CASTLE IN THE AIR NO LONGER A MERE FIGURE OF SPEECH

Tallest Building on Earth, the Woolworth, a City in Itself.

The tallest habitable building in the world is going up from Broadway between Barclay street and Park Row. It weighs 280,000,000 tons. It rests on sixty-nine pillars of cement reaching down to solid rock from the street level. These cement columns are enshrined in steel columns which themselves weigh 1,800 tons each.

This building, the tower light of which, 750 feet in the air, will be seen ninety-six miles out at sea, has 20 to 30,000 tons of structural steel. The largest beams are 44 by 30 inches, though there are many girders and supporting piers riveted together. A reporter for the Evening World tried to find the man who knew how many rivets will be required, and an office boy told him "that feller was up at White Plains in a place called Bloomingdale counting the blades of grass on the lawn."

A SHIPLOAD OF GLASS AND MORE WILL BE NEEDED.

Forty-five thousand dollars' worth of glass has already been ordered for windows and doors and skylights, but at the office of Cass Gilbert, the architect, they tell you that of course there will be a great deal more than that. In the walls and floors are to be over thirty thousand square feet of hallow tiling and terra cotta. The cement order will run into the tens of thousands of bags. On the weekly payroll is a regiment of men from mere lifting and carrying laborers to the circus performing ironworkers who play around at 700 feet in the air on slender steel beams like orioles on an elm bough. Their wages run from $1.50 a day for the laborers to $9.50 a day, and the payroll issues some $5,000 a day into the money channels of people who need money most. This has been going on for two years.

The 30,000 square feet of land on which the building stands cost about $5,500,000. It cost over $1,000,000 to dig out the foundations and the basement and sub-basements. The cost of construction will be nearly $9,000,000, making the whole pile an investment of approximately $13,500,000. The mere knowledge that such a building was to be erected on the spot caused the tax assessments on the property to be raised from $2,250,000 to $3,200,000.

A CITY OF 20,000 UNDER ONE ROOF.

There will be a floor space, taking all the floors together, of twenty-three acres. There is to be room for about 3,000 offices, and it is figured that the daily population of the building will be 20,000 and the transient population about as many more.

Down in the depths for the lighting of this young city is an independent electric-light plant capable of lighting 32,000 25-watt lamps. On the other hand, so far have systematization and modern inventions of cleaning advanced, the present plans for the inside force—the elevator men, engineers, watchmen, window cleaners and scrub women—will number less than one hundred and seventy-five men and women, who will receive an average wage of $12.50 a week. The rent roll will approximate annually $9,500,000 when the building is filled.

In comparison to other high buildings, the Woolworth Building is to be 50 feet higher than the Metropolitan tower, 188 feet higher than the Singer Building and 205 feet higher than the Washington Monument. The only higher structure in the world is the Eiffel Tower in France, which is 985 feet high, but it is not a building.

So far the building has been financed altogether by F. W. Woolworth, a man sixty-eight years old, born poor in Watertown, N. Y., who started a five and ten cent store in Syracuse in the middle '70's and spread them over the country until—well, until he is financing $13,000,000 buildings, the tallest the world has ever seen.

Thinks Sidna Allen Escaped.

HILLSVILLE, Va., April 11.—It is now believed that Sidna Allen has escaped to the West, as apparently good information is that he recently passed through Mount Airy, N. C. Wesley Edwards is believed to be still in the mountains.

Hang Your Clothes in

For lining trunks and wrapping clothes use
TARINE MOTH SHEETS
Sold at all department and drug stores

Greatest Moving-Picture Show on Earth

Fascinating word-pictures of positions, workers, homes, investment opportunities, farms, summer resorts, lost articles, missing friends, relatives, &c., pass in endless procession before the eyes of World advertisement readers:

137,183 WORLD ADS. LAST MONTH—
1,489 More Than During March, 1911—
266 More Than the Herald, Times, Sun, Tribune and Press ADDED TOGETHER.

Be One of Next Sunday World's Only 2,000 Advertisers. : :

FRIDAY—BARGAIN DAY!

