



Macy's



We advise all who can possibly do so to shop in the morning—the earlier the better. The crowds are less thick than during the afternoons.

If strolling through the store you see anything you wish, we will, for a reasonable amount, lay it aside and deliver it later, as you may direct.

The Dolls.

All kinds of Dolls at all kinds of prices. Eyes of blue, or brown, or black; hair that curls, or ripples, or crinkles, or frosts; the color of jet, or chestnut, or auburn; creamy complexion, or swarthy—24c. to \$24.99.

Christmasy Toys and Dolls.

Our Empire of Toys and Dolls Has Extended. Bicycles have been wheeled to another section, surrendering their long-occupied territory to the mighty overflow of the former. Don't fret, little children, there are Toys a-plenty. We'll nudge Santa Claus persistently and continually from now until Christmas eve. He's ever-present at Macy's. His blessing seems to brood in the air, making it soft and kindly. He's the tenderest saint in the calendar of love—the grave, venerable, generous patron of childhood. Keep easy, beware of impatience and all your fond dreams will come true.

The Dolls.

Dolls dowered with life-like beauty. Dolls that are pouting, saucy, dimpled, demure, dashing, plain, picturesque. They make the happiness of Christmas just as the first thrush makes the song of Spring.

Dress Goods for Presents.

Gifts like Dress Goods brighten friendship and strengthen the ties of kinship. The scope of our preparations denotes the popularity of Dress Goods at this particular period. The whole stock is in the fulness and freshness of what is really a new season. The vast collection responds freely and promptly to your every wish. Stuffs for street, travelling, carriage, dinner and reception gowns are here in rich abundance—all colors, all patterns, all weaves. Easy to choose; easy to pay.

Silk-finished Henrietta Cloth, extra brilliant lustre; extra rich quality. Manufactured especially for us. We show over fifty street and evening shades, 45 inches wide. You can't match it elsewhere under 60c.; our price is..... 49c.

Crepe Cheviots—A hue we liked so well that we arranged to control it in this market. Grays, tans, castors, fawns, browns, blues, old rose, greens, cardinal and black, 45 in. wide; our price..... 69c.

Dress Patterns of Royal Serge... \$2.36
Full Dress Pattern of All-wool Royal Serge, black and two shades of navy blue, would be good value even here at \$3.00; the price is..... \$2.36

Dress Patterns of Imported Whipcord \$3.89
Dress Patterns of Imported Whipcord; tans, castors, modes, grays, browns, blues, reds and goblin regular \$6.00 quality; your choice at... \$3.89

Handkerchiefs for Presents.

We pass all references to the size of the stock. None of the Macy interests are trifling. That fact is well known. The variety of Handkerchiefs we show will not astonish you. You expect completeness here. Neither will the low prices surprise you. You've grown accustomed to finding the best values beneath this roof. The bulk of our Handkerchiefs came from our own Belfast factory. That's why we can conscientiously vouch for qualities, and, by eliminating the middleman's profit, undersell all competition. No other retail store enjoys similar facilities.

Children's Handkerchiefs, colored initials, quarter dozen in fancy box for 22c.

Children's Handkerchiefs, colored borders, quarter dozen in fancy box for 37c., 32c. and 24c.

Women's Swiss Embroidered Handkerchiefs, 12c., 18c. and 24c.

Women's All-linen Hemstitched Handkerchiefs, 6c., 7c., 12c., 15c. up to 28c.

Women's Handkerchiefs, plain hemstitched and embroidered, half dozen in fancy box for \$1.07, 82c., 54c. and 41c.

Women's Lace-trimmed Handkerchiefs, 15c., 19c., 22c., 46c., 69c. up to 94c.

Women's Handkerchiefs, plain hemstitched, half dozen in fancy box, \$1.13, 82c. and 44c.

Women's Embroidered Linen Handkerchiefs, 37c., 39c., 79c., 99c., \$1.24 up to \$2.09.

