



**63 Years of Faithful Service**

THE month of February marks the 63rd anniversary of the founding of R. H. Macy & Co., Inc. During this month we shall offer to you—a public appreciative of our 63 years of faithful service,—dependable merchandise at prices lower than our usual lowest-in-the-city.

For 63 years we have sold dependable merchandise at lowest-in-the-city prices. We are doing so now, and shall continue to do so.



**63 Years of Faithful Service**

EACH offering on this page is an event in itself. By combining them into one great anniversary sale we can manifest our gratefulness for that continued patronage which has made it possible for us to develop from a little dry goods store on 6th Ave. into one of the leading department stores in America.



**63<sup>rd</sup> Anniversary Sales**

**Misses' and Small Women's Untrimmed Wraps**

**\$29.75**

Several smart-looking models with large warmth-giving collars and slit pockets. They are tastefully trimmed with effective silk stitching, and are all silk lined.

Models developed in fine all-wool Bolivias and soft velours.

In the fashionable shades of brown, reindeer, Pekin and navy.

Sizes 14 to 18 years.

Third Floor, 35th Street, Broadway.



**Sale of Women's High Grade Suits Many Fur Trimmed**

An opportunity to purchase some of the finest models of the season at the unusual prices which are a feature of our anniversary sales.

A wide variety of styles, taken from our regular stock. A number of materials is represented, in regular and odd sizes.

Suits which were formerly priced up to

\$69.75 now **\$48.75**  
\$89.75 now **\$59.75**

\$98.75 now **\$69.75**  
\$124.00 now **\$79.75**

\$174.00 now **\$89.75**

Third Floor, 34th St., Rear.

**A Sale of 2048 Aprons**

843 Bungalow Aprons, of good quality gingham, made with two large pockets and sash. In attractive assortment of plaids, also in plain pink or blue. One illustrated. Originally \$2.79. Now **\$1.79**

257 Bungalow Aprons, of gingham, slip-over model, with ruffle around neck, sleeves and belt. One illustrated. Originally \$1.79. Now **\$1.39**

687 Polly Prim Aprons, of fine quality gingham, in dainty checks and plaids. One illustrated. Special **74c**

**Extra Size Aprons**

127 Extra Size Bungalow Aprons, of dark blue percale, in striped and figured patterns. Opening at side front. Square neck. Price **\$2.24**

134 Extra Size Bungalow Aprons, of plain pink or blue chambray. Yoke, belt and pockets of striped gingham. Buttons on side front. Finished with ric-rac braid. Price **\$3.79**

Third Floor, Rear.

**500 Children's and Misses' Middy Blouses**

In the Misses' Own Section **Special 94c**



Middy Blouses of good quality jean, specially priced for our Anniversary Sale.

In all white, untrimmed, or in white, with colored collars, trimmed with braid.

Neat comfortable middies, for school or sport—and so reasonably priced that you may purchase several.

Sizes 6 to 20.

Third Floor, Centre.

**36 inch Black Lace Flouncings**

Specially priced at **\$3.29 yd.**

Notes from Paris tell us that black lace is lavishly employed in dinner and dancing frocks for the new season. Eighteen elaborately beautiful designs, done on a ground of fine silk net.

Main Floor, Centre.

**Fine Oriental Lamps**

Exquisite examples of craftsmanship—artistically conceived and finished.

One may find here lamps of porcelain, bronze, black mirror, and Rose du Barry, turquoise, as well as Sang de Boeuf.

**\$10.24 to \$104.00**

Fourth Floor, Centre.

**Lace and Satin Brassieres At \$2.39**

Formerly \$5.94



Fine cotton Cluny lace all-over brassieres with wide rich satin ribbon foundations. Designed especially to eliminate wearing a camisole with the diaphanous blouse, these are daintily trimmed with wee silken flowers and bows. Adjustable elastic waistline with silk ribbon shoulder straps. Fasten in back. Similar model with bands of lace and wide satin ribbon, in flesh color and pale blue at **\$2.39**. Illustrated. Sizes 36 to 42.

**SILK BATISTE, OR SATIN BANDEAUX**

AT 69c each

Fasten back, well cut and finished with drawstring at top. Sizes 34 to 40.