The Spring's Best Bargain List in

The New Wash Fabrics Linens, Muslins & Blankets

40-in. Chiffon Voile—Shown in plain colors and various stripes; mostly black and white; a beautiful Spring and Summer fabric; Friday special at, yard..... **24c**

Lovely Silk and Cotton Mixtures, of Shantung, Jacquard and Canton Sole; a soft, silky fabric, shown in all the wanted shades, including black and white. Regularly 29c. Friday special at, yd..... **12½c**

Remnants of White and Wash Goods—Consisting of poplins, pongees, silk and cotton Canton sole, plain and fancy voiles, dotted Swiss, batiste, lawns and many other fabrics too numerous for mention here, this season's accumulation; lengths from 2 to 10 yards; values up to 39c a yard; at, yard..... **9¾c**

Remnants of Wash and White Goods—Consisting of ginghams, percales, lawns, dimities, swisses, mulls, pongees, voiles, crepes, flannels, outing and shaker, and many other fabrics; values up to 49c; special, yard..... **5c**

Regular $1 English Long Cloth, Chamois finish, 10 yard lengths, 36 inches wide, extra quality; Friday at. **79c**

40-inch Victoria Lawns; India Linon—Checked, striped and plain lawns and dotted Swisses; per yard..... **6¾c**

Bleached and Unbleached Honeycomb and Huck Towels—Fringed and hemmed; each..... **4⅞c**

Extra Heavy Fleeced Blankets for large size beds, in white, tans, grays and plaids; Friday, pair, at.. **98c**

Silkoline Covered Comforters, filled with pure white sanitary cotton; (limit 3); each, Friday..... **66c**

Mercerized Table Damask—High lustre, new and beautiful designs, extra quality; special at, yard..... **27c**

Heavy Quality Bed Sheets—In sizes of 54x90 and 72x90, heavy quality of muslin; each, Friday..... **25c**

Mercerized Table Cloths—2 and 2½ yds. long; hemstitched and shown in various pretty patterns; Friday at..... **95c**

2500 Yards Fruit of Loom Muslin in this sale—full 36 in. wide, limit 12 yards to a customer. No mail or phone orders; Friday at, yard..... **6¾c**

ONLY PREPAID MAIL ORDERS FILLED

SATISFACTION GUARANTEED OR MONEY PROMPTLY REFUNDED

ROTHENBERG AND CO
WEST 14TH STREET

Unusual Values for Friday in these

Upholsteries

$1.50 and $1.75 Novelty and Scrim Curtains, at, pair, 79c With large motif and finished with Battenberg insertion and edge; Scrim Curtains with lace insertions; some with imitation drawn work, white or Arabe; at, pair..... **79c**

$3 Tapestry Couch Covers at 1.69 A special lot of extra wide 60-inch Couch Covers, made of extra heavy quality; fringed or plain; reversible and shown in beautiful Oriental effects; at... **1.69**

Bamboo Tabourettes, 25c Round or square matting top, rattan bound. Special at. **25c**

5,000 Yards Curtain Swiss at 3⅞c Full 40-inch Curtain Swiss; shown in striped patterns. (Limit 30 yards). Special at... **3⅞c**

Perfect Window Shades (with shade pull), 25c 1,000 absolutely perfect Holland Shades; 3 feet wide and 6 feet long before hemming; shown in white and colors. Sale price..... **25c**

Sofa Pillows at 12½c Oblong or square, about 18x21 or 20 inches square, covered in fancy cretonnes and art tickings, sale price, limit three, while quantity lasts..... **12½c**

ONLY PREPAID MAIL ORDERS FILLED

A Typical Friday Bargain Special

Wild's Famous XXX Quality Cork Linoleum

On Sale Friday, at **37½c** Saves You at Least 25c a Sq. Yd.

Besides, it's the best cork linoleum any one would want—for wear, for looks, for reliability. All new, rich Spring designs; two yards wide. The quantity is unlimited.

American No. 1 Quality Floor Oilcloth Shown in their celebrated wood flooring and matting designs; in 4-4, 4-6 and 8-4 widths. VERY SPECIAL in this sale Friday, at, square yard..... **18½c**

Nairn's Thistle Brand Inlaid Linoleum Well known for its excellent wearing qualities, in the wanted blue tile designs; regularly $1.10; at, per square yard..... **82½c**

Heavy Enamelled Cork Linoleum Something decidedly new; handsome patterns, in a quality selling ordinarily at 85c; 2 and 4 yards wide; at, square yard..... **49c**

