

# BROADWAY BLAZE GETS AWAY FROM THE FIRE FIGHTERS

(Continued from First Page.)

It was not until about 10:30 that the fire was under control. The red glow behind the windows had died down. Two engines and their teams were sent around to the Mercer street entrance of the building and two more engines were stationed on Broadway.

The water tower had scarcely arrived when Kenyon sent out word he didn't need that valuable piece of apparatus, and it swung round and started back up Broadway. Whether Kenyon had gone up into the building himself or whether he got his information about the fire second-hand was not stated.

It was found later the blaze was directly beneath a chandelier of glass that carried light down from the skylight in the roof. When the glass cracked the flames shot up to the fourth floor, burned through another chandelier, burst through the skylight and converted the big building into a roaring furnace.

The water tower was well on its way back to quarters when Chief Kenyon began to appreciate that his men were not making headway. At 1:30 o'clock he sent in a second alarm, which brought Engine Company Nos. 1, 2, 3, 4, 5, 6, 7 and 8 and Truck No. 1. But as Water Tower No. 1 had got back to Thirteenth street there was still no water tower on the job to tackle the tall spire of flames.

SOME OFFICIAL ORDERED FIREMEN TO UNCOUPLE HOSE.

The tender of Engine No. 11 carries a big deck pile to which is attached a slanting brace of three lines of hose. The men on the tender were working frantically to couple the three lines of hose and get a powerful stream to shoot against the third story windows when some uniformed official rushed out of the building and commanded the men to get ready to "uncouple" or in other words, to unhook and get ready to return to quarters.

And all the while the fire was gaining and sweeping through the third and fourth floors of the building, Chief Kenyon did not seem to get a gauge of the real size of the blaze. At 2:30 o'clock he sent in a third alarm, which brought additional companies Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12 and Truck No. 2.

As this battalion of engines came thundering to the scene all the dead-ends had melted out, the skylight came crashing down, and the blaze roared higher. The only lines trained on the roof at that time were the standpipe lines of the Cable Building, which were manned by the superintendent of that structure.

At 3:45 o'clock Chief Kenyon turned in his fourth alarm, bringing additional companies Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12 and Truck No. 3.

HIGH PRESSURE STREAM SENT WAY OVER ROOF.

Forty-six fractional minutes went by before the fifth alarm was turned in, which brought another water tower, No. 4. Water Tower No. 4 took its stand immediately in front of the building and hooked up with one of the high-pressure hydrants.

The building was hidden in smoke at the time and the stream through some open door was not turned on the fifth floor of the burning building, but was aimed at imaginary sixth floor and shot clear over the roof.

Battalion Chief Howe, Commissioner Johnson's aide, discovered this error and the water tower crew to lower the range of the nozzle. Meantime the fire had eaten its way into the upper stories of the tall building at No. 315 Broadway, and thence on into the building at No. 321. The Simeon Cohen clothing establishment, on the fourth floor of No. 321, was completely wiped out, and then the flames leapt into the lobby of the Lily of France Coney Company, on the eleventh floor.

Next the fire jumped through an airway to the tenth floor of No. 321 and raged like a blast furnace through the lobby of the No-Pads Shirt Company.

All the while the firemen working aloft were rearing for more water. The big standpipe hose that runs up through No. 321 Broadway had two spurs one out on the street and one running up through the building. Through some error the cap of the street spur was removed and lost sight of.

The water spouted out and ran a river

down Broadway, with the result that only a feeble stream pushed up through the spur attached to the building standpipe. Fully twenty minutes was lost before this spur of pipe was recouped.

As the crew for more water were being shouted down from above, Chief Kenyon ordered pressure in the hydrants increased from 170 to 200 pounds. This was done and suddenly the fifty feet of black jack hose attached to the hydrant in front of the John Miles millinery establishment on the southeast corner of Houston street and Broadway, shook free from its tail of hose and began cutting capers and shooting a tremendous volume of water in every direction.

Every window flashing length of hose smeared the glass window of the warehouse and flooded the warehouse. It swept scores of men from the roof and caused the teams attached to Engines No. 3 and Tender No. 3 to run away. The Tender horses ran down Broadway to Spring street before they were caught. Engine No. 7's team belted through Houston street for three blocks. Fifteen horses struggled with the hose before they got control of it and the water was turned off.

The ground floor of the burned out building was occupied by the Miller & Alliere Company, manufacturers of ladies' hats, the second floor by the Ladies' Company, manufacturers of raw felt, the third floor by the Artistic Millinery Company, the fourth floor by Benoit, Goldstone & Co., manufacturers of children's dresses, and the fifth and sixth floors by the Rose-Herman Company, shirt manufacturers.

The property immediately affected by the blaze was insured for \$250,000.

