

GETS FATAL FALL WHILE TRYING TO RESCUE HER DOLL

Little Elizabeth Lacetta Dying in Hospital Still Clinging to Ragbaby "Tess."

Still clutching her rag doll "Tess," little Elizabeth Lacetta, three years old, of No. 65 East One Hundred and Eighty-ninth street, is dying at Fordham Hospital.

Her affection for the rag doll is what is costing the child her life.

The Lacettas live on the top floor of a five-story tenement. There isn't much room to play inside the flat, so late yesterday Elizabeth took "Tess" out on the landing of the second floor, and there made a perfectly beautiful house in a corner of the balustrade.

"Now," said Elizabeth to the doll, "you sit over there and be the mamma."

She leaned the rag-doll against the banisters, but it fell through them. With a cry the little girl clambered on top of the railing to look over and see what had become of her play-baby. She lost her balance and plunged over, head first.

Mrs. Lacetta found the child lying on the first floor, hugging the rag doll to her breast and telling it not to cry. The little girl appeared to be none the worse for her fall, and Mrs. Lacetta

snatched her up in joy. A shrill cry told her that the child was injured internally.

Dr. Forman took Elizabeth to the hospital. Not a scratch can be found on her body or even a bruise, but the physicians say she is injured so severely internally that she cannot live. The little girl does not know that she is dying, and, child fashion, continues to clutch her rag doll for having fallen through the banisters.

Consumptives Helped by Tuberculosis Medicine

It is folly to believe that Consumption differs from every other disease in not requiring the use of any specific medicine for its cure. The trouble has been that none was known until the many cures effected by Eckman's Alternative began to be realized. Now, for ten years, an enormous mass of voluntary and thankful testimonials from persons who consider that they owe their lives to this remedy have been accumulating. Surely plenty of time to demonstrate its lasting value. You can write to any of them. Here is one:

"Gentlemen: In the winter of 1908 I had an attack of Grippe, followed by Pneumonia, and later by Consumption. I grew steadily worse. In the winter of 1909 I had cough, night sweats, fever and raised quantities of a white looking stuff, and later I had many hemorrhages; at one time, three in three successive days. Milk and eggs became so distasteful I could keep nothing down. Three physicians treated me. I was ordered to the mountains, but did not go. Eckman's Alternative was recommended by a friend. After taking a small quantity I had the first quiet night's sleep for weeks. My improvement was marked from the first. I gained strength and weight and appetite. I never had another hemorrhage and my cough gradually lessened until entirely gone. I am perfectly well. Ever yours, and here can be verified by my family and friends."

(Signed) ANNE F. LOUGHRAN, Eckman's Alternative is effective in Bronchitis, Asthma, Hay Fever, Throat and Lung Troubles, and in rebuilding the system. Does not contain poisons, opiates or habit-forming drugs. For sale by all Druggists and Retailers. Write to Eckman Laboratory, Philadelphia, Pa., for additional evidence.

GIMBELS

Deposits Made With GIMBEL BROTHERS, Bankers, on or before April 10th Draw 4 Per Cent Interest from April 1st for Sum Remaining on Deposit on July 1st. Main Floor, Near Balcony.

The MEN'S CLOTHING STORE Is at the Top of Its Easter Helpfulness

Ready for the final spurt, these three remaining days before Easter, when we must take care of the thousands of men who have put off until now the decision as to their Spring clothes, and who will rely on Gimbel's "see them through."

Rank upon rank of the fine Suits, upon which the best American tailors have expended their utmost skill, in the season's new fabrics. Noteworthy are the new purplish tints, and the King's blues, as well as the clear, cool grays. \$45, \$42.50, \$40, \$38 and as low as \$18.50.

Morning Coats and Waistcoats for formal wear, in fine Oxford gray unfinished worsteds; the edges bound with braid or the smart narrow galoon that a few of the best custom tailors are using. \$25 to \$45; the better grades silk-lined.

Chesterfield Overcoats in Spring weights—the conventional black or Oxford gray. A distinguished new style is of Oxford gray basket-weave, the edges bound with braid. At \$35—other styles up to \$45. And a special group of



\$25 Silk-Lined Spring Overcoats at \$18.50

Made from absolutely all-wool fabrics in Oxford gray or plain black. Every Coat is lined throughout with guaranteed strictly fast-dye mervilleux silk; plain or silk facing as desired. All are cut on the latest Spring model, and could not be sold ordinarily under \$25. Priced at \$18.50.

It is a pleasure to choose your Suit or Overcoat in this GIMBEL Clothing Store, with plenty of room, and clear, bright light in which to examine the fabrics, the colors and the fine tailoring of the clothing, and with plenty of efficient salesmen to help you.

Fourth Floor

This Norfolk Suit Has Just That Something That Junior Girls Like—And It Is Only \$15

The favoritism which the Norfolk has gained is undoubtedly due to its girlish simplicity!

