

# LORD & TAYLOR'S \$8,000,000 STORE OPENS TO-MORROW

Seven Selling Floors, 600,000  
Square Feet of Space,  
2,500 Employees.

## EIGHTY DEPARTMENT'S.

Hospital, Barber Shop, \$75-  
000 Pipe Organ, Two  
Roof Gardens.

An \$8,000,000 palace of merchandise—\$6,000,000 representing the structure itself and \$2,000,000 the vast and varied stock it houses—is to be added to New York's commerce to-morrow with the formal opening of Lord & Taylor's new store, in Fifth avenue, from Thirty-eighth to Thirty-ninth street. New Yorkers are popularly supposed to be prepared for any wonders—since now is the time and this is the place for wonders—but without any

doubt whatever, this new establishment will set the town agape. It provides, to begin with, a setting of rare architectural beauty and a richness of simplicity that appeals to one as soon as the threshold is crossed. And by the way, this very threshold in Fifth avenue marks the beginning of the wonders. Look at it as you go in—the main vestibule, that is—and you will see that it is detached from the building. Don't wonder at it now, but go again after the store has been closed and you will find that this vestibule, over which the thousands have passed all day, has gone completely and that there is a brilliant, wide show window in its place. The vestibule? Oh, that's sunk into the basement on a plunger elevator, taken aboard a showcase as wide and as long as itself and risen again and become for all the world another window!

### WINDOW FLOORS SINK INTO BASEMENT FOR DRESSING.

Take the big show windows adjoining; they, with all their fine display of wares, sink into the basement too when the time for dressing or re-dressing them comes. Then a moment's pause while the new dressing, already effected and ready in its setting, is wheeled aboard, and up goes the window floor to its sidewalk level. When you make a purchase it is not wrapped up at the counter but is popped into a chute to the basement and in a twinkling pops up again in an elevator, all ready for you. If you are a "change customer," the slip recording your purchase is placed in an electrical device, the auditor is notified by telephone, and by pressing a button he automatically stamps it "K." and off you go without a moment's delay. Seven of the ten floors of the struc-

ture are devoted to the selling of goods, and there an army of 2,500 employees is at the service of customers or those who like to loiter. It may be stated that the selling space in the new store is more than 600,000 square feet. The rest-rooms and the restaurants of the establishment have been arranged with care for the least detail, and there are no more charming luncheon places in New York than the Wedgwood and Mandarin rooms on the tenth floor. Incidentally, there is a \$10,000 chef to preside over the destinies of these rooms. And the waiters are to be manouevred daily! The welfare of the employees has caused the management to install a complete hospital, with three physicians and four graduate nurses in attendance every day.

### GYMNASIUM AND BASEBALL DIAMOND ON ROOF.

There is a full-sized baseball diamond on the roof. Also, there are two roof gardens for customers and employees, and for the latter a fully equipped gymnasium as large as any in the city. There is a concert hall on the seventh floor, with a \$75,000 pipe organ, at which an organist of international reputation will give recitals, and there also some of the world's greatest singers will be heard.

For the benefit of mere man, there may be found in the basement a hygienically clean barber shop, with eight barbers in constant attendance, and nearby a line of valets' rooms where Mr. Soandoo may go if he desires to change his clothes for the theatre. These rooms will be kept open after the store closes. The street clothes Mr. Soandoo has removed will be delivered next morning at his residence, and there is no charge for this either.

Delivery wagons enter on a runway at the Thirty-eighth street side, go down a ramp, are loaded, and then sent out by a similar incline to Thirty-ninth street. There are 125 of these motor delivery wagons for city service.

There's a mechanical horse in the special order department upon which the women having riding habits made may trot, canter or gallop and see just how their habits are behaving. Again, if they want to mark the style and fit of any of the Paris gowns they contemplate buying, there is a stage, fitted with border and foot and spot lights, whereon several very attractive young women will deport themselves in these gowns.

Snow Aids \$25,000 Fire. FRAMINGHAM, Mass., Feb. 20.—While the fire apparatus was stalled in a snow-drift, a mile away, a loss of \$25,000 was caused by the burning of two large barns on the Millwood milk farm yesterday.

## Pianists Held First Place in Sunday Concerts

Wilhelm Bachaus, Teresa Carreno and David Sapirstein Please Large Audiences—Both Symphony and Philharmonic Orchestras Heard.