Men's All-linen Hemstitched Handkerchiefs, 8c., 10c., 12c., 21c., 29c. up to 94c.

Men's All-linen Handkerchiefs, with embroidered initials, half dozen in fancy box for \$1.24.

Men's All-linen Hemstitched Handkerchiefs, embroidered initials, at 44c., 24c. and 22c.

Flannel Waists for Presents.

The Flannel Waist is one of the latest vogues. An ideal garment for the coolish days of this lingering Indian summer. You'll find a choice variety here—plain or polka dotted, made in the smartest styles and priced the usual Macy way—which means that you may buy them here for much less than elsewhere.

Assibet Flannel Waists, dress sleeves, lined throughout, regular \$2.00 quality; our price..... \$1.49

Assibet Flannel Waists, embroidered all over with polka dots, regular \$3.00 quality; our price..... \$1.99

Twilled French Flannel Waists, back and front tucked, regular \$3.50 quality; our price..... \$2.19

Twilled French Flannel Waists, embroidered all over with polka dots, regular \$5.00 quality; our price..... \$2.99

Silk Petticoats for Presents.

The display of Petticoats is fine and imposing in every respect. The first thing that strikes the casual looker is quantity—then the brilliant coloring and sparkling, chic novelty effects that are secured by the application of entirely new ideas in trimming. Closer inspection brings to light the charms of real cheapness. It's a worthy stock, and never fails to inspire the appreciation that is so compensating to honest effort.

Petticoats made of heavy taffeta silk, finished with side corded ruffle, black and colors, regular \$4.50 quality; our price..... \$3.49

Petticoats made of taffeta silk, trimmed with graduated accordion plating, finished with pinked ruche and dust ruffle..... \$7.99

Petticoats made of heavy taffeta silk, trimmed with accordion plating, laced and finished with corded ruffle, \$7.50 quality; our price..... \$5.74

Petticoats made of taffeta silk, wide graduated accordion-plated flounce, trimmed with lace inserting and ribbon..... \$16.21

Silk Waists for Presents.

Rare plums among the Silk Waists. Saint Nicholas knows it, and will do his choosing accordingly. The stock shows we haven't been dozing. Been cudgelling our brain and straining our energy for months in order to say "Ready" when December dawned. That's the word now—and it means more than it ever did before.

Waists made of imported striped silk, tucked front and collar, pink, lavender, turquoise, cadet and navy, all nicely finished; regular \$4.50 quality; our price..... \$2.99

Waists made of fine heavy taffeta silk, front and back trimmed with clusters of cords, corded stock collar, regular \$6.00 quality; our price..... \$4.49

Waists made of heavy taffeta silk; back front and sleeves finished with clusters of fine tucks. Other stores are showing similar styles and qualities at \$7.50; our price..... \$5.74

Waists made of very rich taffeta silk, daintily tucked and trimmed profusely with the finest of chiffon, regular \$10.00 quality; our price..... \$8.74

Women's Coats.

Women's Coats, made of kersey cloth, double-breasted and fly-front effects, strap seams, heavily stitched, lined with satin, \$8.74.

Women's Coats, made of tan, castor and black kersey cloth, jaunty double-breasted styles, seams and entire coat heavily stitched, lined with satin..... \$10.99

Dependable Furs.

Fifty high-grade Clusters Storm Collars and Peleries, including electric seal combined with sable, Persian and sable and stone marten, \$29.99 to \$79.99—which is 25 per cent under market prices.

Women's Alaska Sable (skunk) Muffs, \$6.99.

Candy for Christmas.

The Candy vista grows brighter and brighter. The whole section is a shimmer with the variegated charms of Christmas Confections. Every sweet morsel is pure and wholesome. No mistake on that score. We know, because we are the manufacturers. Our candy factory is a model of neatness and cleanliness and sanitary perfection. The air is fresh, the workpeople are careful, the substances and the flavorings are the choicest. The theme is not exhausted until a word is said of prices. Spite of incomparable qualities, you'll often find that we charge just half what others ask.

