

ONE PERSON DEAD AND FIVE RESCUED IN BROOKLYN FIRE

Husband Loses His Life While
His Wife Gropes Her
Way Through Smoke.

One man died after being overcome by smoke and five persons were rescued at a fire in Brooklyn early today. The blaze was in a three-story brick structure, situated at Nos. 14-16 Bergen Street and occupied as a stable with living rooms above the first floor.

Jacob H. Vanderbeek, fifty-five, lived with his wife on the upper floor. The wife was found by a policeman clinging to the banister on the top floor, having lost her way in groping about in the smoke. When she reached the street she became hysterical when she remembered that her husband was still in the place. Fireman John Hart of Hook and Ladder Company No. 110 went up the stairs, found Vanderbeek lying unconscious on the kitchen floor and carried him to the street, but an ambulance surgeon pronounced him dead when he examined him shortly after.

In the meantime, William Dixon, owner of the stable, who lives on the

first floor, had carried his wife to the street, after giving the alarm. Mrs. William Russell, a widow, occupied part of the third floor with her two daughters, Margaret, thirteen, and Alice, eleven. Policeman Henry Hansen of the Butler Street Station carried the woman and one daughter to safety over the roof to an adjoining building and to the street. Another patrolman rescued the other daughter in the same manner.

Twenty horses in the stable were taken out in safety. The origin of the fire is unknown, and the loss will not be over \$7,000.

ESTABLISHED 1863



F. SCHNEIDER
Fine Diamonds, Watches, Jewelry,
Exquisite Lavalieres,
Brooches, Rings, Etc.
MODERATE PRICES
395 Sixth Avenue
Bet. 24th and 25th Sts.
We GUARANTEE EACH PURCHASE.

"always fresh"



POMPEIAN OLIVE OIL
Sold Everywhere



COLUMBIA "Grafonola"
SONORA "Clear as a Bell"
EDISON "Diamond Disc"

Three distinguished names — each giving definite promise of artistic performance. It makes assurance doubly sure when your selection results from a comparative judgment in the privacy of a main-floor Concert Booth at either of our fine establishments. We invite you to select your Columbia, Sonora or Edison at Phonograph Headquarters, Fifth Avenue or Brooklyn. Convenient terms.

A COMPLETE LINE OF
COLUMBIA AND EDISON RECORDS

HARDMAN, PECK & CO.
Founded 1843
433 Fifth Avenue, New York (Between 30th and 31st Sts.)
47-51 Flatbush Ave., Brooklyn (Truman Building)

You can't cure a dead tooth

But dead teeth can kill you. Nature meant that teeth should endure for life—yet it's possible to ruin them in a month.

Why neglect teeth? Is it such a terrible task to clean them regularly? You keep your face clean from vanity—keep your teeth clean for your life's sake.



MENNEN'S CREAM DENTIFRICE
ANTISEPTIC—EFFICIENT

keeps
teeth alive

Mennen Cream Dentifrice cleanses teeth scientifically—breaks down tartar formations—removes tobacco stains.

And then it aids Nature to preserve your teeth. It stimulates the flow of saliva. Saliva destroys the poisons of food decay.

A 20 per cent content of alcohol exerts an antiseptic action. Aromatic oils make Mennen's pleasant to use, with a cool, refreshing after-taste.

It is so concentrated that a half-inch or less is enough, and therefore very economical. It costs 35 cents.

THE MENNEN COMPANY
NEWARK, N.J. U.S.A.

Store Closes at 5 P. M.

Lord & Taylor

38th Street —FIFTH AVENUE— 39th Street
Telephone Orders Filled—Phone Greeley 1900—Ask for Telephone Order Desk

Handkerchiefs

For Holiday Tokens

HANDKERCHIEFS are the ideal little gift for the Christmas list. Crisp and dainty trifles, they are useful and welcome remembrances. Our assortment of attractive values in inexpensive gift handkerchiefs offers a wide range of selection for the Christmas shopper.

Men's Handkerchiefs
Block initial, assorted tape borders, box of 6.....\$1.50
White with colored woven cord borders, box of 12.....\$3.00
Pure Linen initial Handkerchiefs, box of 6.....\$3.00

Women's Handkerchiefs
Pure Linen, cross bar or corded borders, all white, each.....25c
Dainty Glove Handkerchiefs, pure Linen, white and colors, each.....75c
Pure Linen, embroidered corners, each, 25c, 35c, 50c, \$1.00

Attractive Gift Box Handkerchiefs
Ground Floor

Decisive Reductions

Metal Brocade Ribbons

HANDSOME imported novelty Ribbons, the fashionable demand of the season, for Bags, Bodices for Evening Gowns, Girdles, Millinery and many Holiday uses, sharply reduced for clearance.

