

Lord & Taylor

38th Street —FIFTH AVENUE— 39th Street
Store Hours, 9 A. M. to 5.30 P. M.

Women's Serge Capes

In an Important Sale
To-morrow,
\$35.00

Three new, smart models, copies of higher priced garments, made especially for this occasion.

Fashioned of Navy Blue Serge, Lined with Foulard Silks,

these latest Capes feature unusual style notes.

A side fastened yoke model, with tasselled stole collar (illustrated).

A circular full swinging model, with scarf collar (illustrated).

A surplice waistcoat model, the cape-like collar crossing to form a draped vestee.

Other Capes
\$19.50 to \$175.00

Third Floor



For Very Little Folks

Spring Fashions as winsome as those for whom they have been designed.

Exclusive copies of Paris models, made especially to Lord & Taylor order.



COATS that charm by their simplicity; little full skirted models, in Taffeta and Crepe de Chine; pale pinks and blues, lined with white silk. Sizes 2 to 6 years, **\$14.95, \$16.95, \$17.95 to \$25.00**

Bonnets and Hats, hand-made of Silks and Georgette crepes, exquisitely dainty. **\$5.95 to \$17.95**

FROCKS quaint and pretty, in Organ-dies, Imperial Chambrays, sheer Batistes and Swiss; in the wanted colors, with touches of hand embroidery or smocking. Others quite tailored in finishing details, interwoven color contrasts in trimmings. **\$3.50 to \$10.95**
White Dresses, of lawn, poplin, Swiss. **\$2.95, \$3.75, \$4.95**

A Sale of Bloomer Dresses, \$2.95 and \$3.95
Ginghams and Chambrays of fine qualities.

Infants' Wear Section—Fourth Floor

Announcing the Arrival of a Shipment of Kent's English Brushes

JUST received, a limited quantity of these Superior Brushes, unexcelled for quality and serviceability. Those familiar with the sterling worth of "Kent's" standard products will find a choice assortment of styles and grades here and a salesforce especially instructed to aid in selection.

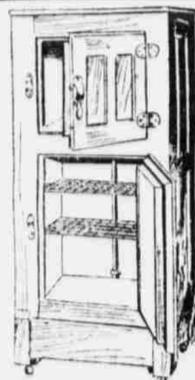
Kent's Hair Brushes, \$2.95 to \$14.75
Kent's Military Brushes, \$16.25 to \$23.75
Kent's Bath Brushes, \$1.95 to \$3.25

A One-Day Sale of Toilet Brushes

Standard grade, especially featured and offering unusual values.
Tooth Brushes, 18c Variety of styles.
Nail Brushes, 45c Bone and wood backs.
Shaving Brushes, 69c "Rubberset," travelers' sizes.
Hair Brushes, 59c & 95c Many sizes and styles.
Cloth Brushes, \$1.75 Ebony or rosewood backs.
Whisk Brooms, 45c Assorted styles.

Pearson's English Penetrating Brushes, \$2.95 and \$3.75

Ground Floor



Tomorrow, Tuesday We Will Place on Sale 75 "Sample" Refrigerators

A Most Unusual Opportunity to Select a Standard Refrigerator at a Great Saving

Included are Lift Cover, Side Icer and Apartment House styles of the world's leading makes—Alaska, McKee & Arlington, etc.—every one fresh and new—of the best quality and embodying the latest improvements.

Prices **\$13.00 to \$175.00**
The Refrigerator Illustrated Is **\$21.00**

Seventh Floor

Every Man of the 27th Division who left our employ to go to war is being taken back. We are co-operating with the U. S. Employment Service to find positions for other members.
Special Bureau for men of the 27th Division has been opened at Hall of Records—Phone Worth 1647

Piano Sale ^{5th Floor} Piano Store Open Evenings Until 9 P. M.

Gimbel Brothers

32nd ST. - BROADWAY - 35th ST.

