

Attractions Are Prices—Quality—Service
Macy's
 Herald Square, B'way, 34th to 35th St.
 We Sell Dependable Merchandise at Prices Lower
 Than Any Other Store, but for Cash Only



Chapeaux La Marquise?

At \$8.50

Hats That Are Authoritatively
 Smart at a Low Price

Would you know why Chapeaux La Marquise always receive the approval of well dressed women? These hats CHANGE with advancing fashions as fast as is consistent with good taste. They REMAIN CONSTANT in quality, correctness and price.

The new hats grow brighter as spring is actually on the calendar as well as in the air. They show garlands, transparent brims, gay silk and velvet ribbons, a soft touch of Georgette crepe, a colorful ornament.

—Second Floor, 34th Street.

Women's Petticoats

Three styles at
\$4.69

TAFFETA with deep Van Dyck pleated flounce. In plain and changeable colors.

SILK JERSEY with a taffeta flounce trimmed with shirring and pointed fold of taffeta, finished with pleated ruffle. All the new colorings.

SILK JERSEY with a striped flounce (stripes running horizontally) of silk jersey, finely pleated. A variety of colorings.

—Third Floor, Rear, Centre.

Again We Have a
 Complete Collection of

"Slenda-Line" Corsets

Which have gained so many
 friends among **LARGE WOMEN**

\$14.89

The purpose of the Slenda-Line corset is to correct the large figure, to give it poise, good lines, and smart lines where possible, with the greatest degree of comfort. This is accomplished by elastic sections which reduce, reinforcements which support, skillfully fashioned back and waistline which give the effect of slenderness.

In Pink or White Coutil.
 Sizes 25 to 45.

—Third Floor, 35th St.

OFFERINGS of Unusual INTEREST for TO-MORROW

This Store will be Closed Tuesday in order that our staff may take part in the "Welcome Home" of the Victorious 27th Division

Imported Black Silks

A Choice Collection of Dependable Weaves
 and Standard Qualities at Decided Reductions.

Black Satin Charmeuse, medium weight, fine quality, double width. **\$2.59 yd.**

Black Dress Taffeta, good weight, chiffon finish. Very finely woven. 35 inches wide. **\$1.89 yd.**

Black Dress Taffeta, chiffon finish, and rich black. 39 inches wide. **\$2.19 yd.**

Black Dress Satin, good quality, lustrous finish, medium weight. 35 inches wide. **\$1.98 yd.**

Black Dress Satin, fine quality, rich, lustrous surface. 39 inches wide. **\$2.24 yd.**

Black Dress Satin, superior quality, heavy weight. 39 inches wide. **\$2.79 yd.**

—Second Floor, 34th Street.

Women's Spring Capes

Introduce the **TABLIER WAISTCOAT**

TWO NEW MODELS AT **\$69.75**



THE FIRST is of soft fine velour with panel back and graciously draped sides shirred to the shoulder yoke. The tablier waistcoat is bloused in the newest manner. This and the draped collar are of a contrasting shade, the band and belt being of the self color.

THE SECOND has so many smart features—the tablier waistcoat is narrow at the top, broadening at the bottom, and is fastened at both sides with covered buttons. Notice the clever effect achieved by the uneven bottom which lengthens into a deep point at one side.

New Coats, Capes, Dolmans and Wraps
 Are Ready at **\$16.74 to \$225.00**

A complete collection, featuring practically every fashionable style, fabric and color, awaits your choosing.

—Third Floor, Broadway.

Three Popular Weaves in

New Wool Fabrics

Which are being used in many of the smartest costumes for Spring.

For Sports Suits and Street Dresses

WOOL JERSEY CLOTH, an excellent quality, soft, and finely woven. Gray, taupe, tan, beige, heaver, Hussar blue, turquoise, Copenhagen, purple, plum, green, light brown, seal brown, navy, black. 54 inches wide. **\$3.24 yd.**

For Trimming the New Sport Suits, Coats and Sweaters

ANGORA CLOTH, soft fleecy banding. White, gray, French blue, beaver, navy. 12 inches wide. **\$3.24 yd.**

The Stand-by Fabric for Spring Dresses

NAVY FRENCH TWILL SERGE, correct in weight and well wearing in quality. 48 inches wide. **\$1.54 yd.**
 American-Made.

Black Broadcloth—\$2.97 yd.

Formerly **\$4.29 yd.**
 Special! Superior quality, sponged and shrunk. 54 inches wide.

—Second Floor, 34th Street, Broadway.

"Send Them Clothes"

Red Cross

Clothing Drive—March 24-31.

Send your other coat. Your fellow man sorely needs it in Europe. Every practical garment will be welcomed. A list of Red Cross receiving stations where bundles should be sent is advertised daily in New York morning papers.

Strangers in Town

are urged to make use of our **CORPS OF TRAINED SHOPPERS**. They have a thorough knowledge of this store and the way in which it is equipped to satisfy your every need, and are ready to answer any questions, solve any difficulties or unravel any perplexities that may beset you while shopping. They will accompany you on your shopping tour or shop in your stead if you so desire. This service is without charge.

