

Store hours
9 to 5:30

All Gone!
This disappointing ultimatum may be avoided at our **PUBLIC SERVICE BUREAU** where good seats for many leading attractions may be had **AT BOX OFFICE PRICES**. Seats on sale up to 5:30 for evening performances and up to 1 P. M. for matinees.
Macy's—Main Floor Balcony, 34th Street.

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

"Elevators on Other Side, Please."

The elevators on the 34th Street side of this building do not go up to the Restaurant. The elevators on the 35th Street side and in the rear, however, will accommodate all passengers wishing to go as far as the eighth floor.
Between 11 A. M. and 2:30 P. M. an express elevator on the 35th Street side makes no stops between the Main Floor and Restaurant. **WHAT COULD BE MORE SIMPLE?**

Store hours
9 to 5:30



The New Blouses

Georgette blouses with two-tone pastel ribbons.

NEW and becoming effects in "V" shaped, round or oval necks, with short sleeves make these blouses most desirable for suit or separate skirt wear. The colors are white, bisque and flesh.

A Shows an effective use of real Irish lace with dainty pastel ribbon trimming. Short sleeves with Irish edging. \$28.75, including tax.

B New lace collar with two-tone ribbon threaded through the edge. Short sleeves with lace cuffs also have a pastel two-tone ribbon trimming. \$28.75, including tax.

C Irish lace is used lavishly in trimming this blouse. Sleeves trimmed with two-tone ribbon and touches of the ribbon around the neck add a bit of color. \$28.75, including tax.

Macy's—Third Floor, 34th Street.

Spring Dress Materials
Navy Blue Only

Navy Tricotine—54 inches wide. An exceptional price for a material of such superior quality. \$6.29 yd.

Poirot Twill—navy blue, 54 inches wide, one of the season's most favored fabrics. Usual price \$6.19. \$5.19 yd.

Costume Serge—navy, 54 inches wide, all wool, fine twill, costume serge, correct weight for suits or skirts. Usual price \$4.49. \$3.79 yd.

Dress Serge—48 inches wide, all wool French twill serge, navy blue. The cloth is sponged and shrunk, ready for the needle. Usual price \$3.79. \$2.97 yd.

2 SPECIAL ITEMS FROM THE

Children's Dress Goods Section

Navy Blue Serge—42 inches wide, all wool, specially suitable for misses' and children's wear. Usual price \$2.49. \$2.19 yd.

Navy Blue Serge—40 inches wide, fine twill dress serge. A very serviceable material for young folks' wear. Our regular \$2.29 quality. \$1.98 yd.

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

Easter Showing of
New Modes in Women's Frocks

Dinner Gowns

Feature showers of Chantilly lace over satin or taffeta, and the new short sleeves in lace. Combinations of embroidered net and lace in ecru form a striking contrast in many of the gowns.

Afternoon Frocks

Taffetas and beaded Georgettes are in a variety of accordion pleated, apron effects and harem skirt styles. Chiffons in beautiful colors are hand-drawn and hand-embroidered.

Street Dresses

In tricotine are noted for color contrast embroidery in silk, gold thread and straw. The dress pictured combines tiers of fringe with taffeta and tricotine.

The prices in the Women's Gown Department range from \$28.75 to \$224.00.

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



For Men and Women
250 Silk Mixture
Umbrellas

Made of fine silk mixture—silk and cotton. For the women, attractive handles with leather loops in several styles. Bakelite caps or rings. Plain or carved woods. For the men, natural woods or polished woods with crook or open style handles. These umbrellas are of very good material and will wear exceedingly well.