## USED JIU-JITSU GRIP IN BATTLE ON ROOF.

Policeman Tries Japanese Defense and Finally Subdues His Prisoner.

Policeman William H. Hughes of the East Thirty-fifth street station, made a capture early today by means of a Jiu-Jitsu hold he saw illustrated in the Evening World Standard. Hughes was standing at Forty-second street and Third avenue when he heard cries of "Help, police!" At the corner of Forty-first street he saw two men break and run in opposite directions from the protruding body of John Fitzpatrick, a chauffeur whom they had assaulted and robbed of his watch and chain.

Hughes chased one of the men and cornered him on the roof of No. 315 East Forty-first street. The fugitive gave battle and Hughes was about to use his club when he thought of the Jiu-Jitsu hold he had studied in the Evening World as illustrated by the Japanese girl expert, Miss Ai Kimi, with the circus. He closed in on his man, seized his wrist and bent the hand backward and to one side of the same time throwing his right foot back of the prisoner's right ankle. Down went the prisoner with a jar that shook all the fight out of him.

The prisoner said his name was Herbert Nealey and his address, No. 397 East Forty-first street. Magistrate Fraebel, in Yorkville Court, held him in \$1,000 bail, and complimented Hughes highly on his skill in Jiu-Jitsu.

## MORGAN BUYS BOND ISSUE.

Finance Takes Up \$20,000,000 Worth of Steel Paper.

It was announced from the office of the United States Steel Corporation today that the new \$20,000,000 issue of bonds, authorized to carry on new extensions of existing plants and to build additional plants, had been sold to J. P. Morgan & Co. on a basis of 84 per cent. interest.

The bonds are secured by the Indiana Steel Company plant at Gary, Ind., the Lorain Steel Company plant at Lorain, Ohio, and \$10,000,000 debentures of the Illinois Steel Company.

New Bond of E. K. and T. C. B. Schaff, Vice-President in charge of operations of the New York Central lines west of Buffalo, has resigned to become President of the Missouri, Kansas and Texas Railroad in April. Mr. Schaff, a native of Ohio, fifty-six years

old, began railroad work as a brakeman. He has been in charge of the Western lines of the New York Central for several years.

## WHY NOT HAVE GOOD LOOKING FACE AND HANDS? Possible for Women to Be Out-of-Doors and Still Retain Complexion.

"I like to take long walks in the spring time, but the cold winds play havoc with my complexion and with my hands." How often this remark is heard when the signs of winter give way to spring.

And yet, it is easy for woman to preserve her complexion and to keep lips and hands soft and beautiful. A little Valogen, gently rubbed in night and morning and before going outdoors, insures a satin smooth skin and a well-groomed appearance, because there is no grease in Valogen to make the skin sticky.

Valogen is good for chapped lips and for burns and bruises. It softens the skin and helps along the healing process. Will not soil the most delicate dress fabric. Can be had in collapsible tubes at all druggists, 50c.

# Renard

23d Street West of 5th Avenue.

## A Millinery Sensation!!



The "Renard Tam" at \$1.95

Variouly Quoted Elsewhere at \$3.95 Up to \$4.95

The "Renard Tam" was given its first presentation here. Its popularity has been unprecedented, the shape proving universally becoming, and the price (\$3.95) appealing to all. Other stores, however, who habitually look to Renard for their advance styles, immediately copied it in less expensive materials, offering it at \$3.95 to \$4.95—and calling it a "bargain."

In order to demonstrate our supremacy in VALUE GIVING as well as in STYLE, we place this hat on sale tomorrow, FOR ONE DAY ONLY, at the ridiculously low price of \$1.95. Made of fancy millane, in the newest colors and black.

## A Sensation in Coats!!

Coats Selling Regularly at \$16.50 to \$25

\$9.95



The most sensational coat value ever announced in New York—a pre-Easter offering of classy coats on a LESS-THAN-HALF-PRICE BASIS. This is a perfectly beautiful model, the MATERIALS ALONE, plus the workmanship, costing considerably more than our price FOR THE COAT COMPLETE—as illustrated.

The coat is of an exceptionally fine all-wool, wide-wale, diagonal serge, with full length back, cutaway front and long shawl collar; fastened at side with three large fancy buttons and BRAID BOUND THROUGHOUT. Color navy and black; all sizes to 44. One price—\$9.95.

If you will learn to regard a piano as a part of your household pleasure, you will look upon it as a necessity rather than a "burdensome expense." Anything that helps to lighten life's load and make recreation time out of the evening hours, is no expense. Anything that helps to enliven the children's lives and educate their tastes must never be regarded as a burden or an expense.



