



Black Taffeta Silks.

Concerning Silk supremacy in qualities that interest the great masses.

No question remains permanently decided. There is no triumph so final that ambition and competition will not doubt it and attempt to overcome it.

Our conquests of the past are secure. Such values as these settle the leadership of the present.

22-in. Black Taffetas, 59c; worth 79c. 24-in. Black Taffetas, 69c; worth 89c.

Guinet, of France. Ask silk-wise people about Guinet's Black Taffeta.

22-in. Guinet Black Taffeta Silk, \$1.09. 24-in. Guinet Black Taffeta Silk, \$1.25.

Taffeta From Lyons. C. J. Bonnet et Cie, of Lyons, France, are the Silk lions of our time.

Three Great Specials. Black Beau de Soie; Black Duchesse, soft and brilliant, and Black Gros Grain with the usual gros grain harshness mellowed by a wonderful cashmere finish.

Changeable Taffetas. One hundred pieces go to the centre counter to-morrow.

Silk Waists. Parisian Waist quaintness and sparkliness. "Style," in definite ways, is scrawled all over each garment.

Women's Wrappers. Twice before we have alluded to that cozy room, adjacent to the millinery department, where Women's negligee garments are gathered.

Women's Tailored Suits. Good grade of cheviot, made in reefer style, new skirt, fastened at side, entire suit lined throughout with black taffeta silk—blue and black only.

Women's Skirts. We keep our Skirt business on the high plane of low prices for worthy garments.

Women's Skirts, made of fine quality black Venetian cloth, trimmed with rows of gathered chenille edged satin ribbon.

Women's Tailored Suits. Good grade of cheviot, made in reefer style, new skirt, fastened at side, entire suit lined throughout with black taffeta silk—blue and black only.

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Women's Shirt Waists.

Our laundered Waists for women have been lifted far above commonplace ones by novel and original touches of style here and there.

The Shirt Waist is THE garment of the period. Do you think we would be content with a stock that was less than perfect?

All are fashionably made—the most modest as well as the swellest—prices vary according to character and quality of material.

Women's Shirt Waists, made of striped corded gingham, bias and bayadere front, pearl buttons, worth \$1.00; our price, 69c.

Women's Shirt Waists, made of corded gingham—fine gingham—bias front, worth \$1.25; our price, 99c.

Women's Shirt Waists, made of white lawn, very sheer, hemstitching down front; our price only 99c.

Women's Shirt Waists, made of fine imported madras cloth, bayadere front, circular yoke, five box plaits in back, \$1.69.

Women's Shirt Waists, made of sheer white lawn, front of all-over embroidery, very stylish and effective, \$1.69.

Women's Shirt Waists, made of fine white lawn, three rows of cluster tucks and two rows of handsome embroidery in front, \$1.39.

Women's Dress Skirts. We keep our Skirt business on the high plane of low prices for worthy garments.

Women's Skirts, made of fine quality black Venetian cloth, trimmed with rows of gathered chenille edged satin ribbon.

Women's Skirts, made of fine quality taffeta silk, newest style, double tunic, trimmed with gathered satin ribbon.

Women's Skirts, made of superior quality Beau de Soie, tunic style, trimmed with satin ribbon, lined with good black taffeta silk, at \$29.99.

Women's Tailored Suits. Good grade of cheviot, made in reefer style, new skirt, fastened at side, entire suit lined throughout with black taffeta silk—blue and black only.

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Macy's R. H. Macy and Co. BOTH SIDES OF 14TH ST. (Running from 13th to 15th St.), SIXTH AVE.

The New Wash Goods Are On View.

There are certain names in geography which allure expectation with a subtler beauty than the eye can find. "Sweet Waters," and "The Golden Horn," and "Naples Bay," and "The Adriatic," and "The Rhine," are in themselves poems to the imagination.

Mercerized Zephyrs—A new wizard has arisen; Mercer has sublimated cotton—SILKENED IT; zephyrs with Jacquard-like designs wrought upon their surfaces—all cotton, but resplendent with lustre and sheen—pink, cerise, Nile, lilacs, grays, tans, heliotropes, greens, blues, violet, turquoise.

French Organdies—Airy emblems of Summer; there are Rhode Island Organdies and Alsace Organdies; these are from the latter province—thoroughly French and beautiful enough to inspire the admiration of a Prussian fraulein—dreamy stuffs, dowered with all the graces.

Modest-Priced Cottons. American Percaloes—the very best brands—light, medium and dark grounds, choice patterns, 36 in. wide. You'll find them in other stores at higher prices; here.

Printed Irish Dimities, products of an honest Celt—over thirty effects just landed from Belfast, exquisite patterns; concentrated colors.