—Main Floor, 34th Street, Near Elevators.

That ruffles and youth take kindly to each other is shown in a

New Spring Frocks for a Miss

\$33.75

This is a charming little dress that combines taffeta and Georgette Crepe—taffeta for the crisp ruffles of the skirt, Georgette for the pleated bodice. Its youthfulness is accentuated by the round neck and the simplicity of its trimming, a pleated frill of white Georgette. The crushed girdle is of taffeta.

In Navy, Taupe, Seal Brown, and Black.

—Third Floor, 34th Street.



Women's Spring Suits

Our Special Collection at

\$39.75

offers a solution to almost every woman's problem of a Spring suit. So careful has been our planning, so tasteful our selections in assembling this collection of suits that we believe it expresses all ideas on the subject of smartness.

Smart turnback rever suits with vestees of pongee, and narrow shoe-string belts, beautifully tailored suits of fine Oxford cloth bound with silk braid, and many models of serge in fitted, semi-fitted and belted effects. Two of the styles are illustrated.

—Third Floor, 34th Street, Broadway.

real filet laces

A Sale! 5,000 yards of some of the most exquisitely fine filet laces it has ever been our good fortune to obtain. Designs and widths suitable for the finest lingerie, Summer frocks and blouses.

Little Short of Phenomenal at These Prices

89c \$1.19 \$1.79 Yd.

Our usual prices would be \$1.09 to \$2.89 yd.

A fine Picot edge for trimmings—29c yd.

—Main Floor, 34th St.

SALE of Framed Pictures at 1/3 off

530 pictures selected from regular stock for this sale and including Mezzotints, hand colored Photogravures, Carbons, Medici Prints, reproductions of Holbein drawings—all appropriately framed in various styles of gilt and wood frames.

SALE 79c to \$29.75

Originally \$1.24 to \$45.25

Colored Reproductions of old and modern masters, frames of walnut veneer, mahogany finish and other styles. Originally \$1.24 to \$11.89. SALE 79c to \$6.89.

Imported Reproductions—some over 100 years old—of Holbein's drawings, the originals of which hang in Windsor Castle, England. Originally \$9.94 to \$14.89. SALE \$6.49 to \$9.92.

Colored Prints and facsimile reproductions of a large variety of subjects. Various styles of gilt and wood frames. Originally \$1.49 to \$7.49. SALE 99c to \$4.96.

Imported Medici Reproductions of celebrated paintings, framed artistically in frames made especially to suit the subject. Originally \$2.97 to \$17.34. SALE \$1.98 to \$11.49.

Hand Colored Photogravures, imported and domestic, in landscape and figure subjects, framed in antique gilt frames. Originally \$2.74 to \$29.75. SALE \$1.79 to \$19.84.

Signed Proof Mezzotints by well known engravers, such as Martindale, Hester, Bird, Skrimshire, Norman and others. Originally \$10.29 to \$45.25. SALE \$6.24 to \$29.75.

—Fourth Floor, 34th St.



Small Furs Are in Vogue

Our Spring Collection of Fashionable Pelts is ready for your choosing.

The smart complement to the tailored costume for Spring is the small fur. Single, double or three skin effects in the small brown furs produce the fashionable neckpiece.

Hudson Bay Sable Stone Marten
 Russian Sable Mink, Fisher
 Foxes, too, in all the desirable shades.

—Third Floor, 34th Street.

Every Woman Who Owns a Suit Should Be Interested in
 This Special Collection of

LUSTRE SILK WASHABLE SATIN GEORGETTE CREPE SILK GINGHAM 460 BLOUSES

At **\$3.74**

The lustre silk blouses are a heavy quality, in tailored model with convertible collar and military pockets. Georgette crepe and washable satin blouses in simple tailored or dressy styles with effective embroidery or trimming of fine laces. Silk gingham blouses in tailored models.

WHITE OR FLESH

—Third Floor, 34th Street.

Women's Serge Dresses

In New Models of Unquestionable Smartness

\$29.75

THE DRESS ILLUSTRATED features a new and striking trimming of black silk braid in semi-circles. The long tunic is open at the left side, showing a row of buttons. The slender shawl collar gives long lines. It reveals a fine white organdie vestee.



ANOTHER MODEL, fashioned on simple lines, has the skirt caught at the sides with buttons, giving a narrow silhouette. The blouse is embroidered in silk and beads in front and at the neck.

A THIRD is a suit dress, the coat of which is smartly embroidered in black silk chain stitching. Left open slightly in front, it shows a vestee of tuckd Georgette crepe.

Other models of Serge priced \$14.74 to \$98.75
 Many handsome man-tailored Dresses of Tricoline.

—Third Floor, Broadway.

R. H. Macy & Co
 HERALD SQUARE NEW YORK

Store Opens 9 A. M. Closes 5:30 P. M.