

**WOMAN BURNED TO DEATH; MANY OTHERS IN PERIL**

Thrilling Rescues and Daring of 90-Year-Old Heroine Mark Boarding House Blaze.

FIREMAN BADLY HURT.

Twenty-two Women Rescued or Escape by Perilous Crawl Along Coping.

Miss Mary Crosby, the aged heroine of the fire at the boarding house at Nos. 94 and 96 Madison avenue, was none the worse this morning for her perilous escape. Despite her ninety years, Miss Crosby crept along the narrow window sills on the second floor and got into the house next door. A crowd watched the white-haired woman, clad only in her nightclothes, as she clung for her life to the coping and the wall.

After she had reached safety she said, "I felt I had 'reared long to die by being burned to death." She is a sister of the late Rev. Howard Crosby, chancellor of New York University and pastor of the Fourth Avenue Presbyterian Church. Her maid, Caroline Frohn, escaped with her. The fire arose in the basement and enveloped the staircase almost as soon as it was discovered by Mary Reilly, a maid, early yesterday morning. Twenty-two women escaped in their nightclothes by the perilous climb along the window sills or were rescued by the police. One woman, Mrs. Ella F. White, fifty, widow of a broker and secretary to the Rev. Dr. William Carter of the Madison Avenue Dutch Reformed Church, was burned to death in her room.

Miss Eleanor Tierney, twenty-five, crawled along the copings at the fourth floor and, getting in at a window, reached the street so dazed that with nothing on but her nightclothes she ran a block, hailed a taxicab, drove to the home of a friend at No. 747 Quincy street, Brooklyn, and was unconscious when she got there. Last night she was delirious and this morning the doctors were still fearing an attack of pneumonia.

Miss Elizabeth Rattien, forty, though she has been ill for several days, let herself down with a rope from the third floor. But when she reached the coping over the front door her strength was spent. Policemen Fitzpatrick and Lorenz climbed out of an adjoining window and saved her just as she was falling.

Miss Eleanor Guest, a singer; Mrs. J. Coleman and Mrs. W. C. Reese crept along the copings. The Rev. Arthur Allen, his daughter Agnes, the Rev. W. de L. Nicholls, Mrs. Stowell of Boston, Miss May Hahn, Mrs. Herbert Quince of Philadelphia, F. K. Menzer, Miss Violet Ellis, W. A. Hayden, Mrs. Hannell of Poughkeepsie, Miss Maxwell and Mrs. Stokes escaped down ropes. As Lieut. Benjamin Parcell led his men of Engine Company No. 8 into the house after the flames had been subdued, the stairs at the fourth floor collapsed, and all fell to the third floor. Parcell's hip was dislocated and his spine hurt. He was attended by Dr. W. Meyer and taken to Bellevue Hospital.

The fire did damage estimated at \$20,000. The boarding-house was conducted by Mrs. Ann Reynolds.

**SNOWSTORM ARRIVES; WEATHER GUESSER WINS.**

The Weather Bureau scored a triumph today. It said there was going to be snow. There was snow. The flakes began coming down early this morning, even if they didn't amount to much. They were due to the disturbing features of a storm from the extreme Southwest that spread eastward. There were heavy snowfalls in several of the Central States. Predictions are for continued snow to-night and probably to-morrow, with moderate to brisk north and northeast winds. Today is just eight days ahead of the big blizzard of 1888. Weather predictions for the week indicate a gradual return to moderate temperature by Tuesday or Wednesday.

**Peculiar After Effects of Grip This Year**

Leaves Kidneys in Weakened Condition

Doctors in all parts of the country have been kept busy with the epidemic of grip which has visited so many homes. The symptoms of grip this year are very distressing and leave the system in a run down condition, particularly the kidneys, which seem to suffer most, as every victim complains of lame back and urinary troubles which should not be neglected, as these danger signals often lead to more serious sickness, such as dreaded Bright's Disease. Local druggists report a large sale on Dr. Kilmer's Swamp-Root, which so many people say cures, heals and strengthens the kidneys after an attack of grip. Swamp-Root is a great kidney liver and bladder remedy, and, being an herbal compound, has a gentle healing effect on the kidneys, which is almost immediately noticed by those who try it. Dr. Kilmer & Co., Binghamton, N. Y., offer to send a sample bottle of Swamp-Root, free by mail, to every sufferer who requests it. A trial will convince any one who may be in need of it. Regular size bottles 50c. and \$1.00. For sale at all druggists. Be sure to mention this paper.

**GIMBELS**

4 1/2% Interest From March 1st to Credit on All Money Deposited in the Interest Department of GIMBEL BROTHERS, Bankers Before, March 10th, 1912

**Very Low Prices—Often But Half In This ANNUAL CLEAN-UP of MEN'S and BOYS' CLOTHING**



Roughly, the average saving is a third on whatever is left of our fine Winter stocks of Men's and Boys' Clothing. All are of standard Gimbel grades, and first-rate investments at their original prices.