ONLY PREPAID MAIL ORDERS FILLED

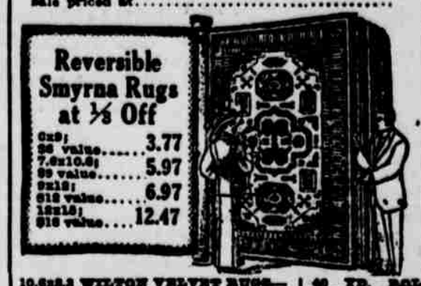
The Year's Most Remarkable Values in

Rugs and Mattings

go on sale to-morrow in our great, unequalled Spring dispersal event. The leading item—unprecedented in the annals of rug selling—is

350 Alex. Smith's $18 Seamless Nepperhan Brussels Rugs On Sale Friday at 11.47.

In a 9x12 foot size. If you know what Nepperhan Brussels Rugs are then you know this offering is unprecedented. All new Spring designs and colorings; a wonderful rug to last for generations; usually retailed at $18; for this sale priced at..... **11.47**



Reversible Smyrna Rugs at ⅓ Off
6x9; $6 value..... 3.77
7.6x10.6; $9 value..... 5.97
9x12; $18 value..... 6.97
12x15; $18 value..... 12.47

JAPANESE MATTING RUGS—All linen warp; exquisite Japanese designs; are clean and sanitary; size 9x12, $8.67; size 6x9; Friday at **1.37**

10.6x8.3 WILTON VELVET RUGS—12 rich Turkish patterns, suitable for library, sitting room and parlor; a $16 value at.. **9.57**

90 REVERSIBLE DINING ROOM RUGS—9x12, Persian, scroll and floral patterns, extra heavy grade; special at..... **3.67**

110 HEAVY WILTON OR PERSIAN ARMINSTER RUGS—Excellent rugs in a 9x6 ft. size; all new Spring stock; rich, high nap; wonderful color combinations; in this sale at..... **7.47**

40 YD. ROLL HEAVY CHINA MATTING—Neat inlaid patterns; heavy woven quality; regularly $6.00; special at... **4.50**

40 YD. ROLL OF PURE LINEN WARP JAPANESE MATTING—Woven in neat carpet designs; red, green and blue colorings; $7 value..... **6.97**

40 YD. ROLL EXTRA HEAVY GUNG JAPANESE MATTING—Woven very close; linen warp; medallion and all-over effects..... **7.97**

ONLY PREPAID MAIL ORDERS FILLED

50% Sure Savings in

Wall Paper

10c Quality New Spring Patterns in stripes, florals, block and all-over effects; sold with borders at 5c yard extra, special, roll..... **2½c**

15c Quality Hall, Dining Room, Parlor and Bedroom Papers Dark reds, green and browns, in conventional designs and satin striped florals, with cut out borders..... **7½c**

25c Quality Papers Parlor, library, hall and dining room; in tapestries, heavy golds, rich two-tones and dainty cretonne effects, at. roll.. **10c**

25c Plain Papers Non-fading oatmeal, 30 inches wide, in dark red, green, brown; and woven chambrays and jaspers, roll..... **12½c**

40c to 60c Heavy Metallic Effects In gold and dark green, imported shadow stripes, foliage and scenic tapestries and silk damask effects; special, per roll..... **30c & 25c**

An Important Purchase and Sale of the Newest

Chip Straw & Hair Braid Shapes

Special at **98c**

Straws like lower cuts, in black and burnt; Hair Braid Hats, like cuts above, in black only, with one-inch tape edge.

Silk Ramie Braid, Ready to Wear, 1.98 Like cut, trimming of mesaline silk, and brim of velvet. Shown in black, new blue, or black with any color trimming; on sale to-morrow at..... **1.98**

Misses' Hat, Like Cut, at 1.98 Tan crown and brim of tuscan braid, trimmed with silk drawn through plaited crown, with rosette of taffeta and braid. tuscan with pink or light blue trimmings, at... **1.98**

ONLY PREPAID MAIL ORDERS FILLED

Here's Great Bargain News!!!

Boys' Blue Serge Confirmation Suits

With Two Pairs of Knicker Pants, at 1.59

Like cut, (extra Pants), 1.50.