Third Floor, 35th Street.

**Men's Part Wool Blanket Robes—\$6.94**



Made of a very good quality part-wool blanket cloth, with cord trimming and girdle. A good selection of 2-tone Jacquard effects, and a full range of sizes—small, medium and large. Former price, \$12.74.

Main Floor, 35th Street.

**Men's Underwear 74c**

Balbriggan underwear, short sleeve shirts, ankle length drawers, with double seat, suspender straps. Best quality and well finished, **74c** ea.

1,200 Men's Union Suits, of fine checked nainsook. **74c** ea.

Main Floor, 35th St.

**All Linen Handkerchiefs**

at prices which prompt thrifty persons to buy a season's supply. They're plain but good-looking and the linen is of good quality.

**Men's All Linen Hemstitched Handkerchiefs**

**\$1.89 for six**

Hemstitched, generous size, durable linen.

**Women's All Linen Hemstitched Handkerchiefs**

**98c for six**

Good size and quality.

Main Floor, Centre.

**5,000 Yds. Satin Charmeuse 40 inch \$2.59 Yd.**

Our usual \$3.49 quality

De Luxe quality, softly lustrous material in charming evening and street shades—Sky Blue, Pink, Flesh, Turquoise, Nile, Orchid, Coral, Silver, Maize, Tan, Castor, Cardinal, Brown, Orange, National, Peacock, Copenhagen, Taupe; several shades of navy blue; also black.

Second Floor, 35th St.

**150 Tuxedo Sweaters for Women**

At a Special Anniversary Price of

**\$4.74**

Formerly selling in our stock at \$12.74

Fashioned of mohair, with the new braided trim about the edge of the collar.

The patch pockets and the smart belt, buttoning at the side, mark these sweaters as distinctly modish.

In the bright Spring colors: Turquoise, Hunter, Jade, Pink, Pearl, Orange, Orchid, Etruscan and Salmon.

Sizes 36 to 46

Third Floor, 34th Street, Front.



**Sale of White Cotton Fabrics**

Which provides the home sewer with materials of quality, at prices far below our usual lowest-in-the-city.

**500 Pieces of 36-Inch Long Cloth**

**\$1.79** piece of ten yards.

Our doeskin finish long cloth, which we recommend for durability and good laundering qualities. At this price it is worth while to buy for all Spring and Summer requirements.

1,500 Yards-of 45-Inch

**Imported Washable Organdie**

**49c** yard

Our usual price would be 94c yard.

This material, made and finished in Switzerland, is of fine quality and will retain its original stiff finish after laundering, without the use of starch.

White Goods Dept., Second Floor, Centre.



Macy's to-day Herald Square

**Special Sale of Spring Linings**

Plain Satin Lining, lustrous finish, sturdy cotton back. Should give two seasons' wear. Light Blue, Rose, Pink, Pearl, Steel, Tan, Copenhagen, Henna, Brown, Navy, Black and White.

36 in. wide

**\$1.04** yd.

Fancy Printed Sateen. A fine cotton material with satin finish. Attractive colorings and designs on backgrounds of Gray, Tan, Copenhagen, Rose, Brown and Navy.

36 in. wide

**62c** yd.

Plain Sateen of good quality; lustrous finish and durable. Cream, Light Blue, Pink, Lavender, Reseda, Orange, Tan, Pearl, Steel, Taupe, Garnet, Brown, Navy, Maize, Gold, Nile; also White and Black.

36 in. wide

**36c** yd.

Plain Percale, firmly woven. In White, Pink, Light Blue, Rose, Tan, Lavender, Maize, Pearl, Steel, Taupe, Purple, Navy, Red, Brown and Black.

36 in. wide

**21c** yd.

Second Floor, Front, Lining Section.

**Anniversary Specials in House Furnishings**

Heavy gauge aluminum percolator, Colonial design, 2-quart capacity

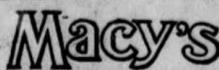


**\$2.24**

Roller bearing carpet sweeper, adjustable, bristle brush,

**\$5.94**

Basement, 35th Street.



HERALD SQUARE, NEW YORK.

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See Our Furniture Ad. on Page 22, and Our Grocery Ad. on Page 23.

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