

Attractions are Prices—Quality—Service.

# Macy's

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

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

## Attention Please!

It will interest our patrons to learn that we shall close on the day of the parade now announced for **Saturday, March 22d** in order to permit our staff to take part in the Welcome that is to be accorded to our returning Heroes.



## WOMEN'S

### Silk Sweaters

In a new and unusual ribbed weave

Specially Priced **\$21.74**

This sweater is of exquisite quality heavy silk in a coat model with smart tuxedo collar extending right to the hem. There are deep pockets and a heavy tasseled sash.

In lovely shades of turquoise, khaki, pink, purple, victory blue, navy, also black and white, as illustrated.

Macy's—Third Floor, 34th Street.

On such items as these does the

## Household Linens Department

Build its reputation for high standard merchandise at low prices.

**LINEN TABLE DAMASK** \$2.49 yd.

Reduced from \$3.39 yd.—extra heavy, long wearing quality in a diversity of designs. 70 inches wide.

**LINEN DAMASK NAPKINS,** \$3.49 doz.

A variety of attractive designs, hemmed ready for use, bought months ago at unusually low prices and marked accordingly. Size 16½ x 16½ inches.

**COTTON DAMASK CLOTHS,** \$2.49 ea.

Four effective circular patterns finely woven in a linen finish. Size 63 x 63 inches.

**HEMSTITCHED LINEN TOWELS,** 49c ea.

Guest towel size in a fine birdseye weave—ends hemstitched. Size 19 x 22 inches.

**INDIVIDUAL TURKISH TOWELS,** 21c ea.

Woven of mercerized cotton yarn, soft and absorbent, with striped effects in pink, blue, gold and lavender. Size 13 x 23 inches, hemmed.

**FANCY TURKISH TOWELS,** 49c ea.

Two pretty Jacquard and striped effects in pink, blue or gold. Hemmed ends.

**BATH TOWEL SETS** \$3.79 ea.

One bath mat, two large towels, two small towels, and two wash cloths to match. Finely woven with striped centre and monogram border in pink, blue, gold and lavender. Neatly boxed.

Macy's—Second Floor, 34th St.

SALE! 9,500 Yards of

## CRETONNE—Reduced

28c 39c 49c

Originally 36c to 98c yd.

and most of these cretonnes had been reduced once before, so that this further reduction brings the price down to a phenomenally low figure.

Quality, patterns and colorings suitable for slip covers, cushions for reed furniture, draperies, bed sets, etc., for the Summer home.

Macy's—Fourth Floor, Rear, 34th Street.

SALE!

## Silk Comfortables

Pure Lambs' Wool Filled

**\$13.59**

Formerly \$20.29

Note that the former price was very low—lower in fact than similar bed quilts elsewhere are priced. Now they are marked at a big reduction.

Made of satins, taffetas and fine Japanese silks with figured centres and plain borders. Backed with fine silk mull. All in perfect condition and up to the high standard of our regular stock.

Macy's—Basement, Rear, 34th Street.

## SUITS feature smartness, DRESSES simplicity, and the New CAPES and DOLMANS show that modishness lies in clever drapery

It's Smart!

### Black Dress SATIN \$1.44 Yd.

Our usual price \$1.79 yd.

A well wearing, firmly woven quality—in a rich black. 36 inches wide.

Macy's—Second Floor, 34th Street.

### 3,000 Yards of Shantung PONGEE 88c Yd.

Our usual \$1.19 quality. Imported natural color pongee—an excellent quality and good weight. There's smartness and service in every thread. 33 inches wide.

Macy's—Second Floor, 34th Street.

### Dress Gingham Made-in-America AT THE SPECIAL PRICE 49c yd.

Our regular 59c quality

The popularity of gingham was established last year. It promises to beat its own record this year. This is a superior quality gingham for Spring and Summer dresses.

CHECKS, STRIPES, PLAIDS, PLAIN COLORS IN ALL THE NEW DESIRABLE SHADES.

31 inches wide

Macy's—Second Floor, Centre.

### Women—These OXFORDS at \$5.94

have all the attributes of much higher priced shoes. They are made on a smart but comfortable last, of dark brown, soft pliable leather in a rich coloring. The soles are welted, but lighter weight than usual, for Spring wear, and the heels are medium low.

Black Satin Overtailers are much in demand. Remembering that fact, this price is conspicuously low.

\$1.98 pair.

Macy's—Second Floor, Rear, 34th Street.

### The Style is the Woman Herself

"THERE is nothing new but that which is forgotten," Mlle. Bertin, the celebrated modiste, once remarked to Marie Antoinette when that unfortunate lady inquired whether the model of her costume was new.

Which reminds us that the young lady who selects the pretty blouses for this store returned from Paris a day or two ago.

She brought some beautiful blouses with her and a wealth of ideas to inspire workers here to produce lovely creations for the adornment of the best dressed women in the world.

