

# Macy's

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

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

## 2,500 Women's SWEATERS. A remarkable purchase. Wool and fibre---All desirable models, \$3.74.

Store hours 9:00 A. M. to 5:30 P. M.  
Store closed all day July 4th  
Store closed Saturdays during July and August



### A bath!

The best recipe we know for keeping yourself cool.

Is there anything more refreshing than splashing around in that tub of cool water (not too cool, for doctors tell us it should be just about the temperature of the body,—lukewarm) after a hard day's work, or play?

Surely not, unless it is a tub of cool water plus a sweet-smelling salts. Those and all the other comforts of home-bathing are included in this list:

Stock up now for your Summer ablutions!

- Sea salt crystals, bags, 15c, boxes, 18c
- Rubber shower sprays, 72c to \$1.98
- Sels Aromatique—a perfumed salts for softening and perfuming the bath. Fac-simile of that originally imported from England and selling at double the price. In these odors—"Eau de Cologne," Rose, Violet, Oriental, Verbena, 36 ounce bottle, \$1.48
- Mermat Bath Powder, in bottles containing enough for ten baths, 24c
- Borx Bath Sosp, with a faint, pleasing odor. Large cake, 15c
- Bran Bags, foreign make, 25c, 45c ea.
- Bath Mitts and Gloves, 29c to \$1.64 pr.
- Bath straps, generally used for friction, 74c to \$1.98
- Bath brushes with straps and additional handles to enable one to reach the back, 79c to \$5.94
- Rubber Sponges, all sizes, 10c to \$1.24
- Silk Sponges, all sizes. A particular assortment for babies' baths, 10c to 39c
- Bath Sponges, bleached and natural. From domestic and foreign waters, 10c to \$5.48
- Face or complexion brushes, 29c to 74c
- Shampoo brushes, 59c
- Violet perfumed Ammonia, pint bottles, 28c
- quart bottles, 39c

### Special.

Knet's English Bath Brushes, made of fibre and bristles. Very durable. With permanent long handle, 69c. With strap, 39c

### Navy blue serge

Always smart, but seldom priced as low as \$2.74 yd.

Our usual price (which is less than elsewhere) \$3.19 yd.

\$2.74 yd. is less than to-day's cost of production. This is a desirable quality, weight and shade of men's wear blue for dresses, skirts and suits.

54 INCHES WIDE.

We will sponge this material without charge if you so request it.

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



### "Different" sport hats

Of ribbon and organdie, with soft, carefree lines

\$4.96 to \$8.50

"Sport" hats include a range of styles appropriate for every informal occasion of summertime. There's the always popular and becoming "tam," the deep shuttle sunroom, the soft brim hat, the poke, the unconventional sailor, all characterized by that negligee smartness and simplicity which identify sport fashions.

Our collection of sport hats is highly commendable, not only for the variety and smartness of its styles, but for the moderateness of its prices. The hats illustrated reveal some of the newest notes:

- Ribbon and Milan hemp combined
- Ribbon with hand stitching
- All ribbon hats
- Organdie Hats with flutings
- Hats in white and lovely pastel colorings
- Organdie Hats with organdie flowers
- Organdie Hats with hand stitching
- Hats with long silk tassels

Special holiday offerings for

### MEN

#### Palm Beach suits \$13.75

(Coat and trousers)

It'll be a "cool day in July" for the man who wears one of these suits. We know of only one suit cooler—the bathing suit, and convention sets aside that alternative.

Suits of that breezy Palm Beach fabric are here in attractive designs and colors. Those in plain tan shades are only \$12.49.

Macy's—Fifth Floor, Front.

#### Men's and boys' brown "Goodyear Keds" \$1.39

(High cut)

Through an opportune purchase we are enabled to offer these shoes at this unusually low price.

The satisfaction-giving qualities of "Goodyear Keds" are well-known.

When it is possible to purchase them at such savings—why, stock up, that's all.

Macy's—Main Floor Balcony, 35th Street.

#### A sale of cigars and cigarettes

- Fatimas
- Carton of 200, \$1.74
- Regular price, 2.09
- Chesterfields
- Carton of 200, \$1.34
- Regular price, 1.69
- Condux Turkish Cigarettes. Straw, cork or plain tipped. Box of 100, \$1.98. Regular price \$2.24.

