

**OVER CONTINENT  
A FOOT IN '49; WILD  
LIFE ENDS QUIETLY**

Charles W. Mulford, Pony Express Rider and Gold Pioneer, Expires in Home.

Charles W. Mulford, former California gold pioneer, miner, pony express rider, banker, manufacturer and successful real estate speculator, died, to-day, at his home at Hempstead, L. I. He was eighty-five years old. His daughter, the Misses Harriet and Frances Mulford, survive him.

The first man from New York State to strike about for the Pacific slope, when the first news trickled to the Atlantic of the gold discoveries in California, was Mr. Mulford, who successfully made the long journey across the plains, across the sage brush deserts and the alkali wastes and the Rocky Mountains. He gave up a clerkship in a bank in Northern New York to go.

In his prospecting up and down California, he helped himself by entering the employ of the Wells Fargo Express Company as one of the band of pony express riders, who took their lives in their hands riding with relays of horses hundreds of miles from distant camps to San Francisco.

On his return to the East Mr. Mulford had enough capital to establish a brush factory in this city. He invested his earnings in real estate on Long Island about Hempstead, which multiplied in value many times when the movement of society people to country homes along the north shore began. He retired from business many years ago.

**BOY WAS "KIDNAPPED"  
FROM HIS SISTER'S SIDE.**

Bath Beach Mother Stirs Police in Hunt for Child of Divorced Husband.

There was mourning and anger to-day in the home of Schartz, No. 852 Bay Twenty-first street, Bath Beach. The reason: Max Friedman, nine-year-old son of Mrs. Lena Schwartz, has been kidnapped. It is said, and Mrs. Schwartz believes her first husband knows much about his disappearance and present whereabouts. She went to the Conny Island Court to-day and two warrants were issued for somebody. The police sent out a general alarm for the boy.

Max was kidnapped yesterday morning by a man and a boy about sixteen, Max's seven-year-old sister Sarah says, and she was with him. The children were on their way to Public School No. 12 and stopped in a candy store at Twenty-first avenue and Eighty-sixth street. When they came out the man and the boy led Max away. They told Sarah to run home. This she did and aroused her mother and the entire neighborhood. Mrs. Schwartz pecked up two policemen and they hurried to the scene and made a fruitless search. Policemen Callahan and Neggersmith are still hunting for little Max.

Mrs. Schwartz divorced Friedman Jan. 18, 1911, and three months later was married to Louis Schwartz. Max had been in an orphan asylum in New York, but Friedman went there and took him out, placing him at work in a restaurant at No. 411 Second avenue, Manhattan. There Mrs. Schwartz found the boy and took him to Bath Beach.

Getting a Line on Them.  
(From the Toledo Blade.)  
"Some women," remarked the Man on the Car, "can't tell whether they want to associate with the new neighbors until they have seen the family warring on the line."

**WOMAN WORKING  
FOR CLEANER CITY**

Mrs. Spiegelberg Proposes to Get Money Instead of Paying It for Refuse Removal.

Since the recent street cleaners' strike and the consequent filthy condition of the streets, a movement for the betterment of sanitary conditions in New York has been started by prominent citizens. The new movement aims to educate city officials to a realization of the backwoods methods used in New York for the removal of ashes and garbage. Circulars are being sent out urging co-operation in the demand for dustless removal of refuse in covered, noiseless wagons like those in use in Berlin, Paris and other large European cities.

Mrs. Florence Spiegelberg, a settlement worker of No. 67 Riverside Drive, who has prepared pamphlets and delivered addresses before various educational clubs, to-day visited Fire Commissioner Johnson and laid before him her plan for the prevention in apartment houses by the storing of ashes and garbage in metal rooms.

Mrs. Spiegelberg is opposing the garbage contract under which, \$40,204 a year paid to the city, more than \$1,000,000 is made from collecting rags, paper, bottles and scrap tin in the city's dumps. This contract comes before the Board of Estimate in a few days.

"There must be a mixed collection of garbage and ashes," said Mrs. Spiegelberg. "In Europe, where this has been adopted, it has proved sanitary and dustless. The one reason we allow ashes to be collected in one division and garbage in another is to give the opportunity of extracting grease from the garbage, to be sold for soap fat. The revenue from the sale does not accrue to the city."

"Mixed collection would do away with leaky garbage cans in summer, while the lye in the ashes would act as a disinfectant and in winter would prevent garbage from freezing."

"The Sanitary Utilization Company has a contract with the city for the removal of garbage. The city does not receive anything for the very valuable products that can be removed. It pays \$6,000 a year for something that should be let out to the highest bidder. If the sums that could be obtained by offering these contracts to the highest bidder were applied to the betterment of our streets we could have a cleaner city and go far toward preventing disease."