Cream Peppermints and Cream Wintergreens, per pound, 15c.
Coconut Kisses, fresh every day, per pound, 18c.
Chocolate Creams, extra fine quality, per pound, 34c.

Assorted Chocolates, superior quality, packed in pretty boxes, per pound, 34c.
Assorted Bon Bons, equal to the 80c. quality sold elsewhere, packed in neat boxes, per pound, 49c.

Silk Mufflers.

They tempt hundreds of gift hunters. Prices that facilitate your decision.

Silk Mufflers, fancy plaids, all colors, 79c.
Satin Silk Mufflers, plain centres, fancy borders, \$1.24 and \$1.57.
Satin Mufflers, fancy stripes, rich colors, \$1.36.
Silk Mufflers, shimmery brocades, striped borders, 94c.

Rangpur Smyrna Rugs.

If it is a question of goodness, these Rangpur Smyrna Rugs will gratify you, for they are. If economy is a potent consideration, we are certain that the prices will afford you ample satisfaction. Notice the values. The Rug-buying procession will come this way without winding or shifting, and the selling will be swifter than a weaver's shuttle.

\$4.98 for \$7.50 Smyrna Rugs, 6x9 ft.
\$7.98 for \$11.00 Smyrna Rugs, 7 1/2 x 10 1/2 ft.
\$10.98 for \$15.00 Smyrna Rugs, 9x12 ft.

Axminster Rugs, woven in one piece, superb Oriental Colorings and magnificent Persian patterns.
\$12.74 instead of \$18.00 (6x9 ft.)
\$18.74 instead of \$25.00 (7 1/2 x 10 1/2 ft.)
\$24.67 instead of \$35.00 (9x12 ft.)

Tapestry Carpets.

Carpets, with us, are called remnants when the quantity is reduced to less than one hundred yards. That's why these good and beautiful Tapestries have felt the price pruning process.

39c. for the 65c. qualities.
49c. for the 75c. qualities.
52c. for the 85c. qualities.

Enough yards of some to cover three rooms—others contain just sufficient for one room—and still others will have to be used for halls.

Axminster Carpets, best makes, choice patterns and colorings, regular \$1.25 quality; our price, 89c.

Miscellaneous Cutlery.

Boys' Pocket Knives, bone and stag handles, two blades, 9c., 15c., 41c. and 47c.; pearl handles, three blades, 24c., 26c., 34c., 38c., 39c., 41c. and 47c.; pearl handles, four blades, 24c., 39c., 44c., 52c. and 58c.

Women's Pocket Knives, pearl handles, two blades and nail file on back, 87c.
Women's Pocketbook Knives, two blades, 41c.

Men's Pocket Knives, stag handle, combination, two blades, scissors and file, \$1.22.
Men's Pocket Knives, pearl handles, two blades, scissors, nail file and corkscrew, \$2.08.

Men's Pocket Knives, sterling silver handles, the blades guaranteed; two blades, 61c.; three and four blades, 87c.

Embroidery scissors, sterling silver handles, 44c. and 64c.

Women's Gloves.

Lady Washington real French Kid two-clasp Gloves, all the seasonable colors for dress and street wear, unapproached for style, fit and durability, at 98c.

Women's genuine Mocha Gloves, tan, gray, brown and black, at... 89c.

Diamonds.

A gorgeous stock of Diamonds—Rings, Brooches, Pendants, Cuff Buttons, Scarf Pins—at one-third less than their value before the recent big advance. No use elaborating. The plain statement is very strong, very alluring. It's a safe store for the novice—and for the expert as well.

Gold Jewelry.

Things for personal adornment figure largely in our Christmas plans. That fact is very manifest in our stock of Gold Jewelry. We show everything usually found in progressive jewelry stores. The designs are the latest, the qualities are thoroughly reliable, and frequently our prices are just half what the exclusive dealer charges.