When the selling starts this morning a man can find a complete outfit, from Overcoat to Cutaway or Dinner Coat, at price-reductions that appear almost ridiculous when the quality of the clothing is considered. There is also a remarkable lot of Lightweight Overcoats which we had made up for us, between-times, in a new Spring model, to sell at less than their usual cost to us. There are splendid groups of Youths' Suits and Overcoats; and boys fare equally well with everything, from Chinchilla Reefers to Separate Knickerbockers.

It is by all odds the best time of the year to buy heavy clothes. For there are probably six weeks of Winter weather still ahead of you this season, in which you can enjoy your new Suit or Overcoat, with the added satisfaction of having practically brand-new clothing with which to begin next Winter.

Our store-keeping laws forbid our carrying over this splendid Clothing—it is up to you to seize your share of the fine opportunities, while they last.

You will find lots to interest you tomorrow among the following groups:

- Men's \$45 to \$65 London-made Overcoats at \$25**  
These are the Overcoats that every man, with a desire to be in style, is wearing this Winter. Famous London makers sent them to us, in distinguished Scotch and English fabrics. Now reduced without reserve to \$25 each.
- Men's \$25 Spring Overcoats, Silk-lined, at \$15**  
This is the splendid special purchase, a duplicate of the one that made so many firm friends last year for Gimbel Clothing. Fine black and dark and light Oxford gray.
- Also these other money-saving lots of **Men's, Youths' and Boys' Clothing:**
  - Men's \$25 Cutaway Frook Suits, now \$14.50
  - Men's \$25 Norfolk Suits, now \$14.50
  - Men's \$30 to \$45 Full Dress Suits, now \$21
  - Men's \$30 to \$45 Tuxedo Suits, now \$21
  - Men's \$2 and \$2.50 Fancy Vests, now \$1.15
  - Men's \$3 and \$3.50 Fancy Vests, now \$1.35
  - Men's \$10 English Rain Coats, \$6.75
  - Men's \$13.50 English Rain Coats, \$8.50
  - Men's \$18 and \$20 English Rain Coats, \$11.75
  - Men's \$22 and \$25 English Rain Coats, \$14.50
  - Men's \$4, \$5 and \$6 Trousers, now \$3
  - Men's \$7, \$8 and \$9 Trousers, \$4
  - Youths' \$15 Overcoats, now \$7.50
  - Youths' \$15 Suits, now \$8.75

materials, cut in the new Spring style, and lined with pure dye Merveilleux silk; cloth-faced or silk-faced to edge.

**A Fine Group of Men's Sack Suits**

Handsome all-wool materials in plain and fancy effects, including many light weights for Spring wear.

At \$11.75, \$14.50, \$16.75 and \$19.50 Formerly \$18 to \$35

Similar price-reductions apply to **Every Winter Overcoat in Our Stock** \$11.75 to \$19.50, Formerly \$18 to \$35

Boys' \$10 All-Wool Sailor Suits, \$4.50

Boys' \$10 Russian Suits at \$4.50

Boys' \$7.50 Norfolk Suits, Extra Knickers, \$3.95

Boys' \$7.50 Double-breasted Suits, 2 Trousers, \$3.95

Boys' \$12 Norfolk Suits, 2 Trousers, \$6.50

Boys' \$12 Double-breasted Suits, 2 Trousers, \$6.50

Boys' \$7.50 Long School Overcoats, \$3.95

Boys' \$12 School Overcoats, \$6.75

Boys' \$6 Spring Reefers, at \$3.75

Boys' \$10 Chinchilla Overcoats at \$5.75

Boys' \$12.50 Chinchilla Overcoats at \$7.50

Boys' \$5.50 Russian Overcoats at \$3.75

Fourth Floor

**This Letter Gives You the Makers' Idea Of These Embroidered IRISH LINENS**

WORKS: CULLEYLACKEY, COUNTY ANTRIM. **FRAZER & HAUGHTON** Linen Manufacturers and Bleachers 3 Bedford St. Feb. 12, 1912. Messrs. Gimbel Bros., N. Y.

Gentlemen: With reference to your proposal to close out our surplus stock of Irish Hand-Embroidered goods, cabled by our American Agents, Messrs. A. B. Baylis Co., we may say that under ordinary circumstances we could not agree to discounts named at all.

However, in view of the fact that our agents will be moving into other premises early in February, we have decided after careful consideration to accept your offer.

We wish to congratulate you upon securing this lot of goods at such a low price.