These are the new French Ribbons, in designs as distinctive as those used in the imported evening models, some of them combining as many as five colors; gorgeous bird of Paradise, cockatoos or jungle beasts, huge conventionalized roses and chrysanthemums, great medallions and unique borders—in all the most fashionable shades of the season, richly interwoven with Gold or Silver.

13 in. yard	12 in. yard	9 in. yard	10 in. yard	9 in. yard	6 in. yard
\$14.50	\$13.00	\$10.00	\$8.00	\$6.50	\$4.50

Ground Floor

For Christmas Gifts

Vacuum Bottles

THERE is all the comfort of home for the traveler, the boon of a continual convenience for the invalid, and constant usefulness for the household in the Magic Jug that keeps cold drinks cold without ice and hot drinks hot without fire. In graceful shapes and artistic designs and colorings, singly or in sets, the Vacuum Bottle is a gift for all the year round.

Vacuum Set, quart Jug, Tray and two Glasses, in blue or rose; set.....\$12.00	Boudoir Set, pint Vacuum Jug, Tray and Glass, in blue, canary, lilac and white; set.....\$9.50
Vacuum Carafe, full length, shell, quart size, in blue, pink, lilac, canary or gray.....\$8.50	Vacuum Bottle, heavy seamless brass case, high polish, full nickeled. Quart size.....\$5.25
Vacuum Carafe, quart size, in pink, blue, lilac, canary or gray.....\$7.75	Pint size.....\$3.50
Carafe, hand decorated in floral design, quart size, in tan, green or ivory white.....\$11.00	Japanese decorated Carafe, or Jug, conventional design.....\$13.75
	Brush Gold Carafe, quart size.....\$11.00

Mahogany Thermos Carafe, quart size.....\$7.00
Vacuum Jug, quart size, in blue, pink, ivory white, lilac, canary or gray.....\$9.50
Ferrosat Unbreakable Bottle, quart size.....\$9.50
2 quart size.....\$13.50

Splendid Values at Moderate Prices
Ground Floor

Christmas Gift Suggestions

Fine Cutlery

Reading Glasses, Thermometers, Compasses, Watches, Alarm Clocks

LITTLE articles of personal equipment, from Razor Sets and Manicure Cases to Wrist Watches and Reading Glasses, are always appreciated gifts. Our splendid assortment includes a wide range of standard makes, and good values at moderate prices.

Razors Gillette Razor Sets, gold plated razor, soap and brush holders, 1 dozen blades, all in leather case.....\$10.50 Milady Razor, white celluloid case lined with rose velvet, gold plated razor with blade box, 1 dozen blades.....\$5.25 Assortment up to \$50.00 New-a-Hone Razor Strop, to put any man in good humor with his razor.....\$3.00 Assortment up to \$10.00 Engstrom straight razor, Swedish steel.....\$3.00 Others up to \$7.50	Manicure Sets Manicure Set, ivory finish celluloid, 12 pieces.....\$10.00 Smaller size, 9 pieces, \$7.75 Manicure Set, mother of pearl handles with steel cuticle scissors and nippers, 10 pieces.....\$13.50	Thermometers Tycos, Oak, 6 inch scale.....\$1.45 Tycos, Mahogany, 6 inch scale.....\$2.35 Fahrenheit and centigrade, oak, 8 inch scale.....\$1.75 Outdoor Thermometers, 8 inch.....\$1.25 Others \$1.45, \$3.50, \$4.50 Traveling Thermometers in Mahogany, or Desk Thermometers.....\$4.25
Knives Press-Button Pocket Knife, in celluloid or imitation stag handle, 2 blades.....\$2.25 In pearl.....\$3.95 Boy Scout Knife (including can opener and screw driver).....\$2.25	Scissors Cases Leather Case with 3 sizes of scissors.....\$7.25 Leather Case with 3 sizes of scissors, gold finished handles.....\$9.39	Watches Ingersoll wrist watch.....\$5.75 Nickel "Midget".....\$4.50 Same in Celluloid case.....\$4.75 Midget Radiolite.....\$5.25 Midget Radiolite, two in one.....\$5.50 Ingersoll Reliance.....\$7.50 Ingersoll gold finish.....\$11.50
	Compasses Flodial, jewel center.....\$1.75 Gydawl, jewel center.....\$2.50 Ceebynite.....\$3.50 Gold finish in Meradial, jewel center, Hunter cases.....\$7.60	Alarm Clocks Turnout, bell on top.....\$1.95 Waterbury, New Haven, Ansonia, and Westclox alarm clocks up to.....\$5.00

Dependable Merchandise in Fine Steel, Attractively Priced
Ground Floor

Store Closes at 5 P. M.

