MACY'S merchandise and prices appeal to all—class, to fashion—simple, everyday products—no matter what your need may be, you'll find the best values here.

MACY'S provides the best values for those who spend money speedily, as well as for that larger class of people whose finances are controlled by the strictest economy.

Now, the MACY'S store system brings every line of merchandise to one level without OVERDOING staple lines and without lessening the importance of the new fashions and novelties representing larger investments. We expect a fixed and slender margin of profit from the merchandise you must have, and no greater margin of profit from the luxuries.

Within the year we have greatly increased our facilities for procuring fine merchandise by establishing abroad a buying organization, with headquarters in Paris. The members of this foreign organization cooperate with the local buyers we send abroad at regular intervals giving us a good-systems selling under which no other store.

This arrangement is the beginning the season of the MOST WANTED-COLLECTION OF FINE WRAPS, DOWNS AND FURS WE HAVE EVER EXHIBITED.

That we have launched into a wider field with these splendid facilities makes certain that fashion loving women can now possess imported garments of the very highest class at low prices distinctly new to this line of merchandising. We illustrate above a group of new models, and give here a range of the prices with imaginative descriptions of garments. All are from foreign designers—

**Ready!**

A Show of

Imported Wraps
and Furs

Worthy of the Largest Retail Store
Under One Roof in the World.

Coats, Jackets, Carriage Wraps and Automobile Apparel.

**A Superb Collection of Imported Fur Garments.**

Long Fitted Coats, Grunwald models, in three distinct styles. One made of mink fur, trimmed with velvet and fancy silk broc, with most effective puff sleeves embellished with ilgare lace. The second a chic blouse model of the same fur, with piping of velvets and embroidered motifs of satin, hand embellished in various colors, and gathered sleeves prettily trimmed. The third a livelier model, mixed mink fur, trimmed with satin band overlaid with blond, velvet, jag-wst, pretty buttons and new "leg-o-mutton" sleeves. Choice of these three splendid creations 

Loose box model Garment of Persian lamb; 40 inches long, with extreme flowing sleeves and broad frog trimming 

Loose Model Paris Garment in sable squared; novel sleeves and lace trimming 

Faux Jungam Coats, double breastted models, in Astrakhan, fancy sleeves, prettily trimmed, collar effects trimmed around the neck and down the front with velvet and broad ....

Emirine Neck Pieces, $27.49, $39.90, $43.74 to $63.74, Mink Neck Pieces, $24.06 and $31.74, Alaska Sable Neck Pieces, $31.94, $32.94, $38.96, Holland Neck Pieces, $14.94, Persian Lamb, $34.06, Persian Emirine, $239.74, $63.74 of Mink, $224.74, $98.74, $79.60 of Alaska Sable, $39.74, $32.49, $29.74, $25.90.

If you want your tocapot a raincoat, too, we'll have the cloth finished so's to make it proof against the meanest showers that ever trickled out of the skies. Two coats at the cost of one.$20.

Fun Door Signs, silk, $1.40. Toreador, $2.50. Samples, Fashion cards and measuring owt free.

*The best of the power,* said Dame Flagpole. "To the point. "And I am right," replied he grandly.

**THE TIDE HAS TURNED IN THE HOME FURNISHING TRADE.**

Illustration, above, shows that for home on any floor, in any room, the store front has been, is, and will remain the place of business. Our city stores in Chicago, New York, Boston, Pittsburgh, Philadelphia, and Los Angeles, illustrate this point by their daily record of sales. In the case of Washington, N. H, Boston, both business and pleasure stores are being conducted with wonderful good results. The business section of our city stores is well filled, and the store front is the place to buy the most complete line of modern goods, at the most reasonable prices. The pleasure section will, of course, be larger in the city stores than in the home stores, but we are taking steps to make both sections as complete as possible.

The city stores are not the only ones where you can buy the finest goods. Our home stores are not only the places where you can buy the finest goods, but they are the places where you can buy the finest goods in the finest way. They are the places where you can buy the finest goods in the finest way.

**An Old Fashioned Living Room.**

I offers a perfect scheme where quaintness, comfort and refinement are gathered toward complete perfection. The house furnished by Virginia Cole with its fine suggestion of ease and comfort—this "Hearse," for this leisure hour—and the "Washington" Study Table is a few of the many, where similarly the highest and purest of beauty are so perfectly expressed.

Grand Rapids Furniture Company

**ARNEHIME.**

Broadway @ 9th St.