You May Not Again Get Such a Bargain Opportunity— Double-Breasted Suits, with two pairs of knicker pants of Navy Blue Serge, also Tan mixtures, sizes 3 to 16 years; Russian or Sailor Suits, sailor collars, two pairs of bloomer pants, sizes 3 to 10 years. Only two suits to a customer. Friday only..... **1.59**

Boys' Blue Serge Confirmation Suits at 1.98 Double-Breasted Knicker Suits of Navy Blue Serge or mixtures in light or dark colors, sizes 3 to 17 years; also Norfolk Suits of same materials, sizes 7 to 17 years; New Style Reefers in Navy Blue, Tan or Mixtures, sizes 3 to 10 years, at..... **1.98**

ONLY PREPAID MAIL ORDERS FILLED

What you'd ordinarily expect to find in a

Man's or Youth's Suit at $6

would be a piece of shoddy cloth, made up in any old fashion

What you CAN expect—and what you WILL receive in this sale of Men's and Youths' Suits at $6

ARE GARMENTS made from sturdy quality serges, worsteds, Spring cassimeres — garments tailored to fit and hold their shape—suits that'll wear the season at least. Every size for man or youth, every width or girth—ALTERED FREE—to-morrow, at..... **$6**

Men's $12.00 Blue All Wool Serge Suits Also grays, browns and other desirable worsteds, cheviots, etc.; all sizes, Men's and Youths' at..... **7.50**

A Fine Lot of About 1100 Pairs Men's Sample Pants at $1.39 Made of just such trouserings usually found in $2.50 and $3 pants;; worsteds; cheviots, etc.; cut full, roomy; guaranteed to fit; 28 to 52 waist, all lengths; sale price, Friday. **1.39**

ONLY PREPAID MAIL ORDERS FILLED

Bargain Friday Specials

Clark's O. N. T. Darning Cotton Best 8 cord, black, white, tan and gray; 45 yards. Limit 1 dozen to a customer; no mail orders..... **1½c**

Sewing Silk For hand or machine, warranted for strength and smooth finish; black, white and all the staple shades; 50 full yards; per spool..... **2c**

Spool Cotton The Mutual Brand, soft, smooth finish; black or white; numbers 40, 50, 60 and 70; 200 yards spool..... **2c**

Safety Pins The Independent, all brass, all sizes; heavy nickle plated, per doz.. **2½c**

Hair Nets Extra large all over invisible head nets. Shown in all shades, fast knotted meshes; 85c size..... **1½c**

Hair Pin Cabinets Giant size, 400 assorted Japanned straight and crimped, including invisible..... **10c**

Hooks and Eyes Comet Brand, all brass, will not rust, nickel or Japanned; sizes 0, 1, 2, 3 and 4; 2 doz. to a card; with invisible eyes; 5c card, for..... **2½c**

Only Prepaid Mail Orders Filled

Friday—a Sensational Sale of

Women's & Misses' Serge & Whipcord Dresses at $2.98

Like Cut, 2.98.

IF WE COULD spare the space to tell you what we want to about these dresses, we undoubtedly could not supply the demand to-morrow. We give a few of the specifications: Black and white whipcords in a pretty contrast of the black and white whipcord cloth, trimmed with the green satin English collar, turnback cuffs, green bow and green buttons. Also serge dresses in brown, blue, black or white. Sizes 14 to 18 years for misses and 32 to 48 bust for women; Friday at..... **2.98**

Handsome All Wool Serge Suits, Lined Throughout with Elegant Quality Peau de Soie, at $9.98

We've concentrated our best efforts in the combining of a most fetching style, with a quality of fabric and excellence of tailoring most complimentary—even if we say it ourselves.

We call attention to the modish cut of the jacket—the silk bengaline revers and cuffs edged with macrame lace. The material is a ratine-like blue serge, all wool, with a silk stripe; also plain serges and mixtures. The skirt shows a diagonal tunic effect trimmed with round buttons; sizes 14 to 18 years for misses and 32 to 44 bust for ladies. On sale at..... **9.98**

Like Cut, 9.98.

ONLY PREPAID MAIL ORDERS FILLED

Like Cuts, $1.00.