### By Spleester Rawling.

WALTER DAMROSCH and the Symphony Orchestra, assisted by Wilhelm Bachaus, pianist, and Oscar Seagie, baritone, gave an all-Brahms programme at Aeolian Hall yesterday afternoon. The first symphony was played with what seemed to be too much deliberation, and, certainly, by individual instruments, with some roughness; but the audience applauded it generously. Mr. Bachaus was heard in the second piano concerto, in which his confidence and understanding were as admirable as his technique. Mr. Seagie, accompanied by Conrad V. Bos at the piano, sang "Wir Wanderer," "Botschaft," "Nachtigall" and "Meine Liebe ist Grün" in good voice and with expression.

Mr. Damrosch, in programme slips of large type, repeated his admonition: "Ladies are kindly requested to remove their hats at these concerts." Careful observation disclosed these facts: The house was crowded in all parts. In the balcony, except for the topmost row that could obstruct nobody's vision, only one woman kept her hat on. In the boxes only six women retained a head covering. On the ground floor not less than one-third of the women flaunted their plumes in the faces of the people behind them. Some of these women will be at the Metropolitan Opera House matinee to-day, and they know that if they do not take their hats off they will be requested to leave the auditorium. Yet at Aeolian Hall, where the fever has little rise, they are indifferent to other people's comfort and to the management's wish. Mr. Damrosch was surprised, not to say shocked, if I named some of the offenders.

Teresa Carreno, the Venezuelan pianist, was the soloist in the Philharmonic Society's concert in Carnegie Hall yesterday afternoon. She was heard in Grieg's concerto in A minor, opus 16, which she played brilliantly if with not all the fire which Mr. Stranaky led his men through a fine exposition of Schubert's unfinished symphony in B minor. The orchestra was heard in the first and second Grieg-Mottl ballet suite and in Chopin's suite "Impressions of Italy." There was a large and appreciative audience.

David Sapirstein, a New York pianist, who may challenge comparison with the best, gave the third of his series of four recitals at the Princess Theatre yesterday afternoon. He was playing of the Chopin sonata in B major, opus 25, was especially worthy. Besides his programme he held compositions by Beethoven, Schumann and the Liszt-Busoni "Mephisto-Waltzer." All well played to the enjoyment of an audience that should have been larger.

The Sunday concert at the Metropolitan Opera House packed the house to the walls. Ricardo Martin and Miss Anna Bonner, American singers, were in good voice. As one encore Miss Case sang "Annie Laurie" to her own accompaniment. Mischa Elman was the "outside" soloist, and was greeted with much applause, as usual. Richard Hageman led the orchestra, which played the overture to Meolaf's "Merry Wives of Windsor." Liszt's Hungarian Rhapsody, No. 1, and the March "Queen of Sheba" and played them well. Mr. Hageman is young, capable and ambitious.

Earl Marshall, a recent addition to the Century Opera Company's baritone forces, was suddenly called upon last night to sing as substitute for another member of the company who had a cold. In an aria from "A Masked Ball" and the prologue to "Fingineel" he won the favor of the large audience. Moran Kingston's fine voice was heard in singing two songs in English. The other singers were Lois Ewell, Ivy Scott, Mary Carson, Walter Wheatley and Morton Atkins. The orchestra, directed by Mr. Pasternack, presented a new evolution of the dance—minuet, gavotte, waltz, two-step, tango and furiana—illustrated by the fine dancing of Albertina Kruch and Edmund Makallif. It made the hit of the evening.

The Trio de Luise, George Barrere, flutist; Carlos Salzedo, harpist; and Paul Kefer, cellist, made their first appearance at the Belasco Theatre last night before a large audience that was charmed with the effects produced by this novel combination of instruments in modern chamber music concerts. The programme began with a "Concert Royal," in four movements, by Francois Couperin (1668-1733) that for delicacy, brightness and brevity was irresistible. The flavor continued throughout flute solos by Mr. Barrere, harp solos by Mr. Salzedo, and cello solos by Mr. Kefer, and the final "Petite Suite" of Debussy. Gerville-Beache, the well-known contralto, formerly with Mr. Hammerstein's Opera Company, sang two groups of songs to everybody's liking, although apology was made for her because of a cold.

The Boston Symphony Orchestra, under Dr. Karl Muck, at its concert in Carnegie Hall on Saturday afternoon, before a capacity audience, played Beethoven's fifth symphony with power and virtuosity such as even this superb band of players has rarely equaled. The house was splendid. The presentation of Richard Strauss's tone poem "Death and Transfiguration" was another fine feat, but with that are more familiar. There was no soloist. The only other number, said not to have been played before in New York, was Liszt's symphonic poem "Die Lorelei" which did not make a deep impression.

