

NEW-YORK, SUNDAY, MARCH 24, 1912.

DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

HERALD SQUARE, Broadway, 34th to 35th St.

SPRING CLOTHES

To Suit Every Man

R. H. Macy & Co.'s Attractions Are Their Low Prices.

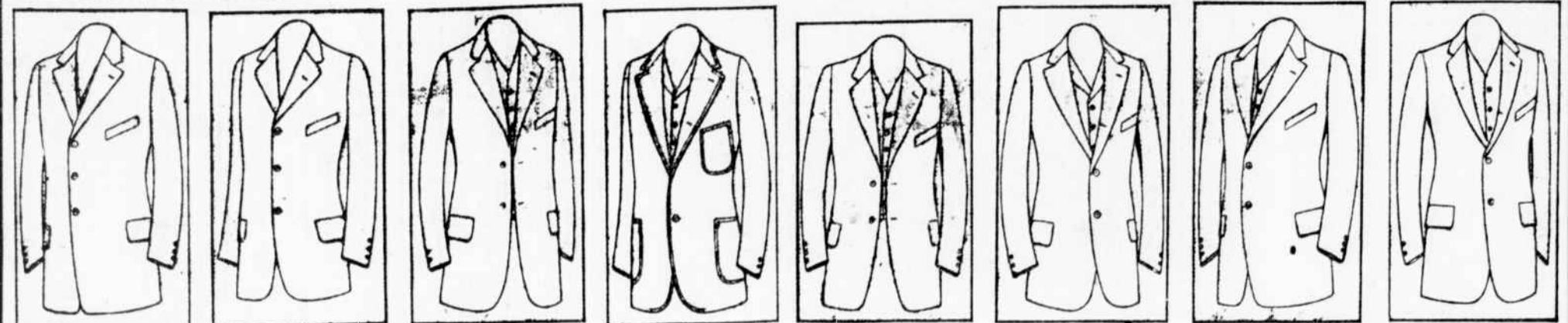
Macy's

HERALD SQUARE, Broadway, 34th to 35th St.

Store YOUR FURS at MACY'S

We repair and re-model furs. When the repair cost reaches \$25.00, no charge is made for storage.

Phone 6100 Greeley or drop us a postal. We will call for your furs, clean them (if moths are there we get them out), store them in our chilled air vaults (where the atmosphere never exceeds 32 degrees and where moths cannot exist), and return them to you when required in the Fall.



THESE ARE THE MODELS FOR MEN OF AVERAGE BUILD

Distinctly conservative; medium shoulder model. Conservative both in lapel and shape of coat.

Conservative coat. Normal lapel and shoulder, but slightly fitting in the back.

Modified English model. High cut waistcoat. Silk mixed worsteds such as dark blue with silk violet stripes.

Jaunty patch-pocket model. Half lined.

It is a three-button model in which the top button may either be buttoned or left open.

English model. Notched collar waist-coat.

A smart two-button model with wide lapels and bold lines throughout.

Distinctive extreme English model. "Looks as though it were made in London."

"Old-Fashioned Macy's"

On Our Sixth Floor.

A market for our lowest priced merchandise, representative of nearly every other department in the store.

The values obtainable on our sixth floor are governed by the principle on which the rest of the store is conducted.

Reliable goods—and reliable goods only.

We never sacrifice quality—no matter how low the price.

Spring Importations of Paris Gowns

Which were displayed during the Exhibition held here last week Have now been copied at materially lessened prices

The woman who desires above all things a French Gown or Costume for Easter, but finds the cost of the originals prohibitive, can have it. No one will know it is not an original unless she chooses to tell.

We have duplicated these superb creations accurately. There are no appreciable points of difference. Even the buttons are exact duplicates.

There are many women, however, who count the possession of an original imported model more important than its price. And they will be interested to know that our originals are marked at about half the price that other importers charge. We feel that a liberal concession is only fair after the Paris model has been copied by us.

Just one instance of our prices will show the enormous difference we save you. An original black and royal blue satin gown from Callot Soeurs, which we have marked \$245.00, is priced \$425.00 at a nearby establishment.

Russian Suits, By Paul Poiret
Original \$175.00
Copy \$48.74

The color combination, the daring design, with the elegance of this model, proclaim M. Paul Poiret's mastermind.

The material is a very dark blue French serge, trimmed with copper color Faille Francaise silk, and lined to match.

The coat is Russian style, double-breasted and slightly cutaway. It is bordered all round with a half-inch band of the copper silk, fastens with a double row of brass ball buttons, and gathers under a wide, patent leather belt with brass clasp.

The skirt hangs straight, from a raised belt of copper and blue, with loops at the back to conceal gathers. A wide band of the copper silk trims hem.

Second Floor, B'way.



These four models for stout men. Twenty different models from which to select your spring suit. All prices from \$14.75 to \$38.50. Contrast this assortment with the two or three models shown in the ordinary clothing store.