Corded Scotch Madras, immense variety of stripes, checks and broken plaids—soft, cool tints that hint of graceful gowns and pretty waists, 29 in. wide.

Black Dress Goods.

If the weather had been fair when these goods arrived they would not now be found in this column. The blizzard and the aftermath of thawing snow and melting ice kept women indoors, and that's why these incomparable values linger.

Black English Mohair Brilliantine, made in Bradford by mill men who have achieved reputation for producing fabrics that lustre and last; these are 54 in. wide, regular \$1.00 quality; our price.

Black English Mohair, just the stuff that will give great service; especially adapted for skirts; sheds dust and is springy and wiry; 45 in. wide; regular price \$1.25; your choice during this sale at.

Black Cheviot and Camel's Hair; two styles of wales, thoroughly sponged and shrunk, ready for use, 50 in. wide; French Poplins, clear-cut round cord, 45 in. wide; regular \$1.25 qualities; our price.

Black English Crepons, ten new designs, surfaces of pure mohair and wool, lined, hummocked, veined and corrugated with more woven fineness, wrinkliness and puffiness than you've ever seen; 44 in. wide, worth \$1.50, at.

Embroideries and Laces.

A local paper announces that bluebirds have begun to mobilize on the lawns and swards of Lakewood, N. J. These feathered choristers are not the first heralds of Spring.

Matchless Lace Bargains.

Four thousand yards Oriental Laces—FINE LACES—including Pt. Margot, Pt. Alencon, Pt. Arabe, Pt. Irelande, Pt. De Gene, Pt. Anglaise and others. The Insertings and Bands range from 2 to 6 inches wide, and the Edgings from 4 to 15 inches. They come in white, champagne and light butter shades. The patterns are effective—dainty, medium and elaborate designs. All were imported for this season's trade.

Worth from 50c. to \$2.00; choice Monday at 19c. Only a few are 50c. Laces, and only a few are \$2.00 Laces. Those two prices merely mark the extremes. The value of the vast majority is \$1.00, \$1.25 and \$1.50. Pick at will for 19c.

Handkerchiefs.

Our phenomenal pre-Christmas business in Handkerchiefs established a wonderful record. January sales failed to reach it. February, with its climatic anomalies, threatens a larger shortage in sales. We are anxious to avert the impending variance, and resort to heroic measures. A shipment of Handkerchiefs from our Belfast factory has arrived just in the nick of time. We want trade to multiply during the next few days. February, although a twenty-eight-day month, with a blizzard and two legal holidays—MUST surpass January in Handkerchief selling. These prices should secure desired results:

Women's initial Handkerchiefs, nice looking and will give good service, price only 4c.

Women's embroidery and lace trimmed Handkerchiefs, real value 11c; our price only 6c.

One thousand dozen women's all-linen hemstitched Handkerchiefs, worth 15c and 18c; our price 7c and 8c.

Women's very sheer Handkerchiefs, finished with lace inserting and edging, 9c.

Two hundred dozen women's all-linen hemstitched Handkerchiefs, exceptional value at 11c.

Women's clear lawn Handkerchiefs; price for half dozen, 18c, 24c, and 31c.

Men's all-linen Handkerchiefs, 8c, 11c, and 16c; unlaundered initial Handkerchiefs, 10c.

Housefurnishings. The possibilities of the Ideal Food Cutter will be demonstrated in the basement this week. Always ready—never dull; economical, convenient, cleaned in a twinkling—cuts vegetables and meats—just as you like—course or fine. Cutting parts steel, no lugs to pick out, all parts tinned, operates easily and rapidly, ten times more durable than cast iron. If you see it, you'll buy it, \$1.39.

Gray Steel Enamelled Ware: Tea and Coffee Pots, 2 qt., 19c. Rice or Milk Boilers, 2 qt., 29c. Tea Kettles, seven inch, 29c.

Dish Pans, 14 qt., 23c. Covered Sauce Pans, 4 qt., 14c. Japanned Bread Boxes, 2 1/2.

Japanned Sugar Boxes, 3 1/2 lb. size, 7c. 7 lb. size, 8c.

"Guarantee" Clothes Wringers, 11x1 1/2 inch rolls, warranted for five years, \$3.74.

English Steel Carvers, stag handle, per pair, 49c.

Shelf Oilcloth, nine inches wide, per yard, 3c.

"Red Star" Scouring Soap, per box of 100 cakes, \$3.49; per cake, 4c.

"Nickel" Toilet Paper, per package, 3c.

Towel Bars, nickelled on brass, 16 1/2 inches, 36c.

Soap and Sponge Holders, nickelled on brass, \$1.04.

