

POLICEMEN HELP SCORES OUT OF BURNING HOMES

Three Basement Fires in Harlem Flat Houses Throw Tenants in Panic.

Basement fires in Harlem kept the Department on the jump early to-day. Members of ten families in a fashionable apartment house at Nos. 54-56 Morningside avenue were routed out in their night clothing and carrying their canary birds by a blaze that started in the basement, burned through to the third floor and choked the building with impenetrable smoke.

This fire had to be extinguished twice. After the apparatus went away the first time William H. Lockwood, who occupies an apartment on the third floor, was awakened by a new smell of smoke. He could find nothing burning in the hall, but when he opened the dumbwaiter shaft in his kitchen a sheet of flame shot out. The patrolman left on guard had to resummon the apparatus.

The first fire was discovered by Policeman Sullivan of the West One Hundred and Twenty-fifth street station. He gave the alarm and broke in the front door and windows. With Policemen Lober, Lockwood and Sherry, he dashed into the house and hurried from door to door, awakening the tenants and warning them to flee by the rear escape.

DRAGGED UNCONSCIOUS COMPANION TO THE ROOF.

On gaining the roof Sullivan missed Lober. He went inside again, and in a smoke-filled hall stumbled over his inert body. He dragged his companion to the roof. Artificial respiration brought the unconscious man around and he was ordered home.

The origin of the fire is puzzling. The house has no janitor, and none of the tenants had been in the cellar, they say, since Monday morning. All got out safely over the roof.

The apparatus had hardly put out the second blaze before an alarm came from the cellar of No. 197 East One Hundred and Seventeenth street, which is a five-story tenement occupied by five families. The fire started in a coal and wood shop near the dumbwaiter shaft.

Policeman Metelderer of the East One Hundred and Twenty-sixth street station discovered the blaze and with Policemen Schweizer and Strong drove the tenants to the roof. The fire got up the shaft as far as the second floor and did \$200 worth of damage.

Five minutes after this alarm came in, a fire was reported in the tenement of the five-story, eighteen-family tenement at No. 207 Third avenue, the alarm being sent in by Policeman Carr of the East One Hundred and Fifth street station. When only one engine responded, Carr went around to the East One Hundred and Seventeenth street blaze and got two more engines. The blaze was put out with a loss of \$200.

WHISKERED "CHILDREN" TRY TO BEAT THE CIRCUS.

But They Are Over Ten and Therefore Can't Get in on Kids' Tickets.

The Evening World received a letter yesterday complaining that Barnum and Bailey's circus was advertising children's tickets for afternoon performances at half price and not living up to the advertisement. The writer charged the circus management with false advertising and declared that no half price tickets were sold.

The Evening World investigated. It was discovered that all one had to do to get half-price tickets was walk up to the box office window and ask for them. But when it came to entering the gate the ticket takers would take care that the circus was not defrauded. The half-price tickets are for children ten years old or under, as advertised, and the door tenders will give the ticket holder the benefit of the doubt where there seems any chance that the "child" is really only ten years old.

But, as one of the circus managers put it, any number of persons try to pass children with sprouting mustaches and side whiskers and grow extremely indignant when the ticket takers refuse to believe the "youngster" is no more than ten.

The Evening World investigator stood for an hour at the main gates of the circus yesterday afternoon and there was not one half-price ticket refused, except where the child was obviously well over the age limit.

Swissco Grows New Hair

Stops Dandruff and Restores Gray or Faded Hair to Its Natural Color. LARGE TRIAL BOTTLE FREE.



ASLEEP AT THE SWITCH! Why Wear Yourself Out Fixing Up Old Switches When You Can Have a Beautiful Head of Hair? Swissco grows all the hair you want, changed gray or faded hair to a youthful color without dyeing or staining. Stops dandruff and all scalp troubles. Restores hair to its natural color. Send 10c in silver or stamps to pay for postage. 6c to Swissco Hair Remedy Co., 430 E. 12th St., New York, N. Y., and get a large free trial bottle. Swissco is on sale everywhere by drug, grocery and drug departments at 50c and \$1.00 a bottle.

