

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

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

PRICES, in many instances are 1/5 to 1/3 LESS than former yard prices in this SALE of

Store Hours, 9:00 A. M. to 5:30 P. M.

June sale of Summer frocks

for little girls of 2 to 6

and Mother may buy any of them for a sum that is sure to appeal to her saving instincts. When we started looking for frocks that were pretty enough and practical enough for this June event, we found so many lovely ones that it was hard to choose among them, so the end of it all was that we selected

27 different styles

Of course we chose lots of white ones—every Mother knows what a boon they are—always fresh and pretty after every rubbing, and very easy to launder when they're as simply made as these.

There are 20 styles in white dresses. Dainty dotted-Swiss, fine dimities, cool voiles, lawns and organdies, in Empire, or "straight from the shoulder" styles, trimmed in laces, ribbon, bits of hand embroidery and hand smocking, tucks, etc.

There are 7 styles in colored Frocks. All of these are made of sheer, soft voile in the daintiest of pastel colorings—two of them are prettily patterned, the others are solid colored—they are trimmed with collars and cuffs or trills of white, hand smocking or hand embroidery. One has a yoke, sash, and pocket trimming of rosebud lawn.

They range from \$1.94 to \$5.89

Macy's—Third Floor, rear, 35th St.

The wool goods section

contributes its share of appropriate weaves to the summer wardrobe.

All wool dress serge \$2.69 yd.

All wool, Summer weight dress serge, light weight but well woven, in the correct shade of men's wear blue. 54 inches wide.

Colored corduroy \$1.04 yd.

More than thirty fashionable shades of wide wale, excellent quality corduroy for sport skirts, suits and coats. Plenty of white included. 31 inches wide.

Cut lengths of wool goods—less

Skirt, suit, coat and dress lengths of all the season's desirable wool fabrics, at considerably less than when sold by the yard.

Macy's—Second Floor, 35th St., Broadway.



New overblouses

In four new versions, all fused with the spirit of summer

If asked to explain the charm of the overblouse, we would attribute it to the extreme simplicity of line that characterizes it, and naive lack of trimming rather than the presence of it. But these blouses tell the story better than words:

A. Overblouse of embroidered dotted voile with lace edged collar and cuffs of fine organdie, in orchid, rose and green with double faced satin ribbon to match. \$6.49.

B. Slip-over overblouse of embroidered voile with short sleeves and twisted cord girdle. \$19.12 (with tax).

C. Slip-over overblouse of sheer voile with lower part effectively embroidered, and upper part piped and trimmed with tiny buttons. \$19.12 (with tax).

D. Overblouse of burlap weave linen-cloth with hand made linen lace trimming. Braided girdle of the material. \$23.52 (with tax).

Macy's—Third Floor, 34th Street.

French corsets

MADE ENTIRELY OF ELASTIC

suggest the ideal solution to the problem of being comfortably corseted in summertime. And since American women are rapidly adopting the French vogue of the uncorseted figure, these elastic girdles that start below the waistline and just give firmness to the line of the hips should be more than welcome.

THEY ARE BEAUTIFULLY FASHIONED, OF SOLID, CHAIN AND MESH ELASTIC.

A slip-on corset of a single solid piece of elastic with neither openings nor fastenings. \$7.14 with tax

A one-piece corset of elastic boned only at the back and front, soft but firm. \$10.89 with tax

A slip-on corset of chain weave elastic, just 10 inches wide. Entirely without boning. \$9.34 with tax

A corset of mesh elastic that comes just an inch above the waistline. Very slightly boned. \$16.89

Macy's—Third Floor, 34th Street.

WOMEN—never consider your wardrobe complete without a pair of

Trim brown oxfords

The occasions on which they are appropriate are many—the occasions on which nothing else is appropriate are sufficient to justify their presence in every carefully planned wardrobe.

This style at \$7.49 pair

has all the outward and visible signs of much more expensive footwear. They are made of stout but comfortable leather, over a practical last with slightly rounded toe. The wing tips are simulated by perforations and this same trimming outlines the seams. Light welted soles and medium low leather heels.

The sale of white shoes at \$4.24

continues. There is still a satisfactory choice of high and low shoes of canvas or kid-skin. Sizes incomplete.

Macy's—Second Floor, rear, 35th St.

New!

The dogwood pattern in CRETONNE.

It is a very pretty cretonne and very different—seldom does one find a pattern where the artist's idea strays out so clear and crisp—unmarred by a superabundance of color or extraneous motifs.

The ground is a soft, neutral beige tone, broken at set intervals by wide black stripes, and in the other spaces, the dogwood blooms its ten blossoms slightly tinged at the edges with a rosy tint.

It is 36 inches wide and is priced 84c yd.

Macy's—Fourth Floor, rear, 35th St.

New!

TABLE and CHAIRS for the breakfast room or Summer dining room.

This little five-piece set depends for charm, not so much on delicacy of color,—as is the case with most suites of this kind,—as on delicacy of design.

It is mahogany finished on birch and mahogany—the sturdy simplicity of Queen Anne's furniture is reflected in the design, but there is an added lightness and grace of line.

The shell motif, a familiar one of the period, accounts for the uneven edge of the table, and for the decoration on the panel backs of the chairs, which are low and rush seated. The spoon foot has also been borrowed from that period.

Price for the five pieces—\$123.46

Macy's—Sixth Floor.

From regular stock—175 women's choice SUITS now \$27.75 to \$64.75

Formerly priced \$49.75 to \$94.75

Regardless of how much we COULD sell them for (so many of them are appropriate for immediate and Summer wear), we have taken consideration only of the day on which they were put into our stocks, and lowered their prices because they have "overstayed."