**New in America  
Famous in England  
for 170 years as the BEST**

**Whit-bread  
Ale or Stout**

N. B.—Matured only in bottles by the BREWERS in England. There's a GREAT difference.  
St. James Importing Co. (Importers), N. Y. City.

17 Minutes Grand Central to A. & S. Subway Station—Hoyt Street—Direct.

**ABRAHAM AND STRAUS**

10 Minutes Jersey City to Hoyt Street—A. & S. Subway Station—by Tunnel and Subway.

**Thursday a Remarkable Day in This Store**

**Every Item in This Advertisement at the Lowest Price of Many a Day**

**Children's 15c. Stockings, 9c.**  
Black cotton Stockings, ribbed heavy weight with double heels and toes. Store orders only.  
Main floor, front, Central Building.

**\$5.00 and \$6.00 Hand Emb'd Blouse Fronts, \$2.98**  
THEY ARE SEMI-MADE Blouses, the front and cuff parts exquisitely embroidered in beautiful designs, and enough plain material included to complete the entire waist; quantity limited.  
Rearward Store, Main floor, center, Central Building.

**\$1.00 Elastic Belts at 63c**  
With fine gilt or oxidized buckles. Colors are black, navy, white and gray.  
Main floor, center, Central Building.

**Women's 25c. Underwear, 16c.**  
Fine quality Undervests, low neck, sleeveless; some plain, some have lace yokes.  
Main floor, front, Central Building.

**Women's \$3.50 Dull Calfskin Shoes, \$2.59**  
JUST THE FOOTWEAR for stormy weather. Warm, durable and stylish. In button and lace models, with stout welted and stitched soles and medium high heels.  
Second floor, West Building.

**Women's \$24.75 to \$32.50 Tailored Suits, \$15**  
ONE HUNDRED SUITS, medium and Fall weight. The materials are serges, chevots, wilepords, homespuns and worsteds, all best shades of navy and brown, gray, reseda, wistaria and black. Sizes from 32 to 44 bust measure.  
Second floor, Central Building.

**Misses' \$15.00 Dresses at \$8.98.**  
ONE HUNDRED Dresses of fine chiffon, made over silk, in various new Spring models; sizes 14 and 16 years. None C. O. D.  
Second floor, center, Central Building.

**50 Black Ready-to-Wear Hats, \$2.95 Ea.**  
PYROXYLIN braids, stitched on frames, with rough black velvet loops and braid trimmings. New Derby, Sailor and English Walking Hat styles. Ideal Hats for Spring.  
Mezzanine Store, East Building.

**Artificial Flowers, 10c., 15c. and 25c. Bunch**  
Extraordinary Offerings of Millinery Flowers  
ODD LOTS and discontinued styles that we have grouped together. Large, medium and small Roses, Poppies, Geraniums, Fruits, Lilies of the Valley, Foliage, etc. Were 39c., 50c. and 69c., to go at 10c., 15c. and 25c. a bunch.  
Main floor, center, East Building.

**Damask Table Cloths, \$1.50**  
At \$1.50 each. Heavy all linen bleached damask Table Cloths, 2 yards long, variety of pretty patterns; exceptional value. At \$1.50 a dozen. Heavy all linen bleached damask Napkins, variety of pretty designs, splendid value. At 11c each. All linen hemmed Dish Towels, ready for use.  
Main floor, rear, East Building.

**\$1.10 Black Satin Prunella, 59c. Yd.**  
A fine, bright and lustrous Prunella, one of the popular Spring fabrics, very substantial, perfect in every way and the best shade of black. About 600 yards at 59c. a yard.  
Main floor, rear, Central Building.

**\$11.98 American Porcelain Dinner Sets, \$7.98**  
102 PIECES, prettily decorated in a delicate floral design, in natural colors and gold traced handles; set includes Soup Tureen and 3 Meat Dishes.  
\$4.98 Cut Glass Fern Dishes \$2.49  
65c Thin Blown Table Tumblers, 39c Dozen  
\$9.96 Gas Chandeliers, \$6.98  
18 inch, 6 panel leaded glass dome and fancy brass crown, two outside lights and two fancy chains, complete with burner, mantle, inner chimney and globe, in amber or green, beaded fringe to match. Deliveries during the week.  
Second floor, Central Building.

**Books at 10c., 15c. and 25c., Published to Sell at 50c. to \$1.50.**  
CLEARANCE of odd lots from our own stocks and from several leading publishers. Three large tables piled high with Books of Fiction, History, Biography, etc. All good authors.  
Main floor, rear, East Building.