GIMBELS



There's Comfort In a Watch That Keeps Time We Recommend The "Minitrue" (True to the minute)

In many ways these watches, designed and made in Switzerland especially for GIMBELS, are exceptional. They are manufactured and adjusted along the lines of the most expensive watches, both in their mechanical excellence, with consequent accuracy, and in their beautiful finish, which is apparent in such details as the hands and dials.

We guarantee them unreservedly in every particular. In spite of their high quality, they are most moderately priced. They will make admirable Easter or graduation gifts. We offer—

- Minitrue Watches for Men**
In plain 14-kt. gold case, gilt or enamel dial, with 17-jewel movement, extra thin model. \$38.
With 15-jewel movement, 14-kt. case. \$32.
In 25-year gold-filled case, fitted with 17-jewel movement, \$22; with 15-jewel, \$17.
With 7-jewel movement, in 20-year gold-filled case, plain or engine turned, \$7.50; same movement, in silver case, \$6.75; and in nickel case, \$5.75.
- Minitrue Watches for Women**
In the favorite chateleine or locket size, open-faced, with 7-jewel lever escapement movement, in 14-kt. gold case, plain polish, \$18.
In 20-year Gold-filled Case, \$10.
In Sterling Silver Case, \$7.50.
In Gun-metal Case, \$5.50.
All engraving done without charge. A wonderful assortment of Crosses for Easter, Confirmation and Graduation Gifts, from \$1.50 to \$11.50, in plain polish, engine-turned, filigree designs, hand engraved and diamond set. Main Floor

If You Want to Be Healthy You Will Be Interested in the LECTURES and DEMONSTRATIONS

For Men, Women and Children
By Prof. Charles Munter
Inventor of "NULIFE"

On "Self Development Through Deep Breathing" and "How to Become Physically Perfect Without Effort."

In the GIMBEL AUDITORIUM
Daily This Week From 2:30 to 4:30 P. M.
Eighth Floor

New Homes to Be Found For These Lace Curtains

Prices are reduced one-fourth to one-third on a large collection from our regular stock, because Summer Curtains demand the right of way.

There is also a goodly quantity of SINGLE PAIRS OF LACE CURTAINS AT EXACTLY HALF PRICE.

The variety runs all the way from a single Scrim or Muslin Curtain to a rich Irish Point.

It's the best time to buy new draperies for your windows, or to put away new pairs of curtains for future needs. These price-ranges:

- Scrim Curtains**
White and Arabe—At \$3.75 to \$7.75 a pair, regularly \$5 to \$10.50.
- Tambour Lace**
At \$2.50 to \$13.50 a pair, regularly \$5.25 to \$22.50.
- Lacet Arabian**
At \$3.90 to \$15 a pair, regularly \$6.50 to \$19.50.
- Tambour Muslin**
At \$2.50 and \$3.75 a pair, regularly \$4 and \$4.75.
- Novelty Appliqued**
At \$5.50 and \$7.75 a pair, regularly \$8.75 to \$10.75.
- Ruffled Muslin**
At 75c and \$1.10 a pair, regularly \$1 to \$1.65.
- Muslin, Some With Ruffles**
At 75c and \$1.10 a pair, regularly \$1 to \$2.25.
- Irish Point, White**
At \$2.95 to \$14.75 a pair, regularly \$3.75 to \$20.
- Novelty Irish Point**
At \$3.95 to \$12.25 a pair, regularly \$5.25 to \$18.50.
- Also Novelty Net, Marie Antoinette, Ecru, Renaissance, in white and ecru. Nottingham
At \$1.15 to \$3.25 a pair, regularly \$1.50 to \$5. Sixth Floor

The Necessary NOTIONS For Making Your Spring Clothes

"Trifles make perfection, and perfection is no trifle." The satisfaction you get from a new frock can be made or marred by the excellence of the little things that helped to make it.