Yours truly, **FRAZER & HAUGHTON**

It came to us from the manufacturers. Messrs. Frazer & Haughton, from whose New York agents we made the extraordinary purchase of their whole American stock of Irish Hand and Machine-embroidered Linens, to sell at an average third less than their usual prices; or, in round figures,

**\$35,700 Worth to Sell for \$23,800**

Such a large quantity of such high-grade Fancy Linens has never, to our knowledge, been offered before in a single sale; and the opportunities presented are very remarkable. It will pay to buy these Linens and put them aside for future wedding or holiday presents, as well as to anticipate the housekeeper's own needs for Linens, Spreads, Bolster Cases, Pillow Slips, Centerpieces and Towels. Some of the prices:

**Among the Staple Linens**

\$1.50 Snow-white Double Damask, 1 1/2 Yard

Satin finish, in several handsome designs, including rose-and-stripe and chrysanthemum-and-stripe, 72 in. wide. The quality unmatched elsewhere in New York at this price.

\$1.15 Bleached Table Damask, 75c Yard

\$4.50 Bleached Dinner Napkins, 33 Dozen

\$4.75 Odd Table Cloths, 33 Hemstitched Damask Sets

18-Inch Crash Towelling, 12 1/2c Yard

White Costume LINENS Very Special

At 25c a yard; regularly 40c; 36 in. wide, in a good medium weight. At 40c a yard, reg. 55c; oyster white, for coats and suits; 36 inches wide.

**Such News Can Never Happen Again, as This Offering, for \$63,000, of \$147,000 Worth of Beautiful INDIA RUGS**

When we secured last year from Lawton & Co. their New York stock of the admirable Amritsar Rugs, to sell for about their wholesale price, we secured a very remarkable bargain. Other Rug connoisseurs were of the same opinion, as was proved by the enthusiastic manner in which these superb Rugs were bought.

Now, just about a year later, we present a vastly more remarkable opportunity to buy Rugs of the same make, at LOWER prices than we ourselves PAID for the Rugs we bought last year.

Far from discontinuing the making of Rugs, Lawton & Co. are branching out into other parts of the Orient. To be unhampered in their operations they wished to sell the remaining stocks of Amritsar Rugs in the warehouses in Paris and London, and in bonded warehouses in New York, at whatever price was necessary to affect an absolute clean-up. And, by virtue of our very large Rug business, we were able to buy the whole quantity of 637 Rugs for spot cash.

They are wonderful specimens of Rug weaving in the finest grades, 8 x 8, 10 x 10, and 12 x 12 stitch, produced by Lawton & Co. They were woven on-hand looms by the descendants of the famous Kashmiris, and colored with pure fadeless dyes. There is a wide range of colorings and designs, including reproductions of many of the famous Oriental types, as well as modern effects. The range of sizes is enormous, running from small Rugs to the scarce extra-large carpet sizes.

From the assortment, may be chosen suitable Rugs for practically any room in the most superb home, as well as for offices, banks, hotels, clubs and institutions.

Original and present prices and average sizes run about as follows:

Rugs Averaging	Regularly	Now
5 to 6 ft. wide and 8 to 9 ft. long	\$65 to \$200	\$32.50 to \$65
8 x 10 ft.	\$165 to \$275	\$62.50 to \$82.50
9 x 12 ft. and 10 x 14 ft.	\$225 to \$350	\$97.50 to \$132.50
10 x 14 ft. to 15 x 18 ft.	\$310 to \$560	\$130 to \$250
16 x 20 ft. to 18 x 25 ft.	\$685 to \$890	\$310 to \$395

Large as the quantity is, it is wise to make selection as early as you can, as there are few duplicates. Sixth Floor

**Very Good News for You, Mrs. Housewife--- A "DOMESTIC" Sewing Machine for Only \$22**

Every woman who has a home needs a Sewing Machine, whether she uses it herself to make her own dresses and underwear, as well as the children's, or whether somebody else does it for her. That is beyond argument. At this particular time of the year—the beginning of the Spring sewing season, when there are all sorts of thin Summer frocks to be made, she needs her Sewing Machine most.

And just now she can avail herself of this very acceptable opportunity to get one of the really celebrated Sewing Machines at the price of some little-known or inferior make. Celebrated, because the "Domestic" has been made for more than fifty years; and during that time more than 2,000,000 "Domestic" Machines have found appreciative owners.

We are able to offer this fine model of the genuine "Domestic" Sewing Machine for as little as \$22 by special arrangement with the makers, partly because we placed an order for a very large number of the Machines, and partly because we sell them direct from our Sewing Machine Section throughout the whole territory for which we are sole agents—Greater New York, Long Island and Westchester County. If the machines were sold by agents the price would be considerably higher. In spite of the unusually low price of \$22, we sell the Machines on the Easy Payment Plan, WITHOUT INTEREST OR EXTRAS.