But there are Norfolks and Norfolks—some that are so baggy that they are grotesque. But these you will not find at Gimbel's.

This Norfolk model at \$15 is in Spring-like mixed chevots, navy serge and a black-and-white checked shepherd fabric. Coats are lined with striped silk. Other Norfolk Suits at \$18.50 and \$20.

Plain tailored Suits of serge with detachable cordeline collars, \$15 and \$18.50. Dressy Suits of whipcord and serge, \$18.50 to \$29.50.

Coats for Junior Girls in modified Russian, Empire and severely tailored styles—serge, whipcord and mixed chevot, \$10, \$15 to \$25.

Junior Girls' Dresses—washable morning styles, \$3.50, \$5, \$7.50 and upwards. Afternoon and party frocks, \$10, \$15, \$20, \$27.50, \$37.50 and upwards.

Junior girls' apparel is in 13, 15 and 17 year sizes.

Specialized COATS and DRESSES For Young Girls of 6 to 14 Years



These dainty little Dresses and smart Coats are capturing many young hearts these days.

In comes little Jane, who wants a real boyish coat, and she gets it—in either navy serge, homespun or black-and-white shepherd check. Her sister is delighted with a belted-back coat—and for dress wear either a lace-trimmed or braided style.

Quite an endless number of styles in coats, so that no little girl will be disappointed, at \$5, \$7.50, \$10, \$12.50, \$15, \$18, \$22.50, \$25 and upwards.

Girls' Washable Dresses of gingham, lawn and percale, at \$1.50, \$2, \$2.50, \$2.75, \$3.50, \$3.75, \$5, \$6.50 and upward.

For afternoon wear—fine white linen and rep Dresses, imported, hand-embroidered, \$10 to \$35; domestic, \$3.75 and upward.

Party Frocks of marquisette, chiffon and voile, at \$10, \$15, \$20, \$25, \$36.50 and upward.

Third Floor

Special—Coat Illustrated, at \$15

Navy, tan or white diagonal serge, with imitation Venise lace collar mounted on a narrow collar of bengaline (contrasting color), which gives the effect of a turnover. Belted back. \$15. Third Floor



Lord & Taylor

Founded 1826

Imported Easter Neckwear At Special Prices

Hand Embroidered & Real Lace Collars

Large shapes for coat or dress, \$2.75 to \$5.00 usually \$4.00 to \$6.00 each.

Real Macramé Collars, \$5.00

Large shapes in white and ecru.

Hand Embroidered Chemisettes on Net

\$2.95

Hand Embroidered and Lace Trimméd Fichus

\$10.00 and \$15.00 usually \$15.00 to \$19.50

Handkerchiefs

For Easter Gifts

All linen and Sheer Shamrock, hand embroidered initials, six fancy designs in a box.

75c per box of six

Dainty Colored Handkerchiefs with embroidered corners. Sheer Shamrock with fancy plaid edge and embroidered initials.

65c per half dozen

Princess Lace, French Colored Novelties, and hand embroidered corner with initials.

75c each; value \$1.00

14-Karat Gold Jewelry

For Easter Gifts

Exceptional Values Offered

Scarf Pins \$2.00, \$2.50, \$3.50 Values \$5.50 to \$6.50

Hat Pins \$2.00 to \$3.95 Values \$5.50 to \$6.95

Cuff Links \$3.95 to \$5.95 Values \$5.95 to \$12.95

Brooches & Pendants \$2.50 to \$5.95 Values \$3.95 to \$12.95

Rhinestones and Platinum Finish

Hair Pins.....values to \$1.25, at 50c
Barrettes values \$2.50 to \$4.95, at \$1.50 & \$1.95
Slipper Buckles...values to \$2.50 per pair. \$1.00

Sterling Silver Pendant Earrings

Set with rhinestones and pearl—value \$1.50, at \$1.00

Broadway & 60th St.; 5th Ave., 19th St.

Black, White and Chapeau Colors in These Mesh Veilings at 25c Yard Which Should Be 50c and More

As veils have again come into their own, Madame will surely be delighted to avail herself of this opportunity.

Main floor

At GIMBELS Exhibition This Week Easter Flowers and Plants At Moderate Prices

A gorgeous display of beauty. See and enjoy it while you may and by all means make an early selection.

If CUT FLOWERS are desired, you will find roses, violets, carnations, Lily-of-the-valley, sweet peas, tulips and other beautiful blossoms at our usual low prices. A large box of fresh cut flowers, including roses, carnations and other blossoms, will be delivered on Easter morning, if desired, at only \$2.