"Boris Godunoff" at the Metropolitan Opera House matinee on Saturday, showed the hold it has upon the public by packing the house as if

## Daughter of President Wilson As She Appears in Bird Masque



MISS ELEANOR WILSON  
© PAUL THOMPSON

Caruso were singing. Didur's fine Boris was never more impressive, and the rest of the big cast, that includes Althouse, Bada, Holsen, Rothler, de Segurilla, Margareta Ober, Lenora Sparkes, Sophie Breslau, Maria Duchon and Jeanne Maubourg, were excellent. Mr. Toscanini conducted.

"Die Walkuere" at the Metropolitan Opera House on Saturday night, Mr. Herz conducting, attracted a large audience that enjoyed a fine performance. Johanna Gadski, singing gloriously, made a virile as well as beautiful Brunhilde. Olive Fremstad was a lovely Sieglinde and Lila Robeson was an effective Fricka. Karl Jora returned to the cast as Siegmund and Hermann Weil as Wotan. Both were effective. Isasi Ruyssdael was Hunding and the Valkyries were familiar.

Albert Cornfeld, another aspirant for favor as a violinist, gave a recital at Aeolian Hall on Saturday evening, accompanied at the piano by Ellis Clark Hammond. The young man showed a big tone and considerable technical ability, but he will play better when he has acquired more polish and grown in experience and understanding. His programme included Grieg's sonata in C minor, opus 45; Viartemp's concerto in E major, opus 10 and Beethoven's romance in F major, opus 50.

Sergeant Jamison Knew Nothing of an Auto Accident.

Police Sergeant John Jamison of Nutley, N. J., on the night of Feb. 4, notified an autolite going through Nutley to appear before the Recorder for running his car without a light. The autolite subsequently appeared and was fined. The notice was served on the autolite the same night that Mary McDowell had been run down and killed by an automobile at Belleville, and comment was made in The Evening World to the effect that Jamison gave a summons instead of making an arrest. Sergeant

## WILSON GIRLS COMING FOR BIRD MASQUE TO-MORROW NIGHT

In the production of "Hamlet," with Miss Eleanor Wilson in the leading role, in the grand ballroom of the Hotel Astor to-morrow night, Italian, Greek and Egyptian girls will appear in the native dances of their countries. Preceding the play, which will begin at 9 o'clock in the evening, two conferences will be held in the north

ballroom. The first will take place at 11 o'clock in the morning. Miss Woodrow Wilson will be the guest of honor. The second conference will be held at 2:30 o'clock in the afternoon. Mayor Mitchell has been invited to be the chief guest. At both conferences talks on bird and animal life will be given. The proceeds of the entertainments will be used in the movement to establish a national civics centre in New York.

## Nervous Women

Are troubled with the "blues"—anxiety—depression—and warnings of pain and distress are sent by the nerves like flying messengers throughout body and limbs. Such feeling may or may not be accompanied by backache or headache or bearing down. The local disorder and inflammation, if there is any, should be treated with Dr. Pierce's Lotion Tablets. Then the nervous system and the entire womanly make-up feels the tonic effect of

## DR. PIERCE'S Favorite Prescription

Take this in liquid or tablet form and be a well woman! Mrs. Eva Tyler of St. George St., Union, N. Y., says: "I have been in a nervous condition for several years. Suffered from nervousness and a great deal of pain of certain periods. I have taken several different medicines but found your 'Favorite Prescription' has given me the most relief of anything I have ever tried. Am very much better than I have been in some time. I give you credit for it. This remedy is my friend in need of a tonic."—E. J. Tyler, Union, N. Y.

Dr. Pierce's Pleasant Pellets regulate stomach, liver, bowels

## BLACK & WHITE Scotch Whisky

There are 3,000,000 gallons of thoroughly matured Black and White, at least ten years old, always in reserve in bond. 28,000,000 gallons more are always being matured which is ample proof of our statement that the quality of Black and White never varies. It is always the same—pleasant, dependable, pure.

ALEX. D. SHAW & CO. N.Y.

All Riker and Hageman Stores in New York and Brooklyn and at all drug stores where this blue and white sign is displayed.