You may be quite sure of the good quality of Gimbel Notions; and here are savings, on these same good qualities, that speak for themselves:

- Silk Seam Binding 10 yard piece. Best quality black or white. 12c piece.
Warren's "Chicago" Featherbone Silk, 12 yards in box, 70c.
Dressmakers' Sewing Silk, full size, large spool. Standard quality, 40c.
Gimbels' "Perfection" Dress Shields, guaranteed quality rubber cloth, fine nainsook-covered. Size 2, 3 and 4, 15c pair; \$1.50 dozen.
10c for three 5c papers Gimbels' "Duchess" English Pins.
10c, three 5c cards Gimbels' "Savoy" Safety Pins.
10c for three 5c rolls English Tweed Tape.
15c for dozen Spools O.N.T. Darning Cotton.
15c for four 5c Spools Gimbels' "Niagara" Sewing Silk, full 100 yard spools, line of staple colors, black or white.
10c for three 5c cards Gimbels' Collar Supporters. Spiral and removable kinds.
10c to 25c for pair Black or Russet Silk Braid Oxford Tie Laces.
25c three 10c pairs Gimbels' "Duchess" Washable Dress Shields.
10c three 5c rolls "Crystal" Wash Ribbon. Fast colors.
15c for two 10c balls C.B. French Darning Cotton. Main Floor
- 10c three cards Gimbels' "Melba" Hooks and Eyes.
5c to 25c for Corset Laces. A variety of kinds—5, 6, 8, 10 and 12 yards long in tubular and flat—in both linen mohair and mercerized.
15c for two 10c Gimbels' Best Imported Glass Head Colored Cube Pins.
10c for five 3c packages Gimbels' imported Enamel Wire Hair Pins.
5c for bunch (6 pair) Mohair Shoe Laces.
10c for three 5c pairs "Diamond Tip" Shoe Laces.
15c for two 10c Folding Nickel Coat Hangers.
10c for pair "Velvet Grip" Suspender Elastic Hose Supporters.
15c for 25c Washable Sanitary Belts.
25c for set of Six Suspender Elastic Supporters for Corset Repair.
15c for 25c Nickel "Velvet Pin Cushion" Spool Holders.
10c four papers of Milward's Needles.

THE GIMBEL SUBWAY STORE

Is one of the "sights" of New York to visitors. It is a most convenient store for travelers—for any one. It is directly off the Hudson Tunnel Concourse, which is surely well worth seeing, reached by ten broad stairways and thirty-six passenger elevators. It is compactly arranged for easy shopping and prompt service. It will render most helpful service this busy Eastertime. We offer these and hundreds of other splendid economies for Wednesday and Thursday:

Women's \$10.50 to \$12.50 Spring Coats at \$7.50
From a leading maker, too heavily stocked for one reason or another. But the little price does not detract in the least from the splendid style and good quality of these new coats. More than 10 excellent styles, thoroughly well made of serges, worsteds, tweeds and whipcords, in blue, black, tan and gray, and new tan and gray mixtures. The coats are all full length, slightly fitted backs, with graceful, long, deep revers, variously trimmed with white serge and large buttons. They fit splendidly, sizes 34 to 44 in the group, at \$7.50. Subway Store, Balcony

Women's \$12.75 to \$15 Silk & Satin Dresses, \$10.50
A collection of 250 plain and changeable taffetas, messalines, satins and foulards; also a limited number of serges; many pleasing new styles, among them foulard dresses, peplum model; striking dresses of black and white striped taffeta, with deep wide one-sided revers and bands of black taffeta down the side, front and around the bottom of the skirt, on the waist and sleeves. Another handsome dress is of chiffon taffeta, with a wide band of macrame lace half way down the side and on the sleeves, with yirle piping and buttons of velvet, in fully a dozen changeable shades, as well as tan, black, navy and gray. All at \$10.50 each. Subway Store, Balcony

900 Housedresses at \$1
Of fine lawns or percales, with Dutch neck and medium length sleeves, trimmed with bands of embroidery, also high neck and long sleeve models; black, pink or blue and white patterns; a quite remarkable offering at \$1. Subway Store, Balcony

\$1.50 Petticoats for \$1
300, of a fine soft silky material known as cotton messaline; plaited flounce, black only, \$1. Subway Store, Balcony

Misses' \$15 to \$16.50 New Spring Suits, \$12.50
A limited number of fine Suits secured at a concession from several leading tailoring houses. The materials are serges, whipcords and mixtures; the styles are largely the new short hipless coats, and plain tailored skirts. The colors are blue, two-toned grays, golden brown and tan, also black; strictly tailored models, as well as models prettily trimmed in a variety of new styles; sizes 14 to 18; suits intended to sell for \$15, \$16.50 and more, tomorrow at \$12.50. Subway Store, Balcony

