

Spring Comes Gently to The Man's Shop

Atop the Lord & Taylor Store

There is a picture of Spring at the top of the Express Elevators which it has taken many artists, in many lands, to paint. The flower of the world's production in men's Spring and Summer wear is on view—clothes for town and clothes for country as harmoniously mingled as at a fashionable rural church on Easter morning.

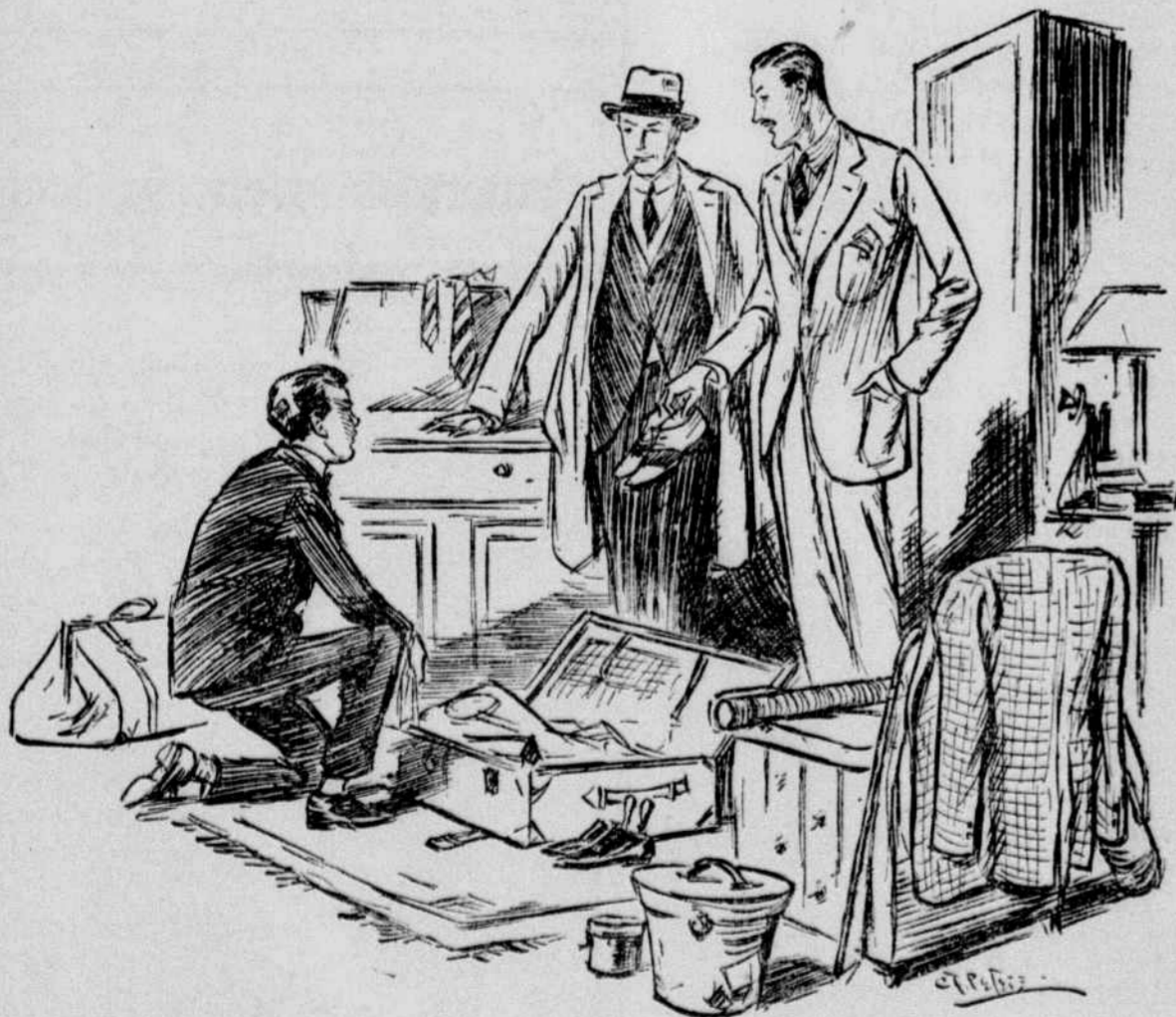


WHERE the sun shines brightest in Fifth Avenue, on the Murray Hill plateau—the spot where the step quickens and the head goes up with a realization that it is the heart of the metropolis—both a revolution and a revelation in men's outfitting have happened.

In an appropriate setting—the top floor of a great mercantile establishment, known nationally for the architectural beauty of its building and for the cosmopolitan character of its business—The Man's Shop has achieved its unique success.

At the end of its first year it has acquired a reputation, which has extended even overseas, of being one of those world institutions where men unyielding in their adherence to propriety may at all times find the simple, correct thing at the manifestly correct price.

At Easter time The Man's Shop is of unusual interest, as the place where, in a stop of a few moments, as one saunters along the Avenue, he may secure his gloves of Mocha or buck or cape—the scarf which has absorbed just enough of the Spring sunshine to be radiant without being garish—the morning coat and striped trousers, and the lighter weight dinner coat; needed, whether one is spending Easter week at home or is going away.



THROUGH all the Spring lists at The Man's Shop there is the vibrant note of simplicity—omission of the trivial, and the stamp of smartness which depends upon thoroughbred quality.

It begins with the soft felt hat and ends with the boot. It is present in the glove and in the walking stick. It characterizes the business suit and the slip-on made for The Man's Shop by London tailors who have but recently learned the secret of best American tailoring—now added to their swinging, English style.

You notice it in the blue suit of soft, lightweight cheviot or serge, with its silk sleeve-linings—the one general utility suit without which many a day next summer will seem a failure. And equally in the suits of checks and tweeds and plaids, of stripes and fine gray and brown herringbones—a collection which will further the reputation already achieved by The Man's Shop.

Young men's suits, too, which might have come from a young man's tailor in England where such things are well understood.

In top coats the variety is as infinite as the needs of the metropolitan public—from the Asheville, of Biltmore homespun, sold exclusively by The Man's Shop, to a full collection of tweeds, cheviots and coverts.

At the front among the country clothes are golf suits, two-piece or four, of Scotch, English or American sporting woolens, with golf caps, a profuse selection of Scotch golf stockings and the Tom Logan golf shoe—a complete coverage of the subject.

One must take his own glimpse at the special Evening Clothes Room, under evening lights; at the custom shirt room and the widespread display of ready-to-wear shirts; at the French, Italian, English and American silks in the Easter neckwear.

He must see the shoe department, with its footwear for the street and the dance-floor, the tennis court and the yacht's deck; the limitless assortments of hosiery, pajamas, handkerchiefs, knit jackets and waistcoats; the automobile department, with literally everything for the chauffeur and many conveniences for the owner.

Then he will have a fair conception of The Man's Shop.

Lord & Taylor

38th Street

The Man's Shop
Tenth Floor

FIFTH AVENUE

39th Street

Express Elevators
Without Stop