These four models are for stout men. Macy's suits for stout men are not ordinary suits made in extra large sizes, but are suits designed after repeated consultations between our own expert and the best suit manufacturers in the country, with the object of obtaining a model that gives a slim effect. The suits are designed to lie close to the body, and they very much reduce apparent breadth.

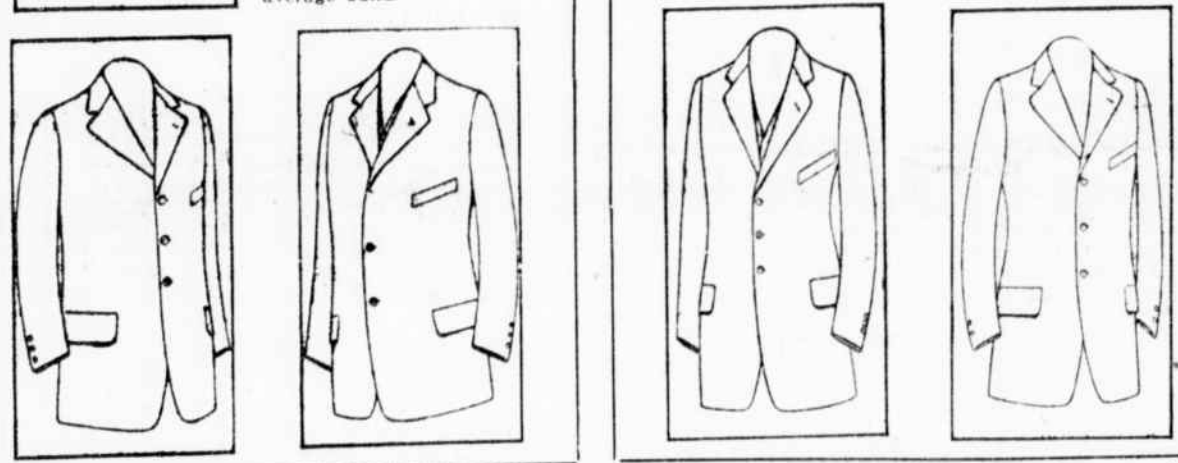
Our suits for stout men are not confined to the usual dark blue. Dark blue has been the only color that the stout man who bought his clothes at the ordinary clothing store has hitherto been able to wear. We, on the contrary, have suits for stout men in dozens of quiet patterns, including grays and tans in the newest weaves.

The same holds true with the models. We offer conservative regulation American models; the semi-English, soft impregnated lapel model and the extreme English model with marked waistline and narrow shoulder—in these suits, as we do in our suits for men of average build.

These four models are for slim, tall men. Our suits for men of unusual height, although they comprise a variety of patterns, are chiefly in very quiet effects, the patterns being such as to reduce the apparent effect of height. Semi-invisible checks and patterns of this character rather than pronounced stripes which tend to increase the apparent height. They give the broadening effect of the old-fashioned check without being in any way conspicuous.

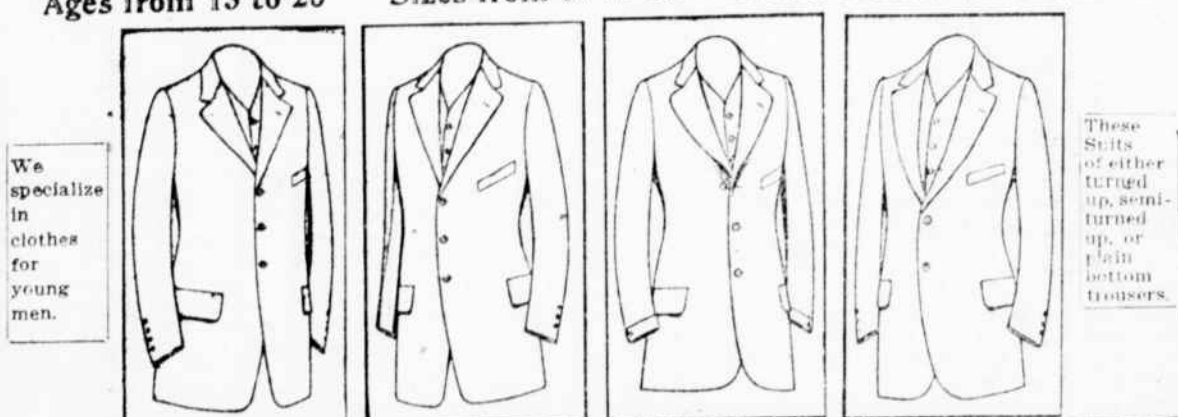
We offer in these suits, in different models to suit the different tastes, including semi-English, as well as a conservative conventional American model.

Our suits for men of over average height are built with extra long sleeves, extra long trousers and extra long skirts on the coat. It is, therefore, not necessary to buy an unduly large chest measure in order to get adequately long sleeves, etc. We can fit the unusually tall man, as well as we can fit the man of average build.



Our suits for young men are actually young men's suits, and not ordinary suits for men in smaller sizes. The patterns are jauntier and the cut a trifle more extreme than the suits for older men. We show below four of our most popular models. Macy's caters especially to the young men. Our selection in models for the young man is as complete as the average clothing store selection for any man. Four complete different models to choose from, each with a different lapel shape. Every man can find lapel shapes that will best frame his face. These four models for youths and men of youthful build.

Ages from 15 to 20 Sizes from 31 to 36 Prices from \$9.75 to \$22.50



We specialize in clothes for young men.

- A Calling Suit**.....by Bernard
Original \$229.00—Copy \$150.00
It is of dark blue French serge, heavily embroidered with black braid, and is slashed at sides of coat.
- Afternoon Gown**.....by Maurice Mayer
Original \$164.00—Copy \$59.75
Of thread-striped black and white silk with fichu of white thread lace. Ivory ball buttons and emerald silk pipings give pleasant contrast.
- Taffeta Morning Frock**.....by Rondeau
Original \$174.00—Copy \$64.75
Blue and white-check taffetas with overdress of blue satin meteor. Crimson silk trimming. Crystal buttons.
- Eponge Frock**.....by Jules
Original \$119.00—Copy \$49.74
This is an ultra-smart flame-color frock, suitable for seashore wear. The white pique plastron is crewel-embroidered in flame color and weighted with crystal ball buttons.
- Taffeta Reception Gown**.....by Jeanne Halle
Original \$195.00—Copy \$84.75
Scalloped brown ninon pinnies drape a blue-brown striped changeant taffeta. The effect is very striking.
- Taffeta Silk Frock**.....by Paul Poiret
Original \$219.00—Copy \$59.75
This is of striped and plain dress-of-wine silk, in overskirt effect, with a plastron of embroidered cream batiste.
- Walking Suit**.....by Drecoll
Original \$219.00—Copy \$59.75
Gray and white whipcord, narrowly striped, with suede collars and cuffs.
- Dinner Gown**.....by Drecoll
Original \$296.00—Copy \$149.00
Cream and black chantilly lace with silk pendants, mounted on ivory satin.

Parasols to Match Costumes

Even if it Be a Changeable Taffeta

We carry a complete stock of Parasols at different prices, ranging from \$1.39 up to \$18.89.

These include the new models from Paris and Vienna, most of which are of an elaborate character, as, for instance, an intricately embroidered shot-silk parasol with silk tape fringe and pimento wood handle topped with a horn head doggie. This is priced at \$18.89.

A remarkably effective parasol which costs only \$10.89 is made of changeable taffeta with two-color fringe. The ribs are tipped with mother-of-pearl. The handle of pimento has a band and novelty top, both of gunmetal.

Perhaps the most novel parasol in our stock is the saucer shape at \$16.89. Silk ribbon follows each of the ribs all the way up and down, and then up again on the outside. Where the ribs terminate the silk is shirred, as it is also all around the edge. A verist loop of green silk ribbon completes the appearance of this very dressy creation.

- STRIPED SILK PARASOLS.....\$1.39
Hemstitched borders of striped silk with plain colored tops in an unlimited number of color combinations. These parasols sell elsewhere at \$2.00.
- SILK TAFFETA PARASOLS AEE PARASOLS.....\$1.89
IMPORTED SHANTUNG PONGED
Black and white effects, also floral decorations. These parasols sell elsewhere at \$2.75.
- SILK TAFFETA PARASOLS.....\$2.79
In the newest Spring effects, including plain colors with folding handles, also imported silk lined shantung-ponges. These parasols sell elsewhere at \$3.75.

WILLOW CHAIRS AND ROCKERS

Complete with seat or cushion upholstered in cloth or leather.

Chair \$4.90



Chair \$4.90 Complete with Cushion.

Chairs with denim covered cushion instead of velvet are advertised elsewhere as a special at \$5.25.

Rocker \$5.49



\$5.49 Complete with Cushion.

The Newest Upholsteries

A Bewildering Variety of Fairyland Fabrics, Imported and Domestic.

Whatever decorative scheme you may have in mind you can harmonize at our counters.

The craze for cretonnes is easy to understand when one sees the manifold uses to which these beautiful, yet inexpensive, prints can be applied. Cretonnes in place of wall paper—cretonnes on your bed—cretonnes on your window—cretonnes on your furniture—cretonnes on your chiffonier and dresser—cretonnes on the veranda—cretonnes in the sun parlor—cretonnes everywhere and anywhere!

Cretonnes so rich with heavy colorings as to seem like velvet, however close you look—cretonnes so light and airy they might have escaped from a rainbow—cretonnes that are reversible—cretonnes with single prints—cretonnes that are produced by the usual machine process—hand-blocked cretonnes from England representing the laborious and conscientious care which is scarcely practicable in these days of commercial haste.

Our prices for cretonnes by the yard range from 18c up to \$3.48.

The wonderful colorings in hand-blocked cretonnes are produced by as many different hand-stampings as there are combinations of hues. Such hand-blocked cretonnes are to be found in our Upholstery section at so small a price as 98c per yard.

Wherever cretonne is introduced there you will find freshness and a radiance redolent of summer sunshine.

Noteworthy is a shadow cretonne at \$2.97. The subdued coloring is produced in the warp as distinct from the usual printing process after the material is woven.

Maybe You Require Swiss Curtains?

We have the lightest, coolest and prettiest of their kinds at 79c. up to \$4.24, either pleated or ruffled. Then there are Flat Organdie curtains with colored borders at \$1.12 up to \$1.98 per pair. Bed Sets to match at \$2.97 up to \$7.74.

Another example of the fact that good curtains need not necessarily cost much money is to be found in our Braided Novelty Curtains, which may be had in either white or Arabian. These are 98c. and \$1.49 per pair.

Net curtains enjoy a popularity that apparently will never wane. Especially popular are our curtains with Renaissance lace edge or corner motifs at \$1.49. At the same price, scrim curtains with fllet insertion or edging.

No fewer than eight styles in white or Arabian Renaissance lace curtains at \$2.97 a pair.

Four different styles of Cluny lace curtains at \$1.39 to \$2.97 per pair. Among the season's new productions are imported madras lace curtains in two delightfully simple but strikingly effective designs which combine the Marie Antoinette and Empire styles in one clever pattern. These dainty imported madras curtains cost only \$5.94 per pair.

The more elaborate kinds, in real lace, range in prices up to \$79.74.

Our \$1.89 and \$1.98 Nottingham Lace Curtains. Special, 98c

If you need curtains—if you need anything in the way of upholstery—you owe it to your sense of economy to avoid making up your mind before coming to Macy's.

Just as there is no other house in the city able to give you a wider selection, so there is no other house in the city able to sell at prices as low as ours.

There is nothing in the line of upholstery or drapery that we are not prepared to do promptly, economically and thoroughly. All the work is carried out here on the premises, which enables us to fill orders at shortest possible notice.

Our spacious upholstery section on the third floor will repay a visit. Here you will see at a glance what you may need, or if you are in doubt we shall be glad to tender advice—of course, without any obligation on your part to buy.

Tables, rockers, arm chairs, magazine stands, desk trays, tea wagons, tea tables, couches, lamps, book racks, daybeds and swings.

Many of these pieces match, and consequently may be made up into beautiful suites.

- | WILLOW FURNITURE | | REED FURNITURE | |
|-----------------------------|--------------------|---------------------|--------------------|
| Lamps from | \$6.74 to \$12.49 | In Shellac or Brown | |
| Settees | \$11.24 to \$22.67 | Rockers..... | \$10.74 to \$22.24 |
| Swings | \$11.24 to \$18.67 | Arm Chairs..... | \$7.24 to \$18.24 |
| Flower Stand | \$6.24 to \$15.24 | Settees..... | \$8.24 to \$22.24 |
| Rockers | from .79 to \$4.96 | Side Chairs..... | \$3.96 to \$18.24 |
| Porch Chairs and Rockers | from .79 to \$4.96 | Box Couches..... | \$18.24 to \$22.24 |
| Willow and Reed Tables from | \$5.24 to \$8.24 | Corner Chairs..... | \$4.67 |

Rustic Furniture

Red Cedar

Settee, 5 ft. long, 28 in. wide \$16.49

Arm Chair..... \$5.94 and \$9.24

Side Chair..... \$7.49

Flower Pot..... \$8.24

Flower Stand..... \$8.24

Table..... \$8.24

Flower Stand..... \$7.44

Side Chair, slat seat..... \$4.49

Laurel Wood Rugs

Side Chair..... \$6.24 | Arm Chair..... \$14.49

Flower Box and Stool \$5.24 & \$8.24 | Settee..... \$18.24

Royal Wilton Rugs at One-Third Off

Sizes 22 1/2 x 36 in. 11 1/4 x 15 ft.

AT \$2.14, up to AT \$49.84

In some cases small and large sizes match.

These rugs are made of three-shot worsted and must not be confused with ordinary wool Wilton rugs. Almost every good coloring and design you have seen in a rug you will find in these.

AXMINSTER CARPETS at About Half the Price Elsewhere

An exceptional line of patterns and colors, including rose and blue grounds, French gray, ecru, browns, in two-tone and Oriental effects. Most of these carpets have 1/4 yd. borders to match, and make up into splendid rugs, 89c yd.