

New and Colorful Blouses

Of Embroidered Crepe-de-Chine,
Printed Silks and Brocaded Velvet

\$4.69

Secure in the approval of fashion is the vogue of the jacket and the over-blouse. And well may one rejoice, since a change of blouse is really a change of costume, and there are blouses for every occasion.

Charmingly demure, yet with a piquant air is the blouse of printed radium silk (illustrated A), in colors that will harmonize with one's fall suit.

All-over embroidery in contrasting colors enhances the clever lines of a smart little over-blouse of crepe de Chine (illustrated B). In both high colors and the quieter hues.

Universal becomingness and an adaptability to many occasions give to the Cossack blouse a place all its own. Bold embroidered designs distinguish the attractive crepe de Chine one (illustrated C).

Nothing could be smarter than a jacket blouse of embossed velvet, such as the one (illustrated D) with its trim tailored lines, and a desirable warmth befitting autumn weather.

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

R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK

Gorgeous Colors and Exquisite Fabrics Fashion the New Tea Gowns



Exotic flower-hued affairs, slender-lined patrician creations in cool colors—embellished with lovely gleaming metallic laces, billowing clouds of chiffon and artful shimmering flowers of gold, silver or silk.

Truly the sort of gown to wear when one is in a gracious mood, for a tea, for a pleasantly informal dinner. Our collection is large and varied—the styles distinctly individual and unusual, in color and line.

\$33.75 to \$169.00

Illustrated we show

A—a tea gown with great wide sleeves of velvet brocaded chiffon in deep dull blue, skirt of soft full jade green chiffon. A panel straight down the back is of exquisitely patterned silver lace. **\$169.00**

B—The austere dignity of rich black chiffon velvet is bewitchingly contradicted by enormous drooping sleeves of gold chiffon which daintily brush the floor with their golden tassels. Narrow gold lace panels down the sides, and charming little flowers on the shoulders. **\$119.00**

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



Imported From France New Beaded Tunics

Attractively Priced

\$17.89

Beaded and spangled tunics in many designs that are bewitching in their intricacy and shimmer—rich patterns covered with fine cut jet and glittering sequins.

For miss or matron, they may be worn over a simple satin slip, with a chic girdle, and be quite the most becoming costume in one's wardrobe.

Imported
Beaded Ornaments
\$1.24 to \$6.94



The new draped dresses with their swathing, clinging lines, are usually sombre in color with one bright scintillating spot in the ornament holding the drapery. And so, we have found quite the loveliest of these, in the gayest of color effects, jet with red, blue, or green, bronze or all jet, and even some distinctly Persian colorings, with or without fringe. They will give the final touch that makes your gown smart.

Macy's—Main Floor, 34th Street, Center.

Pure Linen Damask Cloths and Napkins Specially Priced

Cloths and Napkins

Of fine snow-white, satiny pure Irish linen damask in handsome circular patterns.

Cloths, 70x70 inches, **\$4.96 each**
Usual price \$5.44 each.

Cloths, 70x88 inches, **\$6.44 each**
Usual price \$6.94 each.

Cloths, 70x106 inches, **\$7.94 each**
Usual price \$8.44 each.

Napkins, 22x22 inches, **\$6.54 doz.**
Usual price \$7.44 doz.

Table Damask **\$1.69 a yard**
Firmly woven of pure flax yarns, full-bleached and satiny. In five neat designs. 70 inches wide.

Macy's—Second Floor, Center, Rear.

Damask Napkins

\$5.24 a dozen

An exceptional value. They are of pure Irish linen in a sturdy serviceable quality. 21x21 inches. Usual price \$6.44 doz.

Hemstitched Damask Cloths

Of fine snow-white Irish satin damask, in handsome circular patterns.

66x66 inches, **\$6.94**

66x86 inches, **7.94**

66x104 inches, **9.44**

Just Arrived from France

Women's Smart Biarritz Gloves

Specially Priced

\$1.88 a pair

Smart glace pull-on gloves with elastic at wrist and Paris point backs. They are full pique sewn, with gusseted fingers, and come in white, black, brown, and gray, white with black stitching, and in black with white stitching.

Macy's—Main Floor, Broadway.

Mercerized Sateen Covered

All Wool Filled Comfortables

\$4.94

Full Double Bed Size

Warm and serviceable comfortables, well filled with pure lamb's wool. Attractive covering of dependable sateen, fancy stitched throughout. Plain borders, floral centers and backs, sateen on both sides. Quantity on sale, 800 only.

Colors: rose, French blue and lavender.

All Wool Plaid Blankets, \$5.94 pair

Thick, soft and fluffy, all wool blankets that will give good service and much warmth. Offered in popular block plaids in the colors of rose and white, pink and white, and blue and white. Size 66x80.

Macy's—Basement, 34th Street, Rear.

Fashionable Black Silks Specially Priced

Black Satin Canton Crepe, **\$2.74 a yard**
An excellent weight and quality for the autumn frock. 39 inches wide.

Black Charmeuse, **\$2.14 a yard**
One of our standard qualities, fine and closely woven. 39 inches wide.

Black Silk Canton Crepe, **\$2.49 a yard**
Of pure silk in a desirable weight and deep black. 39 inches wide.

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

Printed Lining Satin Special

\$1.24 a yard

New floral and conventional designs are printed in contrasting colors on grounds of gray, tan, jade, henna, Copenhagen, brown, navy and purple. 36 inches wide.