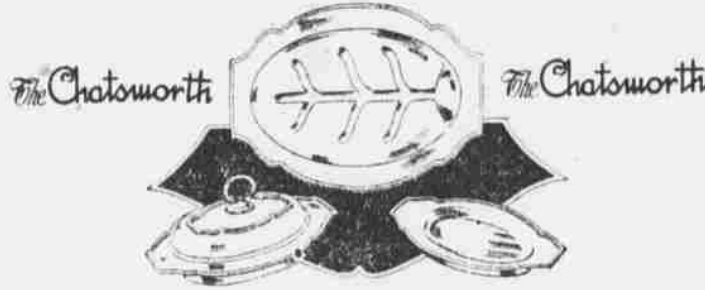
\$6.14
Including Tax

These umbrellas regularly sell at \$8.34, including tax.

Macy's—Main Floor, Broadway.

"Chatsworth" Silverplate

- Double Vegetable Dishes with lock handle \$12.89
- Open Vegetable Dishes 5.94
- Gravy Boats and Trays 8.49
- Bread Trays 4.74
- Chop Plates, 11 inches 5.94
- Chop Plates, 13 inches 7.94
- Chop Plates, 15 inches 9.94
- Chop Plates with cover, 11 inches 11.89
- Chop Plates with cover, 13 inches 15.89
- Meat Dishes, 13 inches 8.94
- Meat Dishes, 15 inches 11.74
- Meat Dishes, 17 inches 13.89
- Meat Dishes, 19 inches 16.89
- Meat Dishes, 21 inches 19.89
- Meat Dishes with Well and Tree, 17 inches 19.89
- Meat Dishes with Well and Tree, 19 inches 23.89
- Meat Dishes with Well and Tree, 22 inches 28.50
- Bread Trays with handles 6.94



Reproductions of Sheffield Plate

In offering "Chatsworth" to the public we are offering splendid reproductions of Sheffield Plate that are unique and distinctive in design. Made exclusively for us, these reproductions can be obtained at this store only.

The rich simplicity of design, the heavy silver plate on copper are a few of the features that will appeal to the fastidious.

The prices advertised are unusually low and are special for this sale only.

Macy's—Main Floor, Broadway.

Silver Plated Flatware

at about 1/3 off regular prices

The reduced prices will prevail during this special sale only.

	regularly	this sale
Tea Spoons—set of six	\$1.49	99c
Dessert Spoons or Forks—set of six	2.74	\$1.83
Table Spoons or Forks—set of six	2.97	1.98
Butter Spreaders—set of six	2.97	1.98
Individual Salad Forks—set of six	3.24	2.16
Orange Spoons—set of six	2.49	1.66
Oyster Forks—set of six	2.39	1.66
Butter Knife, each	52c	38c
Sugar Spoon, each	52c	38c

Fancy, printed silk and cotton lining

A combination of smartness and serviceability, floral and figured designs on grounds of steel, taupe, tan, rose and Copenhagen.

35 inches wide,
\$1.59 yd.

Macy's—Lining Dept.—Second Floor, Front.

Interesting Items in Linens

- Hemstitched linen damask tray cloths of finely woven pure linen damask, embodying several very pretty patterns. 17 1/2 x 26 in. 98c each
- 17 x 27 in. 79c each
- Pure linen damask cloths, finely woven and of heavy quality. Neat floral designs. 70 x 70 in. \$7.89 each
- Hemmed breakfast napkins, cream bleached, extra heavy Union linen. Dice patterns. 20 x 20 in. \$4.89 dozen
- Pure linen Irish satin table damask, snow white and finely woven. Pretty range of patterns. 69 in. wide. \$2.29 yard
- Napkins to match. \$6.49 dozen
- Turkish bath towels with neat blue border. Large, heavy and absorbent. 79c each
- Pure linen crash toweling. Very heavy, of plain white Russia crash. 16 inches wide. 39c yard
- Pure linen huck towels. Sturdy quality. pure linen huck. All white. 18 x 34 in. Hemmed. 79c each
- Real Cluny lace doilies with wide edge of hand-made French Cluny and linen center. 11 in. diameter. 49c each

Macy's—Second Floor, 35th Street.