**For \$2 Cash, the Remainder at \$1 a Week for 20 Weeks**

We will deliver these Machines free of charge at your home, if on any of our wagon delivery routes, or freight prepaid at nearest railroad station if within our free delivery limits.

IF YOU LIVE WITHIN TWENTY-FIVE MILES OF OUR NEW YORK STORE, WE WILL SEND AN INSTRUCTRESS TO YOUR HOUSE, UPON REQUEST, WITHOUT CHARGE. This is an extremely new and liberal offer of which we are sure you will be glad to take advantage.

**Specifications of the New Domestic Sewing Machine, \$22**

New model "Domestic" drop-head, ball-bearing. Easy running and noiseless. Fitted with the famous looper, sewing lock or chain stitch at will, and easily changed from one to the other.

Full set of "Domestic" attachments, including ruffler, shirrer, tucker, etc. Handsome golden oak case, highly polished, with five drawers, and in a design specially made for Gimbel Brothers. KEPT IN REPAIR FOR FIVE YEARS UNDER THE GIMBEL AND DOMESTIC GUARANTEE.

We shall be delighted to demonstrate these Machines to you in our convenient and pleasant Sewing Machine Salon on the Fifth Floor at any time. Let us do it TODAY, or on the very first day that you can make it convenient to call. Fifth Floor



**Black-and-White Stripes Responsible For Some New Modes in Women's TOP-COATS**

A new Coat that fastens high at neck is relieved of that severity by a new panel rever which also fills an ornamental role—as you will see in the illustration. Other panels and bands of the material are equally effective because of the contrast given by the stripes. This Coat, which is \$28.50, is lined to the waist with gray peau de cygne.

Other fancy weaves, in lightweight woolen Coats \$16 to \$70.

There is another Coat of white serge which would not be so effective if its collar, cuffs, revers and lining were not of wide black-and-white striped silk. \$42.50. Other white serge Coats, \$42.50 and \$50.

No matter what Fashion dictates, there are some women that are always true blue to navy or black serge—in the severely tailored coats. We have one new model lined throughout with peau de cygne and simply adorned with soutache, \$17.50. Other serge Coats \$15.50 to \$50.

Whipcord Coats, navy, black and tan, \$19.75 to \$35. Third Floor

**In Answer to the Vogue Of Lace Collars and Cuffs**

These of fine white Batiste or Voile, trimmed with real Irish or Cluny lace, intermingled with hand-embroidery, which are designed for wear with frocks or suits. \$4.50 a set and upward.

Imitation Venise and other heavy Laces, \$1 set and upward. Net Chemisettes, 25c; with sleeves, 50c and upward. Net Gimpes, 75c and upward. Main Floor

**GIMBEL BROTHERS**

BROADWAY NEW YORK THIRTY-THIRD ST.

**IN AGAIN! WHITE PIQUE**

Ribbed Fabrics are coming in very generally for women's wear this Summer, and chief among them is Pique—that old-time favorite which washes and wears so well.

We discovered this tendency in time to provide a splendid variety of Pique from France, England and America in more different widths of wale than you probably ever saw before—from one that is a mere thread to one that is 3/4 of an inch wide. The display cannot fail to interest you, 18c to \$1.75 yard. Second Floor

**The Giants Are Playing in Texas**

The school and college teams and all the other nines are oiling up their bats, and the Baseball season of 1912 is getting under way.

**The Gimbel Sporting Goods Store**

is ready with a splendid new stock of Baseball Supplies—Gloves, Mitts, Bats, Balls, Suits, Base Bags; in fact, everything but the diamond.

Everything we sell is of the best quality; which is why our baseball goods were very popular with teams last season.

Special Rates for Outfitting Teams with uniforms, etc. A letter or telephone call will bring our representative with samples and prices. Headquarters for Spalding's Athletic Goods Fourth Floor

**Heywood Folding Go-Carts At \$6, Regularly \$12**

This is half price on a limited number of these well-known Go-Carts. They are in dark blue, green, maroon and brown; rubber-tired wheels, tubular pushers and silver-plated wheel guards.

Also, at the very beginning of Spring buying, a fine group of "Pullman Sleeper" Baby Carriages Under-Price

Fine Carriages, all in 1912 models, with heavy rubber-tired steel wheels, or wooden artillery wheels, which are very smart in appearance. Gearing and pushers of bicycle tubing and enameled in handsome dark colors, making a rich contrast with the finish of the body, which is of fine half-oval reed, with heavy roll around body and hood; some with double roll. At \$18, regularly \$22, natural or brown finish.

At \$19.50, regularly \$26, natural or brown finish; 3 models.

At \$22.50, regularly \$29.50, natural or brown finish, extra size. At \$23, regularly \$30, wooden artillery wheels, rubber-tired, double roll. Fourth Floor