#### Cigars

Cuban Aster, Regalias, Havana filled and wrapped, box of 50, \$2.49

Regular price, \$2.97.

And A New Cigar—Tifani, Perfectos, a mild, blended Havana smoke, that we are introducing at an exceptionally low price. Box of 50 \$2.97

Try us for your favorite smoke!

Macy's—Main and Fifth Floors, 35th Street.

Peau de soie or taffeta used in

#### Smart umbrellas for sun or rain, \$4.98

The price includes tax. They are small and easy to carry. Those of peau de soie come in navy blue only. Those of taffeta may be had in purple, green, or black with attractive borders of a lighter shade. The tips are of white or amber; there are white or amber bracelet rings, leather loops or sword straps attached to the handles, which are of carved woods. Stub ends.

Macy's—Main Floor, Broadway.

### Household LINENS for less

- Imported damask tablecloths \$2.97 ea.
- Formerly \$3.89 ea. Made of fine cotton damask woven so that it is scarcely distinguishable from linen. Choice of several circular patterns.
- Linen damask breakfast napkins \$3.49 doz.
- Full bleached, sturdy quality. Hemmed ready for use. Size 16x16 inches.
- Real Madeira tray doilies 29c ea.
- Hand scalloped and hand embroidered in five solid and eyelet work designs, on fine round thread linen. Bread tray ovals size 6x12 inches.
- Pure linen table damask \$1.59 yd.
- This is about to-day's cost to us. Extra heavy, firmly woven damask in four effective patterns. 69 inches wide.
- Real Cluny lace centre pieces \$5.94 ea.
- Pure linen centre, trimmed with a wide edge of hand made linen Cluny in an attractive pattern. 36 inches in diameter.
- Madeira embroidered luncheon cloths \$12.49 & \$12.89 ea.
- Exquisitely hand scalloped and hand embroidered on fine linen. A wide variety of elaborate designs in solid and eyelet work effects. 45 inches in diameter.



\$3.74

They would usually be up to \$5.89, estimating conservatively

Every model in the collection is new this season—and consequently smart

#### The weaves

- Light weight shetlands
- Medium weight shetlands
- Basket weaves
- Finely ribbed fibres
- Medium ribbed fibres
- Purled waistlines

#### The styles

- Tuxedo models
- Coat styles with brushed wool collars and cuffs
- Slip-overs with sailor collars
- Laced-front slip-overs

Eight styles illustrated

Macy's—Third Floor, 34th Street.

#### The colors

- Rose, Copenhagen, pink, blue, lavender, salmon, corn, maize, tan, turquoise, green, gray, black, many combined with striped effects.

### SILK handkerchief NEWS

for men and boys

4140 of them in a special purchase makes these low prices possible.

Boys' White Silk Handkerchiefs with colored borders, also solid color effects with fancy centres. All have hemstitched hems. Special, 23c.

Men's Silk Bandannas with solid color or fancy centres, in navy, brown, green or red effects. One and one-half inch hemstitched hems. Special, 39c.

Silk Bandannas, 24 inches square, that may be used for bathing caps, negligees, pillows or any number of decorative articles; 1 1/2-inch hemstitched hems. Special, 59c.

Macy's—Main Floor, Centre.

### Women's pongee SUITS

of a superior grade of pongee and fashioned in a superior way

\$33.75

These will take the place of tailored suits in the Summer wardrobes of even the most critical women, as they are tailored faultlessly and fit with the swag correctness of well made clothes. Besides, they're COOL!

Two models, one a box pleated style with deep pockets; the other cut on severely tailored lines and inverted pleat at the back. The skirts are in new gored models.

#### All sport suits reduced Now \$11.74 to \$69.75

Including wool jersey suits, tricorettes, pautettes, pongees and linens.

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

### BLACK silks that brave salt water

\$1.69 yd.

Bathing suit satin, good weight and quality, specially treated to withstand salt water wear. 36 inches wide.

Bathing suit taffeta, firmly woven, good quality. 36 inches wide.

