

ANNIVERSARY SALES

SIXTY-ONE YEARS OF SERVICE



Rowland H. Macy



Macys. 1858

Diamond Set Wrist Watches

More than 1/3 less

These Watches are sold under the usual **Macy's** one year guarantee.

Twenty-two handsome pieces, 14 and 18 kt. white gold, exquisitely hand engraved and set with 6 to 12 fine diamonds.

Each an individually stylish shape—hexagonal, rectangular, cushion, oval or other fancy style. Smart clasp of white gold on gray silk grosgrain ribbon.

8 watches	Our Usual Price Would Be \$109.00 to \$129.00	Now \$79.50
7 watches	\$82.00 to \$159.00	89.50
7 watches	149.00 to 174.00	109.00

15-jewel. Swiss lever movement.

46 Diamond Set Platinum and Gold Rings

14 kt. green gold, hand engraved or pierced. Platinum top. Set with one brilliant diamond, except 5 pieces at \$49.50, which have three diamonds.

17 rings	Our Usual Price Would Be \$33.50 to \$40.50	Now \$24.89
21 rings	41.50 to 56.50	34.50
8 rings	76.50 to 79.50	49.50

Main Floor, 34th Street, B'way.

700 Pairs Curtains and Panels 1/4 Less

Lace, Scrim, Marquisette and Ruffled Swiss Curtains, in assortments of about 4 to 41 pairs of a kind. Included are some dainty bed sets and novelty curtains. Effective patterns. Prices range from 98c for Nottingham Lace Curtains that were \$1.39 to \$1.49 for Filet Lace or Scrim panels that were \$15.49. Fourth Floor, 35th Street, Rear.

Margot Lace Flouncings \$1.98 yd.

Twenty dainty and effective designs in these full skirt width flouncings, which may be made into charming evening frocks. Ecu or black. 36 inches wide. Main Floor, 34th Street.

Women's Tan Walking Oxfords, \$4.89 pair

Formerly priced \$6.49 pair. A smart, slender model of excellent quality dark tan calfskin—just the thing for Spring wear. A well made shoe with medium high leather heels and light welted soles. Neatly perforated vamp. Second Floor, Rear.

5,000 Yards of Ribbons, 39c yd.

Ordinarily these ribbons would be up to 79c yd. so remarkable are their qualities. There are ribbons for millinery trimmings, sashes, hair bows, fancy work, smart bags and any number of things.

WIDE PLAIN AND MOIRE FAILLES, SATINS, TAFFETAS, FANCY WARP PRINTS, PLAID EFFECTS IN SATIN AND TAFFETA, DRESDENS. Widths up to 7 1/2 inches. Main Floor, 34th Street.

Black Satin Duchesse, \$1.89 yd.

Remarkable, because the quality is excellent, the weight heavy and the black rich and lustrous. 36 inches wide. Second Floor, 35th Street.

1,200 Madeira Luncheon Sets, \$2.49 set

13-piece sets of fine quality union linen, hand scalloped and effectively hand embroidered. Sets consist of six 5-inch and six 10-inch doilies and one 23-inch centerpiece. Neatly boxed. Second Floor, 35th Street.

Damask Tablecloths—Special!

Pure Irish linen tablecloths of fine quality in pretty patterns—round and other up-to-date effects. No napkins to match. Size 70 x 70 inches. Formerly \$7.89. NOW \$5.29. Size 70 x 88 inches. Formerly 9.89. NOW 6.49. Second Floor, 35th Street.

Full Size Blankets, \$4.59 pair

Good warm blankets; wool and cotton mixed. Shell whipped edges. Neat plaid color combinations, exceptional values. 68x80 inches. Verified price elsewhere for an inferior blanket, \$6.00. Basement, 34th Street, Rear.

Women's Handkerchiefs, 6 for 89c

Cotton handkerchiefs with imitation filet medallions, embroidered with pretty colored block initials. All letters except I, O, Q, U, V, X, Y, Z. Neatly boxed. Main Floor, Centre.

360 Fine White DRESSES

For Little Girls of 2 to 6

\$2.79

May be compared with dresses we have sold at \$3.24, \$3.89 and up to \$4.69

A remarkable special purchase of NEW dresses. All of fine quality dainty white voile in square and round neck styles. Empire and little yoke effects. Most of them have hand stitching in pastel colorings—French knots, smocking and other dainty hand work. Others have pink or blue pipings and trimming of embroidery.

Third Floor, 35th St., Rear.



The Store at Herald Square Celebrates The Sixty-First Anniversary

of the founding of this business with a series of sales which we believe will eclipse in economy opportunities any previous offerings.

It has always been the policy of this store to buy and sell for cash, and to offer dependable merchandise at prices lower than any other store. The strength of that policy is demonstrated in these events. We need say no more—the merchandise will tell its own story of savings to all who visit the store while the Anniversary Sales are in progress.

