

THE DAY BOOK

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One Cent

SEVEN DEAD IN FIRE THAT THREATENED TO WIPE OUT HEART OF NEW YORK

Heroism Marks Work of "Smoke Eaters," Scorched by Flames, Drenched in Freezing Water, as Equitable Building Crashes Into Ruins.

The reported dead:

Battalion Fire Chief William K. Walsh. Conrad Siebert, special policeman. Guiseppi Conti, porter. John Savzi, porter. John Campeon, Captain of vaults. Unidentified porter. Unidentified citizen.

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New York, Jan. 9.—Seven men lost their lives today in a fire that destroyed the home of the Equitable Life Assurance Society, 120 Broadway; paralyzed the greatest financial centre in the world, and entailed a property loss variously estimated at from \$15,000,000 to \$30,000,000.

The fire started at 5:20 o'clock. It was under control four hours later. During its progress every single piece of fire apparatus in New York was summoned for the first time in the city's history. Buildings valued at hundreds of millions of dollars were menaced.

It will be weeks before the property loss can be accurately estimated. Before the insurance investigation committee it was

sworn that the Equitable Building itself, now a total loss, cost \$18,781,640 to build, and had a book value of \$15,510,000.

The loss to the tenants of the building will be immense, but until the great vaults are opened, no idea of the amount of this loss can be come to.

Wall Street, cut off by the fire lines, was paralyzed today, and business all throughout the financial section was reduced to practically nothing.

At 2:45 this afternoon, Fire Chief Kenlon ordered rescuing parties within the wavering walls of the building. He took this action on reports from persons who worked in the building, and from whose stories he now estimates the number of dead at a possible 25.

Kenlon's orders were: "Search everywhere, and bring out the bodies."

The fire was discovered in the basement, near the engine room of the building. Sucked up through huge air shafts, the