AN'S
EMBROCATION

ROYAL for ANIMALS
See the Elliman E.F.A. Booklet
UNIVERSAL for HUMAN USE
See the Elliman R.E.P. Booklet
Sold and enclosed with bottles of ELLIMAN'S
THE NAME IS ELLIMAN

OVERALLS

n Overall making enables us to
ls the hardest usage and gives
good satisfaction.

, Company

Dry Goods.
RIA, B. C.

A Good Complexion!

of roses and lilies—a natural, youthful bloom with an absence of lines, wrinkles, pimples, blackheads and other disfiguring blemishes is assured to those who use a

TURKISH BATH AT HOME

in a Thermal Bath Cabinet. A great health-promoter. A positive cure for rheumatism and many other ailments. Call here for FREE BOOKLET telling you all about this splendid device. Price of Bath Cabinets complete $7.50, $9.00 and $13.00.

CYRUS H. BOWES
Chemist.
1228 Government Street.
Tels. 425 and 450.

VICTORIA LAND DISTRICT.

DISTRICT OF RENFREW.

Take notice that Susanna J. King, of Victoria, B. C., married woman, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the S. W. corner of the Cloose Indian Reserve, thence following the shore westerly about 80 chains to the S. W. corner of the Indian reserve at the entrance of the Nitinat Lake, thence following the boundaries of the said Indian Reserve B. and N. and W. to the shore of Nitinat Lake, thence following the shore of the lake north and easterly to the west boundary of coal license 2845, thence south 60 chains more or less to the S. W. corner of said coal license, thence E. 40 chains more or less to the W. boundary of Cloose Indian Reserve, thence south about 80 chains to point of commencement, being 480 acres more or less.

SUSANNA J. KING.
Stanley Wood, Agent.

Sept. 4th, 1910.

VICTORIA LAND DISTRICT.

DISTRICT OF RENFREW.

Take notice that Stanley Wood, of Victoria, B. C., cruiser, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the outlet of the Cheewhat Lake, and on the east boundary of Lot 60, thence S. 20 chains to the S. E. corner of Lot 60, thence W. 40 chains to the N. E. corner of Lot 53, thence S. 40 chains, thence E. 60 chains, thence N. 80 chains to shore of lake, thence along the shore of lake in a westerly direction to point of commencement, containing an area of 280 acres more or less.

STANLEY WOOD.

Sept. 4th, