



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

Macy's Herald Square, Broadway, 34th to 35th St.

PARIS MODEL GOWNS REDUCED for Final Clearance

The original models from such famous style creators as Fremet, Paquin, Doucet, Worth, Reer, Agnes, Drecoll, Rondeau, Maurer and other notable couturiers are offered At Less Than Half Former Prices

Dainty SHADOW LACE and NET BLOUSES—Special

In the new and greatly improved Department on the Third Fl., 35th St.

Delicate Laces are employed for the most charming of the season's many Blouse novelties, which are displayed in the Macy assortment from \$4.95 to \$18.89.

A Shadow Lace Blouse at \$16.89 A finely dotted Net Blouse at \$12.89

\$8.00 Lace and Net Blouses—Special, \$4.96

\$10.00 Lace and Net Blouses—Special, \$6.94

\$20.00 Real Paradise, \$13.89

WHITE SALE Specials In Dainty UNDERWEAR

In the new, greatly enlarged and improved Department on the Third Floor are displayed all the latest novelties, imported and domestic.

In a prettily furnished section—devoted to French hand-made Lingerie—are the most exquisite hand-embroidered garments, trimmed with the finest real laces.

Here are French Gowns at \$15.89, French Combinations, hand embroidered and entirely hand made, are \$3.59, and with Irish crochet lace and belt are \$9.94 and \$10.89.

Gowns at 69c

Gowns at 79c

Gowns at 99c

Combinations at 99c

Drawers at 24c

Drawers at 49c

French Hand-Embroidered Underwear, 79c

Corset Covers at 49c

Combinations at \$1.79

Combinations at \$1.98

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The Great White Sale Continues Another Week

Two acres of floor space have been added. Practically every Department has been enlarged and made lighter, brighter and more commodious.

Arrangement throughout the Store has been vastly improved. Departments are more readily accessible.

A Macy's growing old gracefully, improving with age—or rather, shall we say 55 years young—greet you with great values for this week.

Crowded Out of This Advertisement The Details of Economies in

Women's and Misses' Dresses at \$19.74, etc.—where \$30.00 and \$35.00. \$2.50 White Tagal Hemp Hats at \$1.49. \$5.00 Panama Hats at \$2.97.

Infants' Hand-Made Dresses At Savings

New, Bulgered Department, Third Floor, 35th St.

Our new "Baby World" on the Third Floor is delightfully replete with every need for the Little Ones, from tiny kid shoes to complete layettes.

Our new shipment of imported hand-embroidered Dresses and Underwear for Infants, include the daintiest garments we have ever shown at prices one-third less than elsewhere.

Infants' Yoke Dresses, 99c to \$5.74.

Infants' Long Dresses, \$1.24 to \$3.96.

Infants' Petticoats, \$1.24 and \$1.39.

Infants' Empire Dresses, \$5.49.

Blankets and Comfortables for Baby's Bed

In the Bedding Department, Basement, we show a wonderful variety of dainty Comfortables, Blankets, Sheets, Pads, Spreads—everything for baby's crib or bed at prices far lower than similar qualities elsewhere.

Figured Silkoline Comfortables (35 in. x 48 in.), 71c.

Sateen (36 in. x 48 in.) Comfortables, \$1.98

SHK Top (45 in. x 54 in.) Comfortables, \$2.59

Silk or Satin Wool Comfortables, \$5.19

Berkshire and California Wool Blankets.

At 14c yd. 1,221 yards of China, Cretonnes and Dutch Prints that were marked 24c to 29c a yard.

At 24c yd. 1,145 yards of China, Cretonnes, Printed Repps and Dainty Striped Swansdown, that were priced 39c a yard.

At 29c yd. 681 yards of English and French Cretonnes on heavy muslin and repps, also Dutch Prints, that were marked 49c a yard.

At 34c yd. 550 yards of heavy French and English Printed Repps and Dutch Prints, that were priced 54c a yard.

At 49c yd. 1,370 yards of English and French Printed Linens and a good assortment of the old English hand-blocked Prints, printed from blocks 150 years old. Prices were 98c to \$1.21.

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DIAMOND SOLITAIRES Pure White and Flawless

Reduced 1-5 from Macy's Usual "Lowest-in-the-City" Prices—therefore 1/4 to 1/3 Less Than Prices Elsewhere for Equal Quality.

Every Stone in This Sale Is Pure White and Flawless.

"Perfect Under the Loop"

The "Loop" is the high-power magnifying glass of the expert. The distinctive and exquisite mountings of platinum and gold are thoroughly in harmony with the gems they sustain.

Solitaires Earrings

Two-Stone Rings

Three-Stone Rings

Men's Rings

The increasing scarcity of pure white Diamonds and the increasing demand for them—in conjunction with the probable increase of "duty"—combine to make this sale more than usually interesting. It will pay you to take advantage of these.

Macy's Regular Prices are always the lowest in New York, quality of the Gems considered

Summer Floor Coverings Usual Macy Savings

The escalator is a ready and convenient means of reaching the new and much improved quarters of the Carpet and Rug Department, now on the Fourth Floor.

A new and exceptionally large consignment of our "Miles Standish" Colonial Rag Rugs has just arrived.

These Rugs are made of new rugs exclusively. Beware of the Rag Rugs offered elsewhere at equal and greater prices, made of rags gathered by the scavenger and eked out by substitute rubbish which is not rag at all.

The materials, mostly from England, Ireland and Belgium, are in the main bedtickings, chambrays, plinks, calicoes and cretonnes. Across the end of each Rug is a Colonial band border. Almost every color, in every tone and combination, is represented in this offering.

These "Miles Standish" Rugs can also be made to order at very moderate prices, either in special lengths or special widths.

RUSH PORCH RUGS from HOLLAND

MOODJ PORCH RUGS from INDIA

MATTING RUGS from JAPAN, \$6.48

Inspect our remarkable stock, in complete assortment of Algerian Rugs, Crex and Walte Grass Rugs and Runners, New Art Rugs, Doone Rugs, Shirvan Rugs, Zalga Rugs, etc., in fact, every desirable kind of floor-covering for Summer. Savings throughout that are never less than one-fifth and often approximate one-half.

84c Velvet Hall and Stair Carpet (yd.), 69c

\$1.39 and \$1.49 Inlaid Linoleum (sq. yd.), 98c

69c Figured Cork Linoleum (sq. yd.), 44c

"Straus" Cut Glass 1/2 Price

"STRAUS" CUT GLASS IS DISTINGUISHED by the lustre, depth and accuracy of its cutting, and is immeasurably superior to the dull, lustreless glass freely offered elsewhere at equal and greater prices. "Straus" Cut Glass has all the points of excellence that won it the Gold Medal at the World's Fair.

Celery Trays, \$1.98 NOW \$1.19

Sugar and Cream Sets, \$1.98 NOW \$1.29