20c and 22c Ribbons, 14c Yd.
Warp-print Taffeta Ribbons, pretty floral designs, pink, blue, violet and yellow with narrow satin edges, 5 1/4 inches wide, also plain taffeta and messaline ribbons and taffeta with cord or Roman edge; a variety of good colors, 4 1/4 inches wide, usually 20 and 22c yd., at 14c yd. Subway Store, Balcony

\$1 Sterling Ear Rings, 45c
Nine styles, copies of high-priced pieces, very well made and finished with rhinestones or Roman pearl tops and graceful drops or pendants, set with cut jewels, imitation amethyst, topaz, emerald, sapphires and rubies, also pearl drops, at 45c. Subway Store, Balcony

3,600 Fine New Waists Under-Price at \$1
Excellent copies of waists selling at many times this price. A quite remarkable offering, and many styles, among them a striking peplum waist of wide bands of coarse thread lace and allover embroidery; peplum waists of net, with fine tucks and insertions; peplum waists, of fine lawn and imitation Cluny lace; also lawn waists, trimmed with Valenciennes lace and tucks, and others trimmed with imitation baby Irish lace. All at \$1 each. Subway Store, Balcony

Men's \$3.50 Shoes, \$1.95
The well known "Emerson" shoes; Oxfords, in tan calf gunmetal and patent leather, all sizes; high shoes, largely patent leather models. All sizes, at \$1.95. Subway Store

Women's \$3.50 Shoes, \$1.75.
High and low shoes, patent leather, vici kid, gunmetal calf and tan calfskin, Spring styles, welted or turned soles, all sizes in the group at \$1.75. Subway Store, Balcony

Youths' \$7.50, \$8.50 & \$10 Suits & Overcoats, \$3.95
A group of 225 suits and overcoats that we wish to close out at once. The overcoats are well made of all wool heavy-weight fabrics, largely gray and brown stripes and mixtures; with convertible collars; some of them waterproof. A splendid investment for next winter. Sizes 33 to 40. Made to sell at \$10 or more, now priced to insure a quick clean-up at \$3.95. The suits are heavy and medium weights, broken lines; many styles, patterns and colorings; sizes 33 to 38 inch chest measurement. Will fit youths and small men. All the \$7.50 and \$8.50 suits to be sold out at \$3.95. Subway Store, Balcony

\$1 Silks at 65c a Yard
35-inch All-Silk Messaline and 36-inch Silk Poplins, white and at least 25 shades; for street and evening wear. The soft, lustrous finish and draping qualities of these fine silks make them much desired for gowns, waists and many other purposes; usually \$1, at 65c. Subway Store, Lower Floor

12 1/2c to 35c Wash Goods, 10c
Over 18,000 yards, a great variety, including printed dress batiste, printed dress dimities, Swiss dress challies, satin striped poplins, 32-inch dress gingham, printed Flaxons, kimono crepes, plain colors; Oxford shirtings and fancy black cotton dress fabrics, all 10c yard. Subway Lower Floor

\$1 Navy & Black Serge Suitings, 65c yard
50 inches wide, sponged, shrunk and spot proof, all wool, and firmly woven, the proper weight for tailored suits, three shades of navy and black. Usually \$1, at 65c a yard. DRESS SKIRTS TO ORDER AT 50c for a limited time only from the above or any other material selected in the Subway Dress Goods Store. The skirts will be made in any one of 12 new models. A perfect fit assured. Subway Store, Lower Floor

\$15 Gas Dome, Complete, \$6.50
It is 22 inches in diameter, and contains 45 panels of cathedral glass, amber or green, strongly brass bound and brazed together; all seams covered. It has a brass stem, sliding canopy, return arm and is fitted with the \$1 Lindsay dome arc-light; tomorrow, a limited number, \$6.50. Subway Store, Lower Floor

20c Table Oilcloth, 10c Yard
5,000 yards of this much wanted commodity in every household, full 1 1/4 yards wide, and a good variety of plain white, as well as the popular colored patterns; all first quality, of course; the regular 20c grade, tomorrow, at 10c a yard. Bestine Powder, 10 cans for 20c. Subway Store