Coatee All Over Embroidered Waists Shown in the new peplum effect. The embroidered waists are elaborately trimmed with Venice lace; the vestees are trimmed with silk embroidery or Cluny lace, and shown in a number of the prettiest of the new spring styles; sizes 34 to 44; prepaid mail orders filled, special at..... **1.00**

Sample Messaline Waists A manufacturer's sample stock shown in low or high neck models, elaborately trimmed with silk braid to match waist and lace yoke and collar with plaited back; a number of extraordinarily pleasing styles from which to select; sizes 34 to 44; shown in navy or black; at..... **1.98**

Here Also Is a Fine Lot of About 300 Lingerie Waists shown in low or high neck; blouses has allover embroidery, in assorted patterns; these open front or back; sizes 34 to 44; value 69c; special at..... **39c**

White Nu-buck Pumps

EVERYBODY wants them—but every store wants too much for them. But here they are—also in white canvas—in oxfords or pumps at the real old-time bargain price. Also white duck high-button shoes—on sale Friday at..... **$2**

All sizes and every width.

Only Prepaid Mail Orders Filled

Friday's Big Features in

Muslin Underwear

CHEMISE MONOS—Like cut, with border down front and around sleeves; belted at the waist at..... **59c**

COMBINATION like cut, allover embroidery; also eyelet embroidered bodice and bottom; at..... **88c**

NEARSILK PETTICOATS, shown in black only and made with tucked sectional flounces at..... **29c**

MUSLIN PETTICOATS with deep embroidered flounce and tucked top; also skeleton flounces. Special at..... **39c**

NAINSOOK GOWNS—Like cut; over embroidered bodice and back, also yoke, lace trimmed, ribbon; sizes 14 to 20; value $1.00; special at..... **69c**

Special Purchase and Sale of

"KLOSFIT" Petticoats, $1

"Klosfit" petticoats are famous for their perfect form fitting; the elastic Jersey cloth gussets on the side of the close-fitting elastic band make this possible. The $1 ones are of cotton taffetas and soft finished cloth; tailored or shirred effects—and a complete line from

$1 to $3

(Skirt showing back attachment and gusset effect.)

Only Prepaid Mail Orders Filled

$2.69 Three-Piece Aluminum Kitchen Sets, 1.49

Consisting of 1 two-pint lip sauce pan, 1 six-pint covered Berlin sauce pan and 1 three-pint covered stew pan; aggregately worth $2.69; on sale Friday (3 pieces), at.....

The Famous "Wearever"

$7.00 Refrigerators at 4.98 Warranted; are interlined with mineral felt; kiln dried ash with galvanized shelves; bronze trimmings, metal lining, removable drip pipe; a good $7 value, Friday at **4.98**

SELF-WRINGING MOPS—No stooping; easy work; special sale price, **29c**

3-BURNER BLUE FLAME GAS STOVES—Made of extra heavy castings; changeable cap and burner; guaranteed not to crack from heat; Friday at..... **1.29**

52-PIECE DINNER SETS—Actually worth $2.75—Six dinner plates, 6 soup plates, 6 tea plates, 6 cups and saucers, 6 butter plates, 8 preserve dishes, 1 covered dish, 1 baker, 1 pickle dish, 1 slop bowl and meat dish, 1 cream jug, 1 covered butter dish, at..... **1.39**

COBBLERS' SETS—Very practical for repairing shoes at home; easily used and means a great saving, especially where there are children, whose footwear needs constant attention; three pieces of heavy iron. Stand, two Awls, Hammer, Knife, Tacks. $1.00 value, at..... **45c**

Your Choice of White Porcelain Dinner, Breakfast Ware at 3c Each Soup and tea plates, bakers and oatmeal bowls, pickle dishes, bowls, tea cups and hotel double thick cups, each..... **3c**

ONLY PREPAID MAIL ORDERS FILLED

This 5-Piece Parlor Suite, 19.75

$25 was the original price ticket on this suite; mahogany polished frames; extra large pieces; covered in best Verona Velour

Life Long Guaranteed Brass Beds (Like Cut), $14.98 Guaranteed finish. Nothing, not even salt air, can affect the lacquer. Any brass polish can be used. We guarantee this bed for 5 yrs., **14.98**

Two-in-One Steel Telescope Couches, with 2 mattresses, covered in heavy figured denim, and fold into single bed; complete. **3.98**

Iron Bed (like cut), on sale Friday at.. **2.98**

Continuous posts, with massive fillers; heavy corner mounts; all sizes.

The International Bed Spring Guaranteed 10 years; sale price..... **2.98**

Genuine White Layer Felt Mattresses Built in layers, not stuffed; covered with fine art ticking; regularly $8.50; sale price..... **5.98**