If PLANTS in bud and blossoms are preferred, you will likewise find a great variety, including:

Asaleas, at 60c to \$2.95.
Crimson Ramblers, at 60c to \$7.95.
Hydrangeas, at \$1 to \$2.95.
Spiraea, at 60c to \$2.65.
Hyacinths, in pots and pans, at 15c to \$1.95.
Tulips, in pans, at 60c to \$2.45.
Lily-of-the-valley, in pots and pans, at 60c to \$2.95. Easter Lilies, at 25c to \$2.95.
American Beauty and Magna Charta Rose Bushes, 60c to \$1.45.

Daisies, at 60c to \$3.95. And many other flowering and decorative plants.

Cut Flowers will be delivered by special messenger, without extra charge, to any part of Manhattan Island. To other points by special arrangement. Plants will be delivered, without extra charge, in our regular delivery boxes.

Subway Store, Balcony

See the Spring Hats For Boys and Children



Here in the Men's and Boys' Hat Store there is a goodly corner set apart for the showing of Easter Hats for little people.

Chiefly of straw, of course—fine Milan braid, that keeps its shape and is handsome to look at. In the new, high crown, English roller style, which is illustrated, in plain white, blue or black, or with bands of ribbon or straw, the latter piped with silk. Also Tyrolean, Paris, College and small-brimmed Sailor Hats, in a variety of colors, at \$1.50 to \$5.

Then there are the Flannel "Rah-Rah" Hats, in most of the college and school colors, at \$1 and new styles, in Boys' Fur Felt Telescope and Alpine Hats, in the new Spring mixtures, at \$1.50 and \$2.

Boys' Tweed Hats, imported, to match the Spring Suits, \$1.50.

Fourth Floor

See and Hear the Conreid Piano at \$190 Before Investing



It seems to be marvelously easy to deceive the public when buying a piano. An exaggerated statement of the instrument's value can easily be made, because not one person out of a thousand can sit down to a piano and tell whether it is worth two hundred dollars, or three hundred.

The papers are full of these exaggerations. And they are so silly that it would seem that anybody would see the deception.

We make no value claim for the CONREID, other than the fact that

It Is the Best Piano on the Market Today At Its Price—\$190

But we have this fact to add:

It is equal in every respect to instruments that are given very much higher valuations by other advertisers.

The CONREID, in its larger size, which sells for \$210, IS THE EQUAL IN EVERY RESPECT of pianos broadly advertised as "worth \$350," in order to bolster up a "sale."

Test the matter for yourself:

How can a practically unknown piano be "worth \$350" when the exquisite SHONINGER sells for \$325, and the aristocratic VOSE can be bought for \$360?

This one thought bursts the bubble of such deceptive statement.

We believe that pianos should be sold on the same ABSOLUTELY SOUND basis of fact as dry goods. One may not know all about pianos—especially when buying the "first piano;" but a little common-sense and careful investigation will prevent any one from being deceived.

There are SAFE piano stores aplenty. But the phase of "human frailty" that desires to "get something for nothing" is the "will-o-the-wisp" that draws many from the safe store to the exploiter of exaggerated valuations.

In the development of this Gimbel Piano Business we have been guided by years of study of the methods of SAFE PIANO STORES that build for the future. And if we have builded a little higher than that foundation, it has been because of our advantage of having all past experience to profit by and add to.

We are very proud of the CONREID PIANO, and much gratified to have these instruments for your examination and comparison.

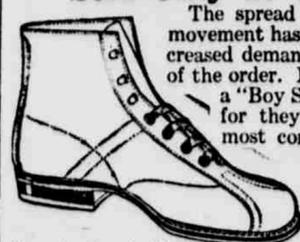
Two sizes, \$190 and \$210.

We ask that you give them the most crucial comparison with ANY OTHER PIANOS, offered in any manner, for fifty dollars more.

Sold on EASY TERMS OF PAYMENT.

Piano Store, Eighth Floor

Genuine "Boy Scouts" Shoes Sold Only at GIMBELS



The spread of the "Boy Scouts" movement has produced a greatly increased demand for the official shoes of the order. Many a boy who is not a "Boy Scout" wants them, too; for they are the best-looking, most comfortable and longest-wearing Shoes that a lively boy can wish, for play or school.

We have the assurance of the makers that Gimbel's is the only store in New York at which these trade-marked Shoes can be bought, although inferior Shoes, similar in name or appearance, are offered elsewhere.

The real "Boy Scouts" Shoes are made of black, brown or olive elkskin, with chrome-tanned elk leather soles, which are flexible, but wear much longer than ordinary sole leather.

Sizes 9 to 13½, \$2; sizes 1 to 5½, \$2.50. Men's sizes, \$3. Boys' Dress Shoes, in black calfskin, tan calfskin and patent leather; also Pumps and Oxfords, made in a man's shoe factory at \$3 and \$3.50, according to size.

Bring the boys in, this Easter vacation week, and let us fit them with their new Spring Shoes.

Second Floor

GIMBEL BROTHERS

BROADWAY NEW YORK THIRTY-THIRD ST.