Roll Toilet Paper Holders, nickelled on brass, 89c.

Groceries. A great many people would find this broadsheet advertisement disappointing if it contained no news of the Grocery department. We appreciate your expectations. They are the inspiration of continuous endeavor on our part. Our effort is to please you more and more. That's the animating spirit, the wholesome incentive of the business. These prices compel your favor:

Armour's Ham and Boneless Bacon, sugar cured, per pound, 9c.

Ham and Boneless Bacon, Red Star Brand, sugar cured, extra selected, finest quality cured, per pound, 11 1/2c.

California Asparagus, snow white, tender, fine flavor, one pound cans, 10c.

Sliced Lemon Cling Peaches, extra quality, heavy syrup, pound cans, 12c.

California White Cherries, large, ripe fruit, put up in 2 1/2 pound cans; per case, \$3.49; per can, 15c.

Bartlett Pears, large ripe fruit, put up in 3 pound cans; per case, \$2.66; per can, 12c.

Pumpkin, finest quality, put up in 3 pound cans; per case, \$1.74; per can, 8c.

Lima Beans, small, sweet and tender; per case, \$1.54; per can, 7c.

Lobster, extra fancy, tails and claws only, tall cans, 26c.

Salmon, finest quality Chinook fish; fat cans, 12c; tall cans, 10c.

Boneless Codfish, 3 pound boxes, 26c, and 21c.

Boneless Herrings, pound boxes, 12c.



Jewelry.

In spite of the fact that current advertising outrages romance, self-possessed, perceptive men and women know that they might as well look for grass on Maiden lane as for Jewelry bargains in the average store. Our Jewelry stock rarely gets into print, nevertheless it is always golden with values.

On occasions, like the present one, the values are so remarkable that we are impelled to break our silence concerning Jewelry and give hints of the rich things. Four items must suffice.

Solid Gold Stick Pins, warranted ten carat, over a hundred designs to choose from, plain and enamelled, some set with fancy colored stones, usually sold at \$1.00; our price, 48c.

Solid Gold Stick Pins, warranted ten carat, large assortment of styles, many are artistically enamelled, others set with real hair pearls, usually sold at \$1.25 and \$1.50; our price, 79c.

Solid Gold Brooches, some plain, others enamelled; set with fancy stones, also pearls, worth from \$3.00 to \$5.00; our price \$1.88 and \$2.49.

Gold Rings, warranted ten carats, five opals set in hoop; fine, fiery, flashing stones, the rarest values you'll find, \$1.99 and \$2.24.

Linens.

Visit the Linen section. Matchless Linen value looms all around. Linens from the hand looms of every flax-producing land. We never tire telling that our Linens are not blemished with cotton or tow. Have you tested the statement? Have you tried the Linen? Never a better time than now to do both. Pronounced merit is manifest; pronounced cheapness is unquestioned.

Cream Damask, 72 in. wide, 46c. Silver Bleach Damask, 72 in. wide, 49c. Full Bleached Damask, 66 in. wide, 56c. Full Bleached Damask, 72 in. wide, 64c. Full Bleached Damask, 68 in. wide, 69c.

Huckaback Towels, hemstitched and bordered, unequalled for service, 21x43, at 19c; 20x40, at 21c, extra heavy, 23x42, at 24c.

Special lot of unusually heavy loom Huckaback Towels, with damask border; you've never seen as good for the money, 24c.

Upholstery.

The Upholstery sale. Announced three weeks ago. You read the message—you came. We waited for your judgment—the verdict which was worth having after such a trial.

We measure success by your attendance and by the results sales sheets show. All previous records have been annihilated, and the sale swings into the fourth week with the public interest more acute than ever.

These prices will whet the wish to buy now for warm weather needs.

Oriental tapestry Portieres, with heavy fringe top and bottom, usually sold at \$7.50 per pair, now at \$5.69.

Domestic satin Derby Portieres, best quality, worth \$11.00 per pair, at \$6.49.

Heavy French Velour Portieres, reversible, never before offered under \$40.00 per pair, now at \$23.74.

Oriental tapestry Couch Covers, heavily fringed, also interwoven with tinsel, at \$2.74.

Handsome tapestry Table Covers, half silk, heavily fringed, size 1 1/2 x 1 1/2 yards, \$2.49—size 2x2 yards, \$3.44—size 2x2 1/2 yards, \$4.48—size 2x3 yards, \$5.48.

Nottingham Sash and Vestibule Laces, worth 35c. per yard, at 24c.

Irish Point Vestibule Laces, 27 inches wide, worth \$1.75 per yard, at 98c.

Hand-made oil opaque Window Shades, size 3x6 feet, with good quality spring roller, worth 65c., at 39c.