Children's Gold Rings, 58c. to \$1.57.
Women's Gold Rings, 89c. to \$4.67.
Men's Gold Rings, \$3.38 to \$11.99.
Watch Chains, 10 and 14 kt. gold, from \$6.49 to \$51.49.

Men's Gold Watch Fobs, \$3.99 to \$12.24.
Stick Pins, great assortment, from 36c. to \$1.99.
Gold Brooches, from \$1.13 to \$24.94.
Gold Link Buttons, from \$1.47 to \$8.49.

Locketts, Earrings, Baby Pins and Buttons, Cigar Cutters and an endless variety of other novelties are now ready for the early throngs.

Tea Gowns.

A Tea Gown for mother, wife or sister? Doesn't that hint solve the puzzle for thousands? All women dote on Tea Gowns. They are sensible things to give. That's why they are here in such profusion.

Tea Gowns made of cashmere, square yoke, trimmed with worsted braid ruffle and sleeves also trimmed with braid..... \$2.99

Tea Gowns made of cashmere, round yoke, trimmed with ribbon and lace inserting, ten of the leading colors..... \$3.99

Tea Gowns made of cashmere, square yoke, trimmed with velvet ribbon and accordion plating..... \$5.32

Tea Gowns made of cashmere, ruffled yoke, ruffle of satin ribbon and lace inserting, very handsome..... \$7.24

Tea Gowns made of cashmere, trimmed with ribbon ruffles and lace inserting to form a bolero effect..... \$10.63

Women's Bath Robes.

We mention Bath Robes—and your perplexity is at an end. It's part of our obligation to make suggestions. Reading our advertising simplifies Christmas shopping—and reduces the tax on your purse. A pretty, luxurious Bath Robe is a splendid present to a woman from a woman. Choose one of these for her, and you'll be long remembered for your thoughtfulness.

Women's Bath Robes, made of wool eiderdown, finished with silk girdle..... \$2.49

Women's Bath Robes, made of wool eiderdown, large sailor collar, bound with satin ribbon, worsted girdle..... \$2.99

Women's Bath Robes, made of ripple eiderdown, large collar, bound with satin ribbon, front and sleeves trimmed with satin ribbon..... \$4.74

Money-saving Mattings.

You are entirely wrong if you think Mattings are sold only during the Summer. We sell them all the year round. Of course they go faster in warm weather. However, the Winter volume of business is not insignificant. To-day we offer two attractive items: China and Japanese Matting—handsome patterns—only one, two and three rolls of a kind.

\$6.74 for the \$9.00 quality.
\$7.98 for the \$12.00 quality.

Trimmed Millinery.

Our assortment of Trimmed Millinery is all that the most careful could wish it to be. The range is from \$4.98, at which we show velvet toques and English turbans, to \$28.98 for handsome fur and grebe trimmed hats. We urge you to examine the ones at \$4.98 and \$5.49 very critically. There is relatively as much style and value in them as in the higher-priced novelties.

Decorated Dinner Sets.

The display is varied and grand. It SPEAKS in no uncertain way—largest in bulk; lowest in price; highest qualities; richest styles. Could more be desired?

All who have Decorated Dinner Sets in mind are asked to consider our Haviland, Carlsbad, English and American goods. You will be the gainer by looking.

Haviland's Decorated China Dinner Sets ranging from \$49.83 to \$237.43.
Carlsbad Decorated China Dinner Sets, ranging from \$13.87 to \$37.41.
English and Domestic Decorated Dinner Sets, ranging from \$6.87 to \$19.89.

Another feature—over fifty different effects—in open stock patterns. Single pieces sold at set prices.

Special China Sets.

This classification includes Game, Fish and Ice Cream Sets—fine china beautifully decorated—and in every case our prices represent a substantial saving when compared with those charged elsewhere.

Decorated Plates.

Plates for single courses—the assortment here and their beauty cannot be described. You may come expecting to find unequalled economy. There'll be no disappointment.