Lord & Taylor

38th Street —FIFTH AVENUE— 39th Street

Women's Fur-Trimmed Tailor-Made Suits

Reduced

Plain Tailor-Made Suits \$48.00	Fur-Trimmed Suits \$68.00
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DUVET DE LAINE, Rayonniers, Velours, Oxfords and Mannish Worsteds, all are represented in this collection of Suits, and in wide variety of models in Navy, Brown, Plum, Taupe, Beaver, Oxblood, etc. The desirable materials and colorings of the season. Beautifully tailored; lined with silk and interlined for warmth; with every nicety of finish characteristic of the expensive garment.

THERE are belted models and those without belts, clever novelty cuts and graceful new ideas in straps and pockets; there are garnitures of embroidery or braiding, and the little ingenious decorative touches that are only found on the high priced suits—in many cases copies of French originals. Many are fur trimmed; in the season's fashionable peltry.

Third Floor

Unusual Purchase and Sale

Women's Afternoon Dresses

Taffeta-Georgette and Satin Combinations at **\$39.50**

EFFECTIVE and distinctive model, expressing in a smart and exclusive way the new midwinter mode for afternoon wear.

Taffeta Dresses embroidered in wool or silver threads. Georgette and Satin combinations, silk lined. Satin Meteors finished with silver cord girdle. Beaded Georgettes and Jerseys. Evening Dresses in Taffeta and Nets. Dainty Satin Meteors and metal laces.

Third Floor

Another Shipment Ready Tomorrow

Women's Winter Coats

\$39.50 and \$49.50

ARRANGED for an unusually large number of these Coats and the values are so unusual that each shipment finds quick sale.

Colors Victory Blue Brown Reindeer Taupe Tan	Some with Fur Collars and Others to Wear With Separate Furs Coats in the spirit of the advance mid-Winter Styles, models of significant novelty and elegance that are ordinarily sold for much higher prices; all lined throughout and warmly interlined—practical storm protectors as well as in the height of Fashion.	Fabrics Silvertone Polo Cloths Irrenellas Velours Sierra
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Third Floor

WoolSportScarfs

\$10.00

THESE new Sport Scarfs of imported Alpaca and Super Mohair, in all the fashionable colors, are the popular novelty for the outdoor girls, and women are wearing them for added warmth with the Tailored Suit or Coat.

They make bright spots of color on the golf links or indoor skating rinks and they are in great demand to "bundle up" on motoring trips.

From the big assortment in the Neckwear Department this one uncommon value has been selected to feature at this price—Scarfs, 20x72 inches, fringed on the ends, just the right length to wear belted smartly with the new narrow belts.

Ground Floor

Gloves of Quality

\$1.85

THERE is a special luxury in the feeling of freshness and daintiness that a pair of fine Kid Gloves, for the first time worn, gives to a fastidious woman.

You can afford to indulge yourself in this luxury often if you watch the splendid values the Lord & Taylor Glove Department is offering just now—values only possible because of early and advantageous buying.

These Gloves represent the type of values to be found here. They are two-clasp glove, fine and pliable kid, Paris point stitching, in assorted shades of tan and grey, also in black and white, at this unusual price—which is another invitation to shoppers to buy early and often.

Ground Floor

Timely Values in Knit Underwear For Women

STOCK your wardrobe with warm Winter wear, while assortments are large and prices moderate.

Wool Union Suits, medium weights in all shapes.....\$3.45
Wool Tights, and Bloomers, in black, from.....each \$2.50 to \$6.95
Cotton Union Suits, medium weight, all shapes.....\$2.00
Cotton Union Suits, low neck, sleeveless.....\$1.25
Cotton Vests, all shapes, and tights to match.....each \$1.10

Ground Floor

Here Are Novel Holiday Gifts

Cretonne Boxes

Filled with Stationery
at **\$1.10** a box

GIFT boxes for the dressing table, Glove and Handkerchief size, beautiful tapestry designs in rich leaf shades, or flowered-effects in dainty colors. Containing 48 Sheets and 48 Envelopes. Blue and white, pink and white, all white, writing paper.

Excellent Values
Ground Floor