\$23,066.46 in Upholstery Fabrics to Go for \$17,834.63

Cretonnes, Damasks, Velours and Curtain Nets

8,039 Yards of 31 to 36 inch Cretonne Reduced

Imported and Made-in-America.

1,094 yards	36c and 39c. yd.	28c yd.
723 yards	54c, 64c and 79c yd.	39c yd.
1,776 yards	59c, 69c and 74c yd.	49c yd.
2,201 yards	74c, 84c, 98c yd.	59c yd.
642 yards	89c yd.	64c yd.
1,602 yards	\$1.12, \$1.24, to \$1.74 yd.	98c yd.

448 Yards of 50-inch Imported Cretonne

Formerly priced \$1.98 to \$2.49 yd.	\$1.24 yd.
Formerly priced 2.97 yd.	2.24 yd.

Dainty Curtain Nets

English Striped Curtain Net	40 inches wide.	Formerly priced \$1.12 yd.	98c yd.
	42 and 48 inches wide.	Formerly priced \$1.39 and \$1.59 yd.	\$1.24 yd.

Figured and Striped Novelty Curtain Nets

40 to 45 inches wide.	Formerly priced \$1.74 yd.	\$1.24 yd.
	Formerly priced \$2.34 yd.	1.98 yd.

Fine Damask

For drapery and upholstery purposes, in handsome patterns. Formerly priced \$4.24 yd. \$3.74 yd. Formerly priced 4.96 yd. 3.96 yd.

Striped Velour

Suitable for draperies and furniture coverings. 50 inches wide. Formerly priced \$5.49 yd. \$4.49 yd.

English Block Curtain Nets

40 inches wide.	Formerly priced \$1.89 yd.	\$1.49 yd.
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Embroidered Curtain Nets

28 inches wide.	Formerly priced \$1.74 yd.	\$1.24 yd.
48 inches wide.	Formerly priced \$2.49 yd.	\$1.98 yd.

Fourth Floor, 35th St., Rear.

3,500 Yards of Charmeuse Dress Satin, \$1.98 yd.

Our Usual Price \$2.49

Rich, heavy weight and excellent quality, with a fine, lustrous finish. A wide array of street and evening shades.

White, Ivory, Pink, Sky, Maize, Orchid, Lavender, Nile, Hague, Coral, Tan, Silver, Rose, Cherry, Poilu, African, Plum, Taupe, Navy Blue and Plenty of Black. 39 inches wide

Second Floor, 35th Street.

Philippine and Porto Rican LINGERIE

Specially Priced

Entirely hand made and beautifully hand embroidered

NIGHTGOWNS in V and round neck models, exquisitely hand scalloped. \$2.49

NIGHTGOWNS in more than a dozen styles, round, V and square neck effects, artistically hand finished with hemstitching, drawn work scalloping etc., and daintily hand embroidered in flower and spray patterns. \$2.79

NIGHTGOWNS in several exquisite drawn work and hand embroidered designs. \$3.79

206 Envelope Chemises, \$2.49

Not all sizes in each style, but all sizes included in this collection of fine envelope chemises, beautifully hand made and hand embroidered.

Third Floor, Rear.

Seamless Axminster RUGS A Special Purchase

The designs are copies of Chinese, Kirmanshah, Gorovan, Tabriz and Persian rugs. There are effects and colorings suitable for every room in the home.

There are slight mill imperfections in some of these rugs, which are hardly perceptible and will in no way affect the wear. The savings are substantial.

FIRST GRADE SEAMLESS AXMINSTER RUGS

22 1/2 in. x 36 in.	\$2.48	8 ft. 3 in. x 10 ft.	
27 in. x 54 in.	4.48	6 in.	\$45.25
36 in. x 70 in.	7.74	9 ft. x 9 ft.	44.75
4 ft. 6 in. x 6 ft.		9 ft. x 12 ft.	51.25
6 in.	14.74	9 ft. x 15 ft.	70.25
6 ft. x 9 ft.	26.75	12 ft. x 15 ft.	91.75
7 ft. 6 in. x 9 ft.	35.25	27 in. x 9 ft.	10.48
		27 in. x 12 ft.	14.14

SECOND GRADE SEAMLESS AXMINSTER RUGS

27 in. x 54 in.	\$4.09	6 ft. x 9 ft.	\$23.89
36 in. x 70 in.	6.89	7 ft. 6 in. x 9 ft.	31.50
4 ft. 6 in. x 6 ft.		8 ft. 3 in. x 10 ft.	
6 in.	12.98	6 in.	40.25
		9 ft. x 12 ft.	45.75

Fourth Floor, 35th St., Front.