The great activity just before Thanksgiving has left us with many broken dozens. These odd Plates have been gathered together and will be sold this week at reduced prices. It's a chance that no one needing Plates can afford to slight.

Bargains in Chamber Sets.

Have they occurred to you? Quite appropriate for wedding or Christmas presents. An immense quantity has just arrived that should have been here six weeks earlier. They require more space for their proper display than we can well spare. We are anxious to distribute them. Your opportunity.

Chamber Sets, white and gold tracings; instead of \$5.87, the price is..... \$3.87

Chamber Sets, solid colored body, gold edge instead of \$8.97, the price is..... \$5.97

Chamber Sets, English colored prints, gold edge instead of \$10.87, the price is..... \$7.87

Real China, fancy colors, gold tracings; instead of \$14.66, the price \$9.66

"Straus" Cut Glass.

Our claim of selling the richest qualities and the most artistic designs for less than others is backed by the fact that we are large manufacturers. You are invited to visit our Cut Glass factory. It is on the premises. The specimens awarded first prize at the World's Fair were produced right here. Producing the same kind every working day in the year.

Vinegar Cruets, 69c. Tumblers, per dozen, \$1.97. Water Carafes, \$1.97. Celery Dishes, \$2.93. Salad and Fruit Bowls, \$3.49. Glass Services, sixty pieces engraved Bohemian crystal, for \$4.79.

In addition to the extraordinary values we are offering in Rich Cut Glass, we have a fine line of Solid Silver Mounted Claret Jugs, Tea Caddies, Cigar Jars, etc., at prices much lower than jewellers'. We guarantee the glass to be of purest brilliancy and the silver to be 925-1000 fine.

Clocks and Mantel Sets.

Mantel Sets, including eight-day marbleized clock, bronze top ornament and two bronze figures 21 inches high, regular \$18.00 quality, our price, \$9.49.

Nickel Alarm Clocks, fully guaranteed, 90c.
Nickel Bicycle Watches, 59c.
Carved Wood Swiss Cuckoo Clocks, guaranteed movement, \$3.69.

Porcelain Mantel Clocks, prettily decorated, one-day movements, \$1.98.
Porcelain Mantel Clocks, richly decorated, eight-day movements, \$3.91.

Furniture for Presents.

We have assembled ranks of Furniture that are sure to be worsted and depleted soon after the first spark of enthusiasm sets in motion the tremendous holiday trade.

The Furniture is set up in the Annex—three immense floors, extending from street to street, filled with rows, and rows of matchless economies. Fine, graceful, artistic, strong Furniture. Not a trace of sham, or humbug, or bubble. The kind of Furniture that secures reputation, at prices that win triumphs.

The following articles are shown in solid inlaid mahogany, mahogany finished, Flemish, oak, birch, maple and Vernis-Martin finish.

Women's Desks—eighty styles, \$3.24 to \$69.99.

Dressing Tables—fifty styles, \$8.99 to \$81.88.

Music Cabinets—forty styles, \$5.99 to \$44.74.

Parlor Cabinets—fifty styles, \$10.99 to \$249.99.

Parlor Tables—ninety styles, \$3.99 to \$99.99.

Piano Stools—forty styles, \$1.09 to \$21.49.

Shaving Stands—thirty styles, \$8.99 to \$22.67.

Smokers' Tabourettes. Entirely new, exquisitely decorated, tobacco drawer, and pipe rack on side, \$8.99

Library Tables—fifty styles, \$4.24 to \$59.99.

Comb. Bookcases—fifty styles, \$6.34 to \$51.99.

Gilt Chairs—sixty styles, \$1.99 to \$62.67.

Hall Chairs—fifty styles, \$2.49 to \$19.99.

Desk Chairs—forty styles, \$2.49 to \$19.99.

Rockers—two hundred styles, \$1.49 to \$26.24.

Reed Furniture—new styles, \$2.99 to \$11.99.

Morris Chairs. We display thirty-five different styles. Prices range from \$2.49 to \$21.49

Optical Department.