## According to Our Annual Custom, Beginning Tomorrow, for the Last Five Days of the February Sale

# All Furniture Not to Be Re-ordered—Odd Pieces, Separate Suites and Samples—are Marked Exactly Half Regular Prices

This is not a sweeping-out of undesirable furniture; not a little matter. It involves thousands of dollars' worth of high-grade furniture—matched suites, broken suites, odd pieces, which are not to be or cannot be re-ordered for our regular stocks. Included is

- Furniture for the bedroom
- Furniture for the living-room
- Furniture for the dining-room
- Furniture for the library
- Furniture for the den
- Furniture for the boudoir
- Furniture for the hall
- Furniture for anywhere but the kitchen

This half-priced furniture will be grouped for quick, convenient selection tomorrow on each of the three Galleries—Fifth, Sixth, Seventh—in front of the Ninth Street elevators. There are only two days like tomorrow in one year.

JOHN WANAMAKER  
Broadway and Ninth Street

## RHEUMATIC JOINTS Rub Pain Right Out—Try This!

Rheumatism is "pain only." Not one case in fifty requires internal treatment. Stop drugging! Rub soothing, penetrating "St. Jacob's Oil" directly into your sore, stiff joints and muscles and relief comes instantly. "St. Jacob's Oil" is a harmless rheumatism cure which never disappoints and can not burn or discolor the skin.

Limber up! Quit complaining! Get a small trial bottle of old-time "St. Jacob's Oil" at any drug store and in just a moment you'll be free from rheumatic pain, soreness and stiffness. Don't suffer! Relief awaits you. "St. Jacob's Oil" has cured millions of rheumatism sufferers in the last half century, and is just as good for arthritis, neuralgia, lumbago, backache, sprains.

## EXTRA Tuesday Specials

Throughout the Entire Simpson Crawford Store

- \$1.50 and \$1.98 HOUSE DRESSES, at \$1.00.
- \$6.00 to \$6.00 American Lady and Lily of France CORSETS, at \$2.89.
- Women's \$1.00 to \$8.50 soiled NIGHT GOWNS, at 69c, 98c, \$1.48 and \$1.79.
- \$2.00 and \$2.50 voile and batiste BLOUSES, at \$1.49.
- Women's \$22.50, \$24.75 and \$29.75 new spring STREET and EVENING DRESSES, at \$16.75.
- Up to \$2.48 hemp and yeddah PLATEAUX, at 85c.
- 25c and 35c French MESH VEILINGS, yard, 15c.
- Women's 50c to \$1.75 imported LACE NECKWEAR, at 25c, 50c, 75c, and 95c.
- Women's \$1.00 slightly imperfect SILK HOSIERY, at 55c.
- \$45.00 BRASS BED OUTFIT, consisting of bed, mattress, spring and two feather pillows, at \$25.00.
- 55c extra heavy CORK LINOLEUM, square yard, 35c.
- \$27.50 0x12 Royal Axminster RUGS, at \$16.90.
- \$2.00 double width, extra heavy SATIN CHARMEUSE, in 48 light and dark shades; yard, at \$1.15.
- New spring DRESS GOODS, values up to \$1.00, yard 48c; values up to \$1.50, yard 68c; values up to \$2.00, yard 88c.
- Our \$15.00 to \$19.75 double faced VELOUR and SILK PORTIERES, pair at \$10.50.
- \$7.90 to \$10.00 imported LACE CURTAINS, pair at \$5.00.
- \$2.50 and \$3.00 LACE CURTAINS, at \$1.44.
- \$12.50 American porcelain DINNER SETS, 100-piece, at \$7.95.
- Dining-room DOME, complete for gas, at \$6.98.
- Women's \$2.00 to \$4.00 SHOES, at \$1.00
- Sale of 5,000 slightly imperfect Turkish BATH MATS, regularly 39c to \$1.50; sale prices 39c, 55c, 69c, 78c and 89c.
- Children's \$3.00 winter COATS, sizes 2 to 15 years, at \$1.50.

35 Years Leaders of Fashion  
**Simpson Crawford Co.**  
SIXTH AVE. 19<sup>TH</sup> TO 20<sup>TH</sup> STREET.  
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With the leavening included in the flour, there is no risk that the dough will not rise! Results are sure—a great satisfaction when time is limited.

# Hecker's SELF RAISING FLOUR

Is a wonderful convenience for making biscuit, crusts or cake. Recipes on each package.

10c and 15c—All Grocers