9x12 ft. Domestic Rugs, \$13.50 & \$14.75 Grades, \$6.75
150 all wool tapestry Brussels rugs, in a good selection of Oriental patterns; \$13.50 grades, slightly mismatched, at \$6.75. Fifty 9x12-foot Velvet rugs, in a variety of floral designs; \$14.75 grades, all to be closed out at \$6.75 each. This is the lowest price yet for these reliable 9x12-foot rugs. Subway Store, Lower Floor

French Jute Velour Portieres, Usually \$45, at \$21.75
About the richest, handsomest portieres possible to secure. Four splendid designs; allover Oriental rug patterns and plain centers with Oriental or floral borders; the prevailing colors are reds and green, two-toned reds, old rose and green, green and brown; formerly sold for \$45, these 75 pairs reduced to \$21.75 a pair. 300 pairs Curtains, half price—one pair of a kind, some slightly soiled from handling in our salesrooms; fine curtains of madras, serims, muslins, Nottingham, Irish Point, Renaissance and Marie Antoinette lace; 50c to \$16.50 grades, now 25c to \$8.25 a pair. Subway Store, Lower Floor

Sewing Machines, \$12.75
That were bought underprice and offered at much less than usual prices. Made in the "Domestic" Sewing Machine factory, the quality of these machines is assured. All are drop-head models with high arms, four and five drawers, golden oak finish; a full set of attachments; guaranteed for five years. The price for a limited period, \$12.75. \$2 will bring one of these Machines to your home. The balance may be paid \$1 weekly. Instructions free at your home if within our 25-mile delivery zone. Subway Store, Balcony

75c, \$1.50 Framed Pictures, 50c
A big group of various classes of Framed Pictures that we wish to close out at once; water-color fac-similes, gilt frames, glass sizes 16 x 20 inches; carbonettes with oval antique frames, 16 x 20 inches; Fallow Field Hunt Pictures, Flemish oak frames—14x20 inches; Etchings and hand-colored photogravures in oak, gilt or antique frames, 13x26 and 13x16 inches; usually 75c, \$1 and \$1.50; all 50c each. Subway Store, Balcony

72 Brass Bedsteads, Usually \$28.50, at \$14.75
A clean-up of samples and odd lots, from one of the top-notch manufacturers. One has only to glance at these beds to see that they are strictly high grade, far out of the ordinary in construction and beauty of finish and design. 10 patterns, largely four-foot size, a popular size in New York. One particular bed, of which we have a fair number, has 2 1/2-inch continuous posts, with five one-inch filler rods and large brass mounts; the head-board is 62 inches high, the foot-board, 42 inches. The usual price of these fine beds is \$28.50 or more; this lot, tomorrow, \$14.75. Subway Store, Lower Floor

20-pc. Sets of Brown & White Cooking Ware, \$1.25
Just 47 sets.
1 Large Casserole, 1 Small Casserole, 2 Pie Plates, 6 Custard Cups, 2 Small Au Gratin Dishes, 1 Small Bean Pot, 6 Ramikins, 1 Pudding Pan, 2 Asbestos Mats.
We advise an early selection, as these 47 sets are likely to sell out in one hour at this very low price of \$1.25. Subway Store, Lower Floor

110 Piece White China Dinner Sets, \$2.95
A very good composition, including bread and butter plates. This fine white Syracuse china is slightly imperfect, otherwise the price would be more than double, tomorrow, \$2.95. Subway Store, Lower Floor

Cowperthwait & Sons
No Deposit 75c a Week
\$39.90 For This Incomparable White Sewing Machine List Price \$65.00

An elegantly constructed machine, fitted with Drop-Head, Automatic Lift and all up-to-date improvements. Nickel-plated hand wheel, ball bearings, and supplied with full set of the latest style steel attachments. Top and four swell-front drawers of best quarter-sawn golden oak.

Demonstrators sent without charge throughout the Metropolitan District.

Pay \$3 Monthly if more convenient. Collector sent if requested.

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GIMBEL BROTHERS
BROADWAY NEW YORK THIRTY-THIRD ST.