Bicycles.

Before the biking season fairly opens we want to be rid of two hundred wheels that were carried over from last year. This clearance is necessary. We require room for the 1899 stock. Prices have taken a coast like this:

The "Straus" Bicycle, diamond and drop frames, \$15.49.

The Webster Bicycle, diamond frames, 21, 22 and 24 in., and drop frames, 22 and 23 in., \$23.87.



Carpets.

They are ranged all a-row ready to yield their bright lengths to early comers. Test the market deliberately and unbiassedly. You'll be convinced that these serried ranks represent the royalest values.

The appended quotations mean quick business. Temporizing is dangerous; buying elsewhere is extravagance.

Tapestry Carpets, nine and ten wire, standard makes, their only fault is that they've lingered after the stock-taking period; 47c. for the 75c. kind and 56c. for the 85c. kind.

Axinminster Carpets, absolutely perfect and usually sold at \$1.10 and \$1.25; styles that we gathered late last season; artistic patterns and colorings; choice at 69c.; we need their room for the new goods.

Velvet Carpets, various makes, all reliable, effective designs and pleasing color schemes; just because they left the looms last season instead of this season you may buy \$1.15 grades at 74c.

Savonniere Carpets, excellent in every way, unmistakably beautiful and fine, but banned by age; they've been here all of nine months; worth \$1.55; your choice now at 94c.

Bigelow Axminster Carpets; they exemplify all the grace and goodness associated with the great name of Bigelow; you'll find the same qualities and styles in other stores marked \$1.90; our price \$1.24.

Art Squares.

They're useful and serviceable in many ways. Just what you want to adorn oiled floors or to unroll over matting. The prices of these are exceedingly low, and the patterns as well as the color combinations are new and effective. Cost varies according to size.

Art Squares, 2x3 yards, at \$3.89. Art Squares, 3x2 1/2 yards, at \$4.49. Art Squares, 3x3 yards, at \$5.39. Art Squares, 3x3 1/2 yards, at \$6.28. Art Squares, 3x4 yards, at \$7.18. Art Squares, 3x5 yards, at \$8.98. Art Squares, 4x5 yards, at \$11.98.

Bear in mind that they are warranted all wool.

Rangpur Rugs.

The Asiatic name refers to reversible Smyrna Rugs that are beautiful and serviceable. If the bare floor, or a cheerless hearth, or a rich carpet suggests a Rug for adornment or protection, we recommend a Rangpur.

6x9 feet at \$4.89. 7 1/2 x 10 1/2 feet at \$7.89. 9x12 feet at \$10.24.

Other Good Rugs.

A voluntary, wilful sacrifice of velvety Wilton Rugs. A rare triumph for slender purses.

36x63 in., worth \$7.50, at \$5.89. And we'll clear out two largest lots of Smyrna Rugs at \$1.33 and \$1.96. There are two sizes—30x60 in. and 36x72 in.

Oil Cloths.

We obtrude Oil Cloths here—thrust them into prominence because they deserve it. Makes no odds what you see and hear elsewhere, these qualities and prices remain matchless—

Our 19c. quality at 15c., worth 25c. Our 26c. quality at 19c., worth 35c. Our 33c. quality at 26c., worth 50c.

And the same low price tendency extends to Linoleums—regular 50c. and 60c. qualities, two yards wide, our price 39c. and 49c. per square yard.

Furniture.

Many of the items quoted to-day are directed toward people who contemplate furnishing country homes. The foregoing will make complete arrangements for warm weather comforts before the Summer exodus begins.

Of course, our Furniture stock includes EVERYTHING—we are as powerful in parlor suites for the town house as in rockers for lawns and verandas. We show the simple and ornate in all lines at prices remarkably low.

Oak Rockers, extra high back, full arms, cane seat, \$1.89. Solid oak Rockers, high back, leather seat, high arms, \$1.99.

Morris Chairs, of solid oak, brass rod, reversible denim cushions, choice of colors, \$1.99.

Reed Rockers, high full roll back and arms, \$2.74. Solid Oak Tables, quartered oak top, 24x24 inches, French legs, large lower tray, \$1.99.

Box Couches, self opening, full size, all spring edge, covered with denim in your choice of colors, \$6.99.

All-Hair Couches, full size, all spring edge, four rows deep tufting, covered with velour and corduroy in your choice of colors, \$11.99.

Odd Chairs, in fifty designs, including corner chairs, arm chairs and reception chairs, upholstered with plush, satin damask and tapestry; prices range from \$3.99 to \$21.24.

Parlor Suits, of three and five pieces, frame or overstuffed style, upholstered in satin damask or plush, in your choice of colors, at from \$19.99 to \$213.49.