The MEISTER piano has brought just such happiness to thousands of American homes and its terms of sale have been fixed to meet the income of the average American household. A dollar a week or \$5 a month certainly means little to any salaried man, particularly when he is buying the kind of piano that will prove a credit in appearance, construction and quality, to the richest estates in the world.

NO CASH PAYMENT DOWN NO EXTRAS NO INTEREST ON DEFERRED PAYMENTS PAYMENTS AS LOW AS \$1 A WEEK OR \$5 A MONTH PIANO STOOL AND COVER FREE

Meister Pianos Range in price from \$175 to \$350 We pay the freight, no matter where you live.

ROTHSCHILD & COMPANY NEW YORK BRANCH: CLARENDON BUILDING 12 E. 4th St. and 4th Ave. Telephone: Grayman 320-324

## What Sheffield Plate Really Is



A round Tray with hand engraved decorations after Chippendale, 14 inches wide, price \$9.00

SHEFFIELD Plated ware was made by rolling a piece of copper and a piece of silver together. It was then beaten into shape.

The true Sheffield Plate is no longer made.

But silver plated ware that have all the beauty and grace of design which made the city of Sheffield famous more than a hundred years ago may be had here at very modest prices.

These reproductions are absolutely faithful copies of their charming originals.

And the originals are charming, the best examples of old Sheffield ware our special representative in England could find.

The reproductions as a matter of fact are of far better Quality than their originals. They are made on a base of nickel silver and plated by electricity.

Nor are they expensive, as the prices of the vase and condiment set here shown clearly indicate.



Condiment Set plated on nickel silver, reproduced from a grand old model, price \$2.00

# The MERIDEN Co. Silversmiths

(INTERNATIONAL SILVER COMPANY, SUCCESSORS)

49-51 W. 34th St., Through to 68-70 W. 35th St., New York

## Simpson Crawford Co.

### Most Advantageous Purchase of Men's Clothing We Ever Made

brings these \$18, \$20 and \$25 Snappy, Smart, "New" Spring Suits to You at \$11.75

WHEN we tell you that they are \$18.00, \$20.00 and \$25.00 Suits you can rely upon what we say, and the suits are good enough to prove at a glance that the values are all we claim them to be, and there are plenty of \$20 and \$25 Suits too. Considering the season of the year, it's quite the best and biggest thing we have ever done, and you know we have done some mighty big things in our time.

There's no trick about it, nor is there any mystery behind these remarkable values. It's none other than a reputation for a large and quick outfit that has money with which to buy and whose stock conditions warranted such a large purchase could have done the same thing.

The manufacturer sought us first, however, and he did not have to go further.

One of the largest and best clothing manufacturers in America with a weekly output that would surprise you if you get into figures, avails to the fact that his stock was becoming enormous, with cancellations and delay shipment orders coming in every day, and that he would have to have a quick outlet at any cost. He couldn't afford to let his expert workmen get away from him, and so took sufficient loss to move this surplus stock quickly. We scoured the stock at half, hence this sale.

### The Styles: Right Up To the Very Minute

Each style presents that exclusive touch that always distinguishes made-to-order clothes; smart in all those points that mark the clothes of a good dressmaker. The Fabrics—if you want to your tailor to choose your fabric before being measured for a suit, he would show you the identical fabrics these suits are made of.

The Best Regular \$18, \$20 and \$25 Suits You Ever Saw.

\$11.75

The Workmanship—These suits were never made to sell at less than \$18, \$20 and \$25, and the workmanship is up to this standard. A first-class journeyman working for a first-class made-to-order tailor couldn't do any better work, because this particular manufacturer has a standard of workmanship that has made him the biggest clothing maker in America.

The Patterns—Include light and dark fancy effects and a series of smart, snappy effects for young men. Plain navy blue and brown also in the lot.

Kuppenheimer's Clothes for Spring, 1912. The exhibition of Spring fabrics contains exclusive and novel ideas from the leading fashion makers of Europe and America. Everything is ready now for men who wish to be well clothed at moderate prices. \$20, \$25, \$30 and \$35, 17 Second Street.

Boys' Confirmation Suits of all Wool Navy Blue Serge. A guaranteed strictly all wool navy blue serge suit, either in the Norfolk or double-breasted style, made to order, guaranteed to fit, and full size, including shirt and necktie, \$4.50. Sizes from 7 to 15 years. Special value only.

A Man's Hat is a very important part of his Spring turnout. We have the latest things for men—hats for the conservative, and the Scotch, English and Broadway varieties for the "2 & 3" young men.

Men's English Raincoats Values \$15 and \$18 at \$8.50 & \$10



This sale is on Thursday, Friday and Saturday. If you cannot come tomorrow, come on Friday or on Saturday. Prompt service and delivery.