**Boys' 49c Hats and Caps, 29c. and 49c.**  
50c. Knitted Aviation Worsted Hats, 29c.  
Boys' \$1.50 Wool Coat Sweaters, Silver Gray, with Combinations, 88c. Sizes 28 to 34 chest measure. White pearl buttons and large pockets.  
Boys' \$1.50 to \$2.00 Cloth Trousers, 98c. Made from mill ends and tailors' remnants of chevots, tweeds and cassimeres. Bloomers and Knickerbockers.  
Second floor, rear, East Building.

**Hemmed Sheets, 39c. Each.**  
Ready made bleached muslin Sheets, size before hemming, 2x2 1/2 yards, with very neat center seams; exceptional value.  
Hemstitched Pillow Cases, 14c. Each.  
Good quality bleached muslin Pillowcases, 45x36 inches.  
8c. quality, yard wide, bleached Muslin..... 6c. a yard  
Main floor, West Building.

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**Munyon's 10c. Witch Hazel Soap, 6c.**  
A. & S. Jamaica Ginger or Peppermint, regularly 12c., at 9c.  
Chemically pure Borax, regularly 6c., at 4c.  
A. & S. Propylactum, large bottle, regularly 39c., at 29c.  
Only a limited quantity to each customer and store orders only.  
Main floor, front, Central Building.

THURSDAY IS BARGAIN DAY, a day of rousing values and unusual unequalled underpricing in every branch of our business. Every store in this establishment comes forward with some desired, most wanted article at the lowest price of the season. "Sometimes the offering is of a surplus lot, a remnant sale of goods, or a general clearance. Sometimes it's a new apparel offering secured at decided concession from the maker and introduced at a price that defies comparison—such as the coat waists, or a Mezzanine ready-to-wear hat. To appreciate the extraordinary character of all the offers, just price the same things of similar quality in any other store. It will be a revelation to you. Do not miss the Thursday Specials—and come as early as you can.

**Women's \$18 and \$22 Chinchilla Coats, \$11.95.**  
FULL LENGTH navy blue chinchilla Coats, others of navy blue with plaid back, semi-fitted, high neck.  
Women's \$18.00 Black Broadcloth Coats, \$12.98.  
Full length, semi-fitted, satin lined throughout; collar and cuffs of black velvet.  
All Winter Coats and Wraps at Reduced Prices.  
Second floor, Central Building.

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Second floor, Central Building.

**Women's Cape Gloves at 85c.**  
ONE CLASP sturdy Cape Gloves, correct shades of tan, 16 button Fownes gray suede Gloves, the finest French Gloves made, regularly \$3.00, at \$1.98.  
Main floor, center, West Building.

**Fabric Writing Paper, 5c. Pound.**  
Best Paper Ever Offered at This Price.  
WE HAVE 1,000 POUNDS (nearly 100 sheets to the pound) of good quality white fabrics finished Writing Paper to sell at 5c a pound. Envelopes at 6c a pkge. A record little price. Not more than 4 pounds to a customer and 2 packs of Envelopes will be sold with each pound of paper. Store orders only and none C. O. D.  
Main floor, front, East Building.

**Men's 15c. Half Hose at 9c.**  
MEN'S COTTON Half Hose, in tan, gray and black; made with double heels and toes.  
Men's Pure Silk Half Hose, 48c.  
Pure silk, made with lisle soles, heels and toes, in plain colors and black.  
Main floor, Men's Building.

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Main floor, Men's Building.

**\$1.39 54-In. All Wool Chain Weave Serges, 79c**  
ONE OF THE FABRICS highly favored for Spring wear; comparison will prove the remarkable character of this offering. They are 54-inches wide, guaranteed all wool, in an excellent shade of navy blue.  
Main floor, West Building.

**6c. to 59c. Loom End Ribbons, 3c. to 29c. Yd.**  
LOOM END SALE—the bare announcement is sufficient to bring a crowd.  
Extra fine quality Moires, Taffetas, Satins, fancy Glace, Scotch Plaids, Warp Prints, Messaline, etc.; all good colors and black; 1/2 to 6 1/2 inches wide.  
Main floor, center, East Building.

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**The World**  
First in Advertising:  
1,526,184 World ads. last year—610,958 more than the Herald.  
First in Circulation:  
The circulation of The World, in New York City, mornings and Sundays, is greater than the Herald, Times, Sun and Tribune COMBINED.  
First in Results:  
The enormous total of 25,985 letters were received at The World office last Monday alone in answer to World ads. bearing box number addresses (the small proportion of about 10% of all The World ads. printed). That breaks The World's previous high record of 22,341 letters received Monday, January 8, 1912, by 3,544 answers.