The new Optical Department, on the second floor, is ideally organized. It is equipped with all the latest instruments, and is under the direction of a thoroughly competent optician—a graduate—who will test your eyes free of charge. Bring your oculist's prescriptions here to be filled. Extreme and scientific care will be taken to give you the proper lenses. Our prices are certainly a third lower than others charge.

Lorgnettes—all the newest shapes—Sterling Silver, \$4.44. Enamelled, \$5.89 to \$7.99. Gold-plated, \$5.28 to \$6.34. Solid Gold, 14 kt., \$31.99.

Opera Glasses, superior lenses, gift and pearl mounting, \$4.57, \$4.98, \$5.24.

Lemair Opera Glasses, gift and pearl mounting, \$8.21, \$8.46, \$9.25.

Misses' Opera Glasses, richly enamelled in light and dark blue, red and mauve, gold-plated mountings, with plush case, \$5.82.

Reading Glasses, gold-plated frames, pearl handles, \$1.62, \$1.86, \$2.28, \$2.56.

Opera Glass Holders, black rubber, gold-plated mountings, \$2.34. Silver-plated, \$2.74. Gold-plated, \$3.51; pearl, with gold-plated mountings, \$4.24.

Eye-Glass Chains, rolled gold, soldered links, with hook, 67c.; with hair pin, 71c.

Eye-Glass Chains, 14 kt. gold, soldered links, with hook, \$2.21; with hair pin, \$2.71.

Chatelaine Spectacle Cases, real seal leather, plain, 92c.; sterling silver mounted, \$1.23 and \$1.39.

Telescopes, covered with leather, fine brass mountings, lenses of superior quality, \$3.74, \$4.84, \$7.06 and \$7.93.

Presents for Smokers.

Not hard to select a present for Him—if he smokes. The Annex is prodigal with bright and useful articles that he'll appreciate. Impossible to prepare a full list for the press. Mere bulletins must suffice.

Turkish Water Pipes, all sizes and scores of styles; one, two or three stems; no smoking den is complete without one; 99c. to \$4.49.

Moistening Boxes, made to hold fifty cigars, metal lined, plain or with fancy trimmings, 94c. to \$4.24.

Moistening Boxes, made to hold one hundred cigars, highly polished quartered oak, metal lined, with or without fancy trimmings, \$4.74 to \$5.99.

Chamois Tobacco Pouches, assorted colors, rubber lined, handsome metal clasp with scroll on which initials may be engraved, \$1.00 quality; our price 49c.

Smoking Tables, wood, with fancy trimmings, equipped with cigar cutter, ash tray, match holder and the like, most recent of European novelties, \$1.19 to \$6.98.

Meerschm Cigar Holders, ornamented with carved figures, amber mouth-pieces, nice leather cases, \$1.99.

Meerschm Pipes, very fine qualities, egg and bull-dog shapes, amber mouth-pieces, nice leather cases, \$1.89.

Amber Cigar Holders, in fine chamois cases, lined with plush, 2 in., 94c.; 2 1/2 in., \$1.09 and 3 in., \$1.49.

Mackintoshes for Presents.

Delicate, artistic Wraps of silk, lace and chiffon are ornaments to wardrobes and charms to the fancy, but storms and blizzards come, and many women and children must face them. That's why we give as much thought to the sheltering, ungraceful Mackintoshes as to the dainty garments for sunny weather. You surely know a woman, or a little girl, whose Christmas and after days will be made pleasanter for the gift of a Mackintosh. You can give the comfort without extravagance.

Women's Mackintoshes, double texture wool cashmere, velvet collar, two capes..... \$2.99

Women's Mackintoshes, double texture wool cashmere, double-breasted, military cape, velvet collar..... \$3.99

Women's Mackintoshes, double texture wool cashmere, silk-lined, two capes, velvet collar..... \$5.49

Women's Mackintoshes, double texture wool cashmere, double-breasted, military cape, velvet collar