.
Trained Opticians to fit and adjust the frames—
at lowest-in-the-city prices.
MACY'S—Main Floor, Balcony, 34th St., Rear.

R. H. Macy & Co. Attractions Are Prices—Quality—Service.
Macy's
Herald Square E'way, 34th to 35th St.

TO DRIVE AWAY DULL CARE
Music in all its enjoyment at MACY'S in music rolls, records, sheet music, Ru-stellas and other phonographs at attractive lowest-in-the-city prices.
MACY'S—Music Dept., Fourth Floor, 34th St., Rear.

STORE HOURS
9 to 5:30



An exceptionally smart right-up-to-the-minute

Brogue Oxford for Women
\$10.98

In this model we are showing one of the season's most wanted styles—medium shade of brown—wing tips and heavy perforations that lend an unusual snap to the last. Low leather heels and light welted soles.

Women's Dressy Pumps

Unusual \$5.59 Offer

This smart modeled shoe will appeal to many women. Really distinctive in its full Louis XV, heels and turned soles—in patent leather, gun metal, calf skin with satin back, mat kid skin, brown kid and calf skin.

And its former price was \$12.98!
Sizes incomplete.

MACY'S—Second Floor, Rear.

New Millinery for May

Summer styles in lovely hair hats are expressed in the new shades. Imported flowers, wheat and grapes make effective trimming. There are soft hats made of imported crepes, black Chantilly hats trimmed with beads and soft fancy feathers. Stunning hats in hair and Chantilly, with Coura and paradise trimming in the very color which will combine most effectively with gown or wrap.



MACY'S—Millinery Salon—Second Floor, 34th Street, Front.

New Hats From England

A new shipment of sport hats has just been received from England. Many lovely soft hats in milan, milan hemp and novelty braid are in a variety of colors.

Two Charming Negligees

The slender length of line of the one illustrated is developed with narrow pleats in rich crepe de chine. The loose coat is of georgette, elaborately trimmed with rich cream lace. Silken tassels and tiny rosebuds add bright bits of color to the general soft effect. Sizes 38 to 44.

Pink, light blue and orchid.
\$24.74

tax \$1.73

A slip-on negligee of unusual design is made of crepe de chine. Points on the collar and wide sleeves are trimmed with silk covered balls of contrasting colors. There is a sash and pocket.

Pink, light blue, rose, Copenhagen and lavender.

\$9.74

tax 73c

MACY'S—Third Floor, 34th Street.



A One Week Special
Engraved Stationery and Cards
For the June Bride

Dainty cards and announcements that spread the glad news of the June nuptials

Wedding Invitations or Announcements

SPECIAL \$12.69 per 100

(Our regular price is \$16.08)

On a very good grade of paper, panelled sheet. Engraved in script type, allowing 7 lines of type. Additional lines 79c each. Reg. price 94c.

Personal Cards for the Bride or Groom

and desirable for other uses.

New Plate, allowing name only (and 100 cards) for \$2.12
Cards made from your own plate (100) 1.19

MACY'S—Main Floor, Centre.

Imported Organdie \$1.29 yd.

Our regular price, \$1.49

A good quality transparent organdie of permanent finish. Comes in all the desirable shades. 44 inches wide.

MACY'S—Second Floor, Centre.

Imported Silk Pongee

has no rival for practical dresses and blouses for Spring and Summer wear.

Good quality, pure silk, natural color. 32 in.

\$1.19 yd.

MACY'S—Second Floor, 34th St.

Two Specials in Navy Blue Serge
\$4.49 yd. **\$3.89 yd.**

56 inches wide

54 inches wide

Our regular price \$6.49 Inferior quality elsewhere \$4.95 yd.

These are specially high-grade serges—suitable for suits, coats, dresses and capes. They come in the correct shade of men's wear blue.

We sponge these serges free of charge upon request.

MACY'S—Second Floor, 34th Street, Front.

Extraordinary Sale of
Framed Studio Pictures

of exceptional merit, and so far as we know never before shown in any other department store.

\$25.50 and \$29.75

At these unusually low prices we are offering a remarkable collection of studio pictures which embody new creations of above-the-average artistic merit.

They are reproductions, painted in oil, of valuable originals by famous American artists.

One of America's leading publishers conceived the idea of producing facsimiles over monotypes. Then the co-operation of artists of unquestionable ability was enlisted—and the result—

—facsimiles of meritorious oil paintings which, from a decorative standpoint, equal the originals themselves.

The quantity, however, was limited—and we purchased the entire lot at less than the cost of production.

The subjects include landscapes, figures and marines after the works of Bruer Crane, Onderdonk, Bruestle, Blendon Campbell and many other of our representative artists.