Superior suits of fine serges, tricelines, excellent wool checks, chambray jerseys and smart mixtures, in styles that show consummate skill in tailoring and unquestionable smartness. All silk lined. Sizes 34 to 48.

Macy's—Third Floor, 34th St., Rear.

Petticoats FOR WOMEN \$4.69

Desirable models in lovely changeable silks. Messaline and deep flounce trimmed with pin-tucks and fluted ruffles make one petticoat attractive. It is made in all the colors as well as black.

A taffeta petticoat is fashioned of heavy silk in changeable colors. The flounce is finished with a little ruffling and two tucks.

Macy's—Third Floor, 35th St., Centre.

New!

A Silk Jersey Slip-on SWEATER that may be worn instead of a blouse. It is developed in most wanted shade, and the bell sleeves as well as the bottom of the front and back of the tunic are embroidered in worsted.

The neck is cut V fashion and is bound by a corded band of the material. The simple lines and narrow string sash lend much to the smartness of the sweater.

The price is \$59.75.

Macy's—Third Floor, 34th St.

These three negligees

Take the summer spirit of the world outdoors into the boudoir



A. \$7.74

B. \$8.89

This cool and dainty slip-over negligee is of crepe de chine. It is shirred at the Empire waistline and trimmed with a simple cording at the neck. Turquoise, coal, maize, rose, Copenhagen.

A becoming breakfast coat of excellent quality changeable taffeta, prettily corded, and made extra long. Its colorings are lovely—peacock blue, wine, slate, rose, pink or light blue.

C. \$12.89

Crepe de chine negligee in Empire style with the skirt box pleated in narrow effect and the all-over lace coat bound with crepe de chine. Pink, blue or orchid.

Macy's—Third Floor, 34th Street.

Women's summer SKIRTS

justify the use of the word "artistic" to describe them.



Skirts were never before so varied in style, so charmingly fashioned, at once so daring and so delicate in coloring. There are skirts specially designed for afternoon wear—lovely billowy things of soft Georgette in two-tone colorings.

There are the smartest kinds of sport skirts shown in every new weave of silk shot crepes and lustrous satins. Many skirts show how charming embroidery may be when it appears in unexpected places.

Some of the Newest Notes in Skirts Are:

- Accordion pleated skirts of crepe de chine.
- Tricolette skirts with borders of tricotine.
- Georgette skirts with bands of taffeta.
- Silk shot crepes in diamond and block weaves.
- Waterfall corduroy skirts in clever sport models.
- Gleaming baronet satin skirts with sport pockets.
- Moire poplins, bordered foulards, embroidered failles.

Macy's—Third Floor, Centre.

Bathing suits

Fashioned with all the tastefulness that is lavished on dresses

A taffeta bathing suit that slips over the head is trimmed in a unique manner with little up-standing ruffles, fringed at the ends. A silk rope girdle forms the sash. Black and purple or navy and green changeable effects. Illustrated B. \$14.74.

Satin bathing suit with smart lines is sleeveless. The bodice has deep horizontal tucks; the skirt is full. Double straps cross at the shoulders. As Illustrated A. \$8.74.

Black satin bathing suit in surplice effect is corded at the waistline on elastics. The points of the surplice tie on the shoulders. White piping give a smart finish. \$8.74.

Slip-on bathing suit of black surf satin is fashioned with square neck. The front of the suit is trimmed with horizontal bands of graduated size, piped in contrasting color. \$4.69.

Macy's—Third Floor, Centre, Broadway.

New!

NAVY GEORGETTE is the material and multi-colored beads, tucks and ball buttons the trimming on a new gown in the Women's Dress Section.

The satin foundation is graced by a Russian blouse of georgette, with the wide sleeves and the tunic banded with a border of beads in a circle and leaf motif. A wide girdle of moire ribbon for the sash and the bright bead trimming combine to make it a most attractive costume for afternoon wear.

The price is \$139.00.

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

The new Handkerchiefs from Paris

show how much that is really artistic may be concentrated into a small space. Very often the "much that is artistic" is very little indeed, but deft placing makes it lovely out of all proportion to its size.

the printed linen handkerchiefs

prove that they were meant to be used in summertime by the borders of little black birds or dainty foliage that appear silhouetted against their colored borders. Some very proper little handkerchiefs have geometric squares or diagonal lines in black against the colored grounds of the borders. Others are quite gay with stenciled baskets or funny little flowers such as one sees in quaint calico patterns. 74c to \$1.39 each

how to be beautiful 'though white

is conclusively shown by some exquisite white linen handkerchiefs with inlaid corners or borders. Sometimes there's a bit of fine punchwork or veining as an added bit of daintiness, or the little inlaid squares or circles are all the daintiness they need.

\$1.39 and \$1.49 each

Macy's—Main Floor, Centre.

An important CLEARANCE of just 85 women's capes, coats and wraps now \$49.75 to \$149.00

Originally priced \$69.75 to \$225.00

Reduction ranges from \$15.00 to \$75.00



Every garment in the collection was taken from our regular stock. Evening wraps, day wraps, coats for dress, motoring and general utility wear—all appropriate for Summer wear, are included in this clearance. But one or two of a kind.

The fabrics

Soft bolivias, silk duvetyn, tricolette, tricotine, satin, embroidered taffeta, silk ribbed tricolette, Georgette crepe.

The colorings

Coral, sand, henna, twilight, gold, sea green, sunset, gray, lavender, old blue, navy and black.

Sizes 34 to 44.

Many are exquisitely hand embroidered, trimmed with uncut fringe, or light weight furs.

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

R. H. Macy & Co.

HERALD SQUARE, NEW YORK