Gimbels Fur Storage Vaults on the Premises
Guaranteed protection against moths, fire, dust, moisture and theft. All articles taken for storage are thoroughly cleaned by modern compressed air process.
Telephone Knickerbocker 5100. Extension 34, or Postal Brings Our Auto
"Furriers Since 1842"

Second Week of The Great Spring Drive

100,000 New Customers Are Invited to Open Charge Accounts With Gimbels While These 10% to 50% Savings Prevail

FIRST SHOWING---NEW WASH DRESSES

For the House and Porch

This fine display will continue all week and give you very good looking Dresses at prices commensurate with the purpose

Of the Great Spring Drive for 100,000 New Customers

Dix and Biberman Dresses, in literally dozens of styles. Only space for six illustrations.



A—Chambray (pink, blue, green), striped garniture. Well made and practical. **\$2.95**

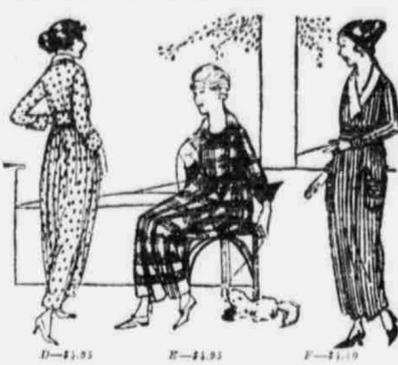
B—Percale. White ground and two tone stripes (pink, blue, lavender); shawl collar of wide, white em-broidery. **\$1.95**

C—Percale of superior quality. Blue, green and rose two-tone stripes. White linen collar and percale revers. Very good style. **\$3.95**

D—Sheer white lawn with coin spots in lavender, black, coral or red. White stole collar in Swiss motif. Very chic and youthful. **\$4.95**

E—Gingham. So stylish this year. Made with prevailing tone splash in chambray, pink, blue, lavender, for garniture. White organdy collar. Cowl collar. **\$4.95**

F—Percale. Excellent quality. Perce-lain blue. Fine white stripes, snow color. In "Dixie Cloth." **\$4.50**



The Great April Sale of Silver-plated Tableware

CONTINUES ON TUESDAY

Simeon L. and Geo. H. Rogers Co. Sectional Plate; Silver Heaviest Where Wear Comes

The etching gives an idea of its beauty.



Tea Spoons, \$2.00 dozen.
Dessert Spoons, \$1.50 dozen.
Table Spoons, \$4.00 dozen.
Coffee Spoons, \$2.00 dozen.
Orange Spoons, \$2.25 dozen.
Soup Spoons, \$4.00 dozen.
Ice Tea Spoons, \$2.00 dozen.
Medium Forks, solid handle, \$3.00 dozen.
Medium Knives, solid handle (illustrated), \$3.00 dozen.

Soup Ladles, 95c each.
Gravy Ladles, 60c each.
Oyster Ladles, \$1.25 each.
Medium Ladles, \$1.00 each.
Cream Ladles, 50c each.
Tasting spoons, 75c each.
Sauce spoons, 25c each.
Sugar Tongs, 50c each.
Cold Meat Forks, 50c each.
Lettuce Forks, 45c each.
Fruit Forks, \$1.00 each.
Pie Forks, \$1.00 each.
Fruit Spoons, 15c each.
Child's Forks, 25c each.
Child's Knives, 25c each.
Baby Forks, 25c each.
Sugar Spoons, 25c each.
Jelly Spoons, 10c each.
Butter Knives, 15c each.

GIMBELS SILVERWARE SECTION—Main Floor

Men's and Young Men's Spring Suits

A Sale With Extraordinary Values

To make these great savings possible Gimbels secured the co-operation of fifteen leading clothing manufacturers. The special values we obtained from them have been made even more attractive by Spring Drive reductions.

All reduced in Price. Well Tailored. The Season's Latest Models. **\$28.75**

Men's and Young Men's Spring Topcoats

Full Silk Lined **\$21.75**
3/4 Silk Lined

Plain blues, browns, grays and blacks. Fancy worsteds and striped effects. New patterns—new styles.