Macy's—Second Floor, 35th Street.

#### Valenciennes lace, 64c

piece of 12 yards

This always popular lace is enjoying an even greater vogue this season. Everywhere it lends its delicate loveliness to blouses, vettes, guimpes, lingerie and Summer frocks.

An opportunity to obtain it at such a conspicuously low price should not be overlooked.

Macy's—Main Floor, Centre

### 340 plain and printed Georgette blouses

\$4.69

These are the fine heavy qualities that we usually sell at \$6.49



These blouses are beautiful, dressy models, of heavy, superior grade Georgette, usually found only in blouses much higher priced. See the pictures, then see the blouses!

Printed effects in white, flesh and smart combinations of colors.

Macy's—Third Floor, 34th St.

### SALE!

White sport satin \$3.49 yd.

Verified price elsewhere \$4.50 yd.

THE well known fabric for sport skirts and dresses. It is, as you probably know, made of artificial silk, with sheen as lustrous as spun glass. It is excellent quality and heavy weight.

39 inches wide.

Macy's—Second Floor, 35th Street.



Vase, \$2.80 14 in. high 6 in. diameter Jar and cover \$1.19 12 inches high Vase, \$7.50 12 inches high Jar and cover \$12.80 12 inches high

### Chinese Porcelain JARS and VASES

336 pieces ranging in price from \$1.39 to \$15.89

And there is almost as much latitude in choice as there is in price! These are unusually good specimens of modern Chinese porcelains; they have all the traditional charm of color and grace of line, and are sure to contribute a unique decorative note wherever used. And it is decorative access through the use of well-chosen decorative accessories remember that the home is raised above the realm of the commonplace into the distinctive.

Macy's—Basement, Front, 34th St.

R. H. Macy & Co. HERALD SQUARE NEW YORK

### Car Comforts

They should be included in your plans for motoring over the Fourth

A completely equipped Motorists' Section renders aid and comfort to the motorist and satisfies his every personal need. We offer these suggestions for that motor trip you're planning:

#### Motor restaurants



are very necessary for the party that objects to "waiting its turn" at a roadside.

#### Running board style \$21.49

Veneered basswood, top, bottom and sides, covered with black enameled duck. Corners leather bound. It can be attached to the running board of a car and is equipped with 2 metal food boxes and 6 knives, forks and spoons. It has aluminum salt and pepper shakers and white enameled plates and cups. There are two glass food jars and space for two one quart vacuum bottles.

#### A double decker \$16.74

A compact case—has the same equipment as the running board style, except that it has one glass food jar, and space for one quart and two one-pint vacuum bottles.

Other motor restaurants in stock from \$7.75 to \$51.95, including the war tax.

#### Vacuum bottles

are a necessary article if the equipment of your car is to be complete.

- Plain nickel bottle, 1 qt. size, \$4.96
- 1 pt. size, \$3.24
- Corrugated nickel bottle, 1 qt. size, \$4.49
- 1 pt. size, \$3.12
- Green enamel side with nickel shoulder and top, \$3.79
- 1 qt. size, \$2.49
- 1 pt. size, \$2.24
- 1/2 pt. size, \$2.24

#### Chauffeurs' Palm Beach suits \$15.74

are light, cool and serviceable. They have pleated backs and flaps on pockets.

Caps to match are \$2.49

#### Chauffeurs' dusters \$13.96

are made up to match the suits. They are in double-breasted models with convertible collars and straps across the backs.

#### Chauffeurs' gloves \$2.69

are of plain black leather with perforated backs and buttons at wrist.

Macy's—Fifth Floor, 35th St., Front.

#### Gray mohair dust coats \$8.49



are the proper thing for the man who drives his own car. They are breezy, serviceable and a pleasing departure from the old style bag effect-duster.

#### Auto baby carrier \$7.24

is a comfortable riding bed for babies and an "out-of-the-way" seat for older children. It is equipped with a top that protects it from the sun, dust and wind. When not in use, it remains hanging in position, but is collapsible and swung down.

#### Extra chairs \$2.24

Black metal frames with black imitation leather seats and backs. The same without backs and carpet tops are \$1.09