Every picture is set in an artistic frame expressly made for the particular subject.

MACY'S—Fourth Floor, 34th Street.

Highest Grade
Worsted Wilton Rugs

In this line of Worsted Wilton Rugs we are offering the product of one of America's best known manufacturers.

—a rug that has stood the test of years

—a rug that not only has been known for its intrinsic value but also for its appealing beauty of design and color.

No job-lots—every rug is absolutely new from the loom, and in view of the recent advance in price, our offer represents a substantial saving. For example, a 9x12 foot rug would, under the new schedule of prices, cost \$195.00. Compare this with the price listed below:

Prices and Sizes

22½ in.x36 in.	\$10.74	6 ft.x9 ft.	\$101.00
27 in.x54 in.	15.98	8 ft. 3 in.x10 ft. 6 in.	154.00
36 in.x63 in.	26.50	9 ft.x12 ft.	164.00
4 ft. 6 in.x7 ft. 6 in.	60.25		

Tapestry Brussels Rugs

An interesting assortment of these rugs is now being shown. These, too, are the product of a well-known manufacturer and are exceptionally pretty of design and color. The rugs are seamless.

8 ft. 3 in.x10 ft. 6 in. \$39.50 9 ft.x12 ft. \$42.25

Our Carpet Department is showing a good assortment of China Mattings, also a very large assortment of Prairie Grass Mattings and Runners. The China Mattings are in the typical hit and miss effects, in the various shades of color, together with plain white. The Prairie Grass Mattings and Runners are in blue, brown and green.

CHINA MATTINGS. Hit and miss effects. 40 yds. to roll. White and Mottled. \$17.94, 22.14 and 22.44 per roll.

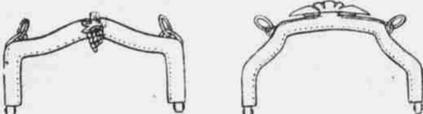
PRAIRIE GRASS MATTINGS.			
36-inch width,	\$.89 yd.	72-inch width,	\$1.84 yd.
54-inch width,	1.44 yd.		
PRAIRIE GRASS RUNNER, BOUND.			
18-inch width,	.74 yd.	27-inch width,	.89 yd.
21-inch width,	.79 yd.	36-inch width,	1.04 yd.
FIGURED PRAIRIE GRASS RUNNER.			
18-inch width,	.79 yd.	36-inch width,	1.24 yd.
21-inch width,	.89 yd.	54-inch width,	1.89 yd.
27-inch width,	1.09 yd.	72-inch width,	2.59 yd.

Linoleums

In our Linoleum Section we are showing an exceptional line of Imported Inlaid Linoleum, in parquetry, tile and moire effects. Prices are as follows:

Parquetry	1st Grade	\$3.94 per sq. yd.
	3rd Grade	2.84 per sq. yd.
	Tile effects	\$2.44 to 3.54 per sq. yd.
	Moire effects	\$2.44 per sq. yd.

MACY'S—Fourth Floor, 34th Street.



Celluloid Bag Frames
Of Fine Quality
\$2.97

When bags of silken fabrics are so popular and frames like these can be had at such low prices, every woman can afford to carry a good-looking, serviceable handbag. These frames are strongly made of fine quality celluloid in various styles and shapes. In brown, blue, green and mottled colorings. Measure from 4½ to 7 inches in length.

Notion Department
MACY'S—Main Floor, Rear, 34th Street.



French Blouses Ever New in Details

French ideas in color combinations, in designs, in materials and in variety of little ways indescribably chic, are used in the blouses pictured above.

A—Is a beaded georgette blouse with a tie sash in back. The color combinations are rose and white, and blue and white. \$27.50, tax \$1.25.

B—Is also a beaded georgette blouse with beads outlined with a contrasting embroidered thread. In all black, rose with white beads and black stitching, white with rose and green beads. \$26.50, tax \$1.15.

C—A Lanvin blouse of tricolette has a bird motif embroidered in black and outlined with a silver thread. \$49.50, tax \$3.45.

D—Colors are beautifully combined in this blouse, the silk embroidery is found on the basque band and on the collar. Jade and navy, rose and blue, black and white are the effective colors. \$22.74, tax 78c.

MACY'S—Third Floor, 34th Street, Front.

200 Gold Filled
Wrist Watches for Women
specially priced \$11.89

Our usual price \$16.89

20 year gold filled quality, a very fine model, 15 jewel, Swiss lever movement, gilt dials, on grosgrain ribbon or gold filled extension bracelets attached.



MACY'S—Main Floor, 34th Street, Front.