Macy's—Lining Department, Second Floor, Center, Front.

New Arrivals in Oriental Rugs

IT is a positive treat to shop in our Oriental Rug Department. For you will find a stock rich with the choice contributions of China and the Orient. And above all you will find prices that are not low merely for the size of the rug—but low for its unfailingly good quality as well.

A particularly fascinating group of
Sultanabads, Kermanshahs, Gorevans
in well varied room sizes.

And one of the most exquisite arrays of designs and colors we have seen in some time. There are many lovely Hamadan rugs in room and small sizes, too.

Chinese Rugs

An entire invoice bought at less than prevailing market prices.
Beautiful rugs in blues, taupe, gold and tan.

Approx. 6 ft. x 9 ft. From **\$106.00 to \$168.00** | Approx. 9 ft. x 12 ft. From **\$182.00 to \$328.00**
8 ft. x 10 ft. **168.00 to 196.00** | 10 ft. x 13 ft. From **258.00 to 396.00**

Larger sizes, up to 16 ft. wide and up to 23 ft. long.

In both Persian and Chinese stocks, we have a vast assortment of Mats, Rugs, and Runner Shapes.

Macy's—Fourth Floor, Center.



Imported Colored and White Handkerchief Linen

Exceptionally low priced

79c yard

Our usual price **\$1.29 yard**

A very fine quality of Irish handkerchief linen, dyed abroad, in exquisite hues. The number of shades in which we offer this unusual value is too large to permit of enumeration—suffice to say that every delicate pastel shade, most of the vivid high shades so popular this year, and all of the staple colors are included.

For gift handkerchiefs, for children's frocks, for lovely lingerie and blouses.

No lengths of less than a yard sold because of the very special price.

Macy's—Second Floor, Center.

Special Prices on Gift Handkerchiefs

For Women

6 for 69c

The first shipment and offering of 10,000 dozen in a special lot purchased by our Belfast office. Good white linen, hemstitched serviceable quality.

6 for 94c

White linen, hemstitched with machine embroidered block initial. Sold in boxes of six.

13c each

Irish linen sport prints in attractive colors and a large variety of designs. These were imported to sell at 23c each.

For Boys, 39c each

Boys' silk pongee, with hemstitching at hem of colored thread. For sport or school.

Macy's—Main Floor, Center.

For Men

6 for 98c

Imported fine cotton with 1/2 inch hem, spoke stitched, generous size.

6 for \$1.49

White linen, hemstitched, good quality, durable, and desirable size.

29c each

Imported Old fashioned tape border hemmed, of fine cotton extra size, 22 inches square.

One Dozen for **\$1.79**

Fine cotton hemstitched with 1/4 or 1/2 inch hem. Put up in boxes of one dozen.



A Special Purchase of Women's Blanket Bath Robes

\$3.89 \$5.74 \$6.74

Well-made robes, of heavy warm blanket cloth, with trimmings of good quality.

\$3.89—Illustrated C. Of heavy blanket cloth, conventional design in desirable colorings. Collar, cuffs, pocket and front trimmed with satin ribbon. Cord girdle.

\$5.74—Illustrated A. A very becoming model in soft dainty colors. The collar has frog closing; the cuffs, pockets and front are bound with wide satin ribbon. Heavy girdle.

\$6.74—An entire blanket with border is used for this attractive robe. Smart roll collar, cuffs, pockets and both sides of front bound with satin ribbon. Unusual colors. Finished with a mercerized girdle. Illustrated B.

Sizes 36 to 46

Macy's—Third Floor, Center.

Seasonable White Materials

For Home Dressmakers

Embroidered Baby Flannels

89c yard

Our usual prices \$1.19 to \$1.49 yard. About fifty different patterns, with hemstitched or scalloped edges. An excellent quality wool flannel with just enough cotton in it to keep it from shrinking. For baby petticoats and other tiny clothes. 28 inches wide.

Novelty Checked Voiles, 24c yard

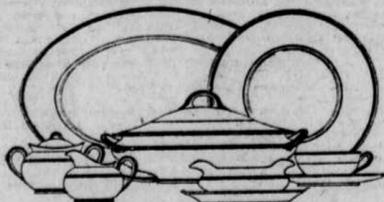
A large assortment of dainty checked and plaid patterns in a good quality voile that will launder well. 36 inches wide.

Bleached Domet Flannels, 27c yard

Heavy quality, thick nap and well-wearing, for underwear for the whole family. 36 inches wide.

Macy's—Second Floor, Center.

Imported China Dinner Service



111 Pieces—At One-Half
Our Usual Price

\$37.25

Usual Price **\$74.75**

In the face of an advancing tariff and shortage of domestic dinnerware this is a most unusual offering made possible by an unexpected purchase. We pass the saving on to you in enabling you to buy this fine white and gold china for less than the present wholesale cost.

With its gold on edges and narrow gold line about one inch from edge, this handsome set is worthy of the most fastidious table. The handles are half covered with dull burnished gold and complete service for twelve is provided by the set.

Macy's—Basement, 34th Street, Front.

Sale of Men's Pajamas

Domet Flannel

\$1.49

A special purchase of 2,000 suits. Made full and roomy, and finished with frogs and ocean pearl buttons. Sizes "A," "B," "C" and "D."

Sale of

Men's Blanket Robes, \$3.29

Made of good quality blanket cloth in two tone color combinations. Robe style with cord girdle to match. Small, medium and large sizes.

Macy's—Main Floor, 34th Street.