780 Women's Georgette Blouses, \$4.49

May be compared with blouses we have sold in regular stock up to \$9.74

Many charming models of excellent heavy quality Georgette crepe, in white, flesh and high shades. Trimmed with hand-embroidery, chainette stitching, or bead work. New neck effects, frill collars, square necks, etc.; a remarkable collection.

Third Floor, 35th Street.

Coming!—A Sale of Oriental Rugs. See Tomorrow's Papers for Details.

See MACY'S Grocery Advertisement on Page 8, This Section.

20 Handsome FUR CAPES and STOLEES

\$5,045.00 for \$3,195.25

	Formerly	NOW	Formerly	NOW
Sable	\$894.00	\$594.00	Mole	\$114.00
Sable	774.00	494.00	Skunk	149.00
Mink	339.00	224.00	Sable	149.00
Sable	324.00	224.00	Hud. Seal	149.00
Sable	374.00	249.00	Mink	149.00
Mole	296.00	189.00	Mink	124.00
Skunk	229.00	149.00	Lynx	119.00
Kolinsky	249.00	124.00	Hud. Seal	114.00
Ermine	84.75	39.75	Nutria	69.75
Hud. Seal	196.00	129.00	Ermine	149.00
				44.75

Note:—Hudson seal is dyed muskrat.

Third Floor, 34th Street.

Nainsook, piece of 10 yds., \$3.79

Taken from our regular stock, where its usual price is \$4.39. Sheer, fine texture nainsook, recommended because it wears well and launders well. Excellent for lingerie and babies' wear. 40 inches wide. Second Floor, Centre.

Women's Corduroy Robes, \$6.49

These robes are lined. The price is lower than has been asked during the season for an unlined robe. Two becoming styles of excellent quality wide wale corduroy. They have large collars, pockets, sash belts, deep cuffs, are neatly finished, and lined throughout with printed silk and cotton material. Rose and Copenhagen. Third Floor, 34th Street.

French Twill Dress Serge, \$1.79 yd.

The Anniversary Sale price is less than to-day's cost of production. Fine twill serge, sponged and shrunk. Black and a good shade of blue. 54 inches wide. Second Floor, 35th St., Broadway.

725 Silk Shetland Veils, 74c ea.

Lowest verified price elsewhere \$1.50. In some stores being sold at \$2.00. These veils are pure silk. An assortment of six becoming border effects on plain and fancy meshes. Black, brown, taupe, plum, beige, navy, white. 1 1/2 yards long. Main Floor, 34th Street.

Pink Brocade Corsets, \$3.39

This is a "Marchioness" corset which is all we need to say about its good lines and fine workmanship. Low bust model with elastic inserts at top and long hips. Three pairs hose supporters. Sizes 23 to 28. White batiste brassiere trimmed with good quality Cluny lace. Size 36 to 42. 59c. Third Floor, 35th Street.

100 Chests Rogers' Table Silver, \$6.89

Full standard A1 plate. A tastefully designed, bright finish, well wearing set, which we recommend for every day use. Packed in an attractive, white lined, green moire chest. Each set consists of 6 tea spoons, 6 table spoons, 6 dinner forks, 6 dinner knives, 1 sugar spoon, 1 butter knife. One script initial engraved on each piece without extra charge. Main Floor, Broadway.

Neat Embroideries, 19c yd

Former special price, 24c yard. Embroidered bands and galloons, in a large variety of effective eyelet patterns; 4 to 10 inches wide. Second Floor, Centre.

500 Pairs Misses' and Children's Shoes, \$3.19 and \$3.69 pair

Formerly priced \$3.96 and \$4.49 pair. These shoes are of excellent quality black calf skin, with solid leather soles. Goodyear welted. Button style only; made over the Right-Shape last, which means comfort for children's feet. Sizes 8 1/2 to 11 and 11 1/2 to 2. Second Floor, Rear.

Fancy Printed Voiles, 29c yd.

Formerly priced 39c yard. Dainty white and tinted grounds, with small and large floral patterns; also a few coin spot effects. The designs are new—ready to be sewn into Spring frocks and blouses; 39 inches wide. Second Floor, Centre.

5100 Women's Union Suits, 59c

Remarkably low priced. Low neck and sleeveless style with lace trimmed or tightly fitting knee. Some finished with mercerized top and silk tape, others with hand top. Regular and extra sizes. Main Floor, Centre.

Organdie and Voile ROBES Ruffled and Embroidered \$8.89

If bought regularly would be \$11.49 to \$22.89

All parts are ready to be assembled into delightful warm-weather frocks. Made of sheer organdie or voile.

ALL WHITE, WHITE WITH COLORED EMBROIDERY, ALSO IN SOLID PINK AND SOLID BLUE ORGANDIE.

There are 3 1/2 yds of material to make the skirt, also enough plain materials and trimmings to make the waist.

Main Floor, 34th Street.