Chesterfield model, double breasted skirted model and form fitted model. Well tailored. Many fancy colors, as well as plain Oxford grays. All sizes.
GIMBELS—MEN'S CLOTHING SECTION—Fourth Floor

Sale of Leather Goods Samples---Half Price

Added Feature: Sample Hand Bags, 1/3 to 1/2 Off

Hundreds of pieces—many fabric articles included—comprising the road and office samples of America's Foremost Maker

The values offered in these famous Gimbel sales of Leather Goods Samples are too well known to require further comment.

Dressing Cases, fitted and unfitted	Manicure Sets	Stick Cases	Card Cases	Handkerchief Cases
Watch Fobs	Music Folios	Wallets	Jewel Boxes	Shirt Cases
Desk Sets	Medicine Cases	Purses	Collar Cases	Men's Combination Shirt
	Money Belts	Flasks	Writing Cases	Cravat and Glove Cases
			Photograph Frames	
			Sewing Slippers	
			Traveling Slippers	
			Glove Cases	

25c, 50c, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$7.50
GIMBELS LEATHER GOODS SECTION—Main Floor

An Extraordinary Purchase of Dainty Nainsook Underwear

Specially Priced For the April Sale At **\$1.50** Garment

This is a special purchase to give you a chance to share in the 10% to 50% Saving in the Gimbels Great Spring Drive.

The assortment consists of "Billie Burke" Pajamas, Envelope Chemises and Nightgowns. Clever women in their buying are thinking of next Summer, too.

Many show the effective blue stitchery, featherstitching and hemstitching, also shirring, that is so dainty against the white. Several models are lavish with their hand embroidery in blue. One model is a night gown of pink batiste, open front, square neck, three-quarter sleeve. Yoke and sleeves trimmed with imitation flter and shirred with blue stitching.

GIMBELS—UNDERMUSLIN SHOP—Second Floor



3600 Men's Shirts—High Grade

A Special Spring Drive Price. **\$1.89**

Newest Spring Patterns. Fresh Stock.

An important sale of men's soft cuff negligee shirts.

Men familiar with market conditions will appreciate these really remarkable values and buy freely.

Every shirt is splendidly made over proper measurements and is cut full—shrunk neckbands, centre pleats, 5 buttons.

Woven madras with silk stripes; also with self stripes and Jacquard designs. Crepe weaves with silk stripes. Novelty weaves with fibre silk stripes. All the shirts are of woven materials—white grounds in two or three color striped effects.

Careful dressers will find much to like in these shirts so modestly priced.

GIMBELS MEN'S FURNISHING SECTION—Main Floor



\$100,000 Worth of ORIENTAL RUGS

Also Stock Of Imported Wide Loom Carpeting

from a Fifth Avenue Dealer Retiring from the Retail Business

Many of these Oriental Rugs come from the well-known importer, Joseph Whittmann, and are among the most beautiful Room Size Rugs that we have ever seen.

Chinese Carpets

Room Size Rugs, averaging 6 x 9 ft., \$195.00
Room Size Rugs, averaging 8 x 10 ft., \$295.00
Room Size Rugs, averaging 8 x 12 ft., \$395.00

Laristan Carpets

Room Size Rugs, averaging 6 x 9 ft., \$185.00
Room Size Rugs, averaging 8 x 10 ft., \$275.00
Room Size Rugs, averaging 9 x 12 ft., \$365.00

Small Oriental Rugs

Lot No. 1—Daghestans, \$29.50
Lot No. 2—Beluchistans, \$47.50
Lot No. 3—Beluchistan, \$55.00
Lot No. 4—Shirvan Rugs, \$44.50
Lot No. 5—Cabistan Rugs, \$78.50
Lot No. 6—Mosuls, \$27.50

These Glorious Wide Loom Scotch Carpets at Approximately 1/2 Price. \$7.50 sq. yd., Less Than 85 cts. a square foot

GIMBELS RUG AND CARPET SECTION—Sixth Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels Via Tubes and Subways