It's worth a visit to the third floor these days. The New of the Mode is in prominent evidence there. New Spring suits in models selected to appeal to most exacting requirements—New Spring Dresses in soft silks and airy bright cottons—New Coats from Dolmans to Sauntering, Swanking styles—New Lingerie of sheer and shimmering fabrics, tastefully touched with embroidery and fine laces for Post-Lenten brides.

### Batiste MOM Corsets

Light enough for Spring and straight enough for smartness.

**\$2.89**

A new model of pretty pink and white batiste with girldle top, long straight hip and light but substantial boning.

Sizes 21 to 26.

Macy's—Third Floor, 34th Street.

## Two Smart Sport Blouses

Of Blazer Striped Silk

JUST 180 OF THEM AT THE REMARKABLY LOW PRICE

**\$4.69**

Excellent quality silk in stripes of bright sport colors. Fashioned with unusually smart and becoming collars and cuffs. As illustrated.



Macy's—Third Floor, 34th Street.

## Women's Spring Suits at \$39.75

Offer a wide variety of choice, as they follow Dress, Tailored and Sport Lines

THE SUIT ILLUSTRATED is of fine oxford tailored on modish, well fitting lines. The double pockets, the snug collar, the slender sleeves, the narrow belt and correct braid binding each contribute their share of smartness. The skirt is well tailored, with a narrow belt to match.

IN THE GROUP OF SUITS AT THIS PRICE THERE ARE ALSO MODELS OF FINE TWEEDS, ALL WOOL VELOUR CHECKS, SERGES AND TRICOTINES.

PRICES OF NEW SPRING SUITS RANGE FROM \$23.74 to \$179.00.

Macy's—Third Floor, 34th Street, Broadway.



## Women's Jersey Dresses

in two new models which have two things in common—smartness and simplicity,

**\$29.75**

Jersey dresses are enjoying unquestionable favor this Spring. They have a graceful way of bridging the gap between Winter and Spring apparel, and continuing into Springtime just as gracefully.

THE TWO STYLES ILLUSTRATED

are of superior quality all wool jersey. One is a straight line effect with arched yoke in front, where it is trimmed with chainette embroidery. Covered buttons trim the front, centre back and sleeves. The other features a new side tunic with a double tier insert. It is smartly trimmed with silk soutache braid.

Pattern, tape, boner or retrainer.

Macy's—Third Floor, Broadway.



## Women's Capes, Wraps and Dolmans

**\$24.74 to \$169.00**

Prove that to be Smart is to be Draped this Spring

THE CAPE-WRAP ILLUSTRATED features the charming new fashion of tiers. There are three of them, rippling ever so slightly across the back, the top one draped to form the armholes. The collar is ingenious. It is huge and shirred to form a becoming setting for one's head.

FASHIONED OF BLACK, NAVY OR TAN TRICOTINE, AND LINED THROUGHOUT WITH PUSSY WILLOW.

**\$59.75**

OTHER CAPES AND DOLMANS are fashioned of silk tricolette, silk duvetyn, bolivia, crystal cloth, velour, satin and wool jersey in new Spring shades—beige, spark blue, henna, rookie, navy, also black.

Macy's—Third Floor, Broadway.



## Three Remarkable Specials in DRESS FABRICS Wanted Now

**54-inch BLACK BROADCLOTH** \$2.97 yd.

Our regular price for this identical quality has been \$4.29 yd. It is a rich black with lustrous finish. Sponged and shrunk, ready for the needle.

**54-inch SUITING SERGE** \$1.98 yd.

We have had this serge sponged and shrunk to our own special order. It is woven of selected yarns and is the correct weight for Spring suits and separate skirts. Navy blue only.

**48-inch NAVY DRESS SERGE** Sponged and Shrunk \$1.59 yd.

2,000 yards of it. Made expressly for dresses—in just the right weight, weave and shade. It may be used appropriately for misses' and children's wear also.

Macy's—Second Floor, 34th Street, Broadway.

To keep down the cost of Golf we have made special purchases of

## 3,600 GOLF BALLS

To Sell at Special Prices

We found prices "over the bunkers" when we started to buy golf balls this Spring. Balls that were 85c are now \$1.00; balls that were \$1.00 are now \$1.25. Nevertheless, we've managed to secure some GOOD balls to sell at the following remarkably low prices.

Our Guarantee is in the "Drive" Behind Every Ball.

THE "OSPREY" \$4.24 dozen  
THE "FALCON" 5.94 dozen  
THE "CHICK" 6.94 dozen

Floater and Sinkers, English make

Macy's—Fifth Floor, Centre, Front.

## LONGCLOTHS and NAINSOOKS

At Reduced Prices

180 pieces

**40-inch LONGCLOTH, piece of 10 yards,** \$2.97

Formerly priced \$3.29. Closely woven with soft, chamois finish. Especially well wearing for women's and children's undergarments. Note the width of 40 inches, which cuts to best advantage.

105 pieces

**36-inch NAINSOOK, piece of 10 yards,** \$3.49

Formerly priced \$3.96. Fine quality, medium weight lingerie nainsook for dainty underthings and babies' wearables. 36 inches wide.

Mail Orders filled until Quantity is Exhausted.

Macy's—Second Floor, Centre.