Nearly Every Steamer Brings Us

New Paris Millinery

The flow of new ideas from Paris—the source of millinery vogue—never stops. Fresh from the steamer trunks come our inspirations for new styles. Latest among these is an ultra smart creation from

Jeanne Lanvin

which has been specially made for the very young woman.

Lucie Hamar and Louison

have sent us new models which are copied in our great collection. Flowers, ribbons and Egyptian embroideries have come from Paris which will be used in new modes.

Our prices are reasonable, considering the materials, which have been imported for these particular creations.

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

Wool and Fibre Rugs

We are offering a splendid assortment of wool and fibre rugs that will appeal to the fastidious. For rendering service that is SERVICE and for beautifying the home in no uncertain way, these rugs are in a class by themselves. They are really remarkably good looking and good wearing and particularly well adapted for summer use. Some of these rugs are two-tones, while others are in Persian, Chinese and all-over effects.

Sizes and Prices

6 ft. x 9 ft., \$16.74	8 ft. 3 in. x 10 ft. 6 in., \$24.48
9 ft. x 9 ft., 21.48	9 ft. x 12 ft., 26.25
	9 ft. x 15 ft., \$34.25

Cotton Bath Rugs

A splendid line of Cotton Bath Rugs has just arrived. These rugs are washable and reversible and in pretty shades of color adaptable to the bathroom. Clean looking and durable.

Sizes and Prices

24 in. x 36 in., \$5.14	30 in. x 60 in., \$10.48
27 in. x 54 in., 9.74	36 in. x 72 in., 15.14

Macy's—Fourth Floor, 35th Street.

New Dress Trimmings

Prim, stiff organdie vestees and bandings for the tailored suit, gayly colored frills of Georgette for the taffeta afternoon dress, or lovely beaded flouncings and girdles for evening frocks—whatever your need may be, in so far as trimmings are concerned, you have but to come to our well-filled shelves to find it. Our assortments are extensive, our materials are of good quality, and they are carefully made into tasteful trimmings for any frock for every occasion.

Imported Dress Trimmings

consisting of tunics, flouncings, motifs, girdles, and a variety of tassels. Tunics from \$23.89 to \$69.50. Flouncings, \$6.24 yard to \$22.54 yd. Bands, \$1.24 yard to \$22.89 yard. Tassels and girdles of beads, silk or metal, at many interesting prices.

Domestic Embroidered Bands

will add just that touch of rich colorful trimming that your new Spring frock requires. And not only that, but you may have your hat and handbag to match, for these bands can be utilized in many different ways.

Net, Voile and Organdie Flouncings

in the 40-inch widths that are just right for dresses. It takes very little of this material to make a lovely Summer frock. They are trimmed with hemstitching, tucks, ruffles, tiny headings.

And a complete and wide assortment of veatings, bandings and pleatings in the newest conceptions at popular prices.

Macy's—Main Floor, 34th Street, Rear.

The New Veils from Paris

are distinctively different and delightfully becoming.

We have a large assortment of the usual no-relty veilings, the odd meshes, French dotted veiling and many others—and they are really exceptionally low priced.

Just now we are showing our collection of veils and veilings that were brought from Paris and inspired by Parisian creations.

These are "out-of-the-ordinary" novelties.

New Chantilly Lace Veils

the vogue in Paris for the smart tailored hats. Latest designs and colorings—black, navy, taupe and white. \$1.39 to \$3.69

The Square Flowing Veils

cover the hat and face in a new chic manner. They have wide borders in fancy scroll designs. Black and colors. \$12.39

The "Two-in-One" Novelty Veiling

was inspired by one of the great milliners in Paris, and they combine an effective face covering and a pretty hat trimming in one. The upper part of these veils is fancy in design and covers the hat. The lower part is woven in a more conventional mesh and covers the face. Some have still another lower fancy border for a neck band. \$2.24 yard

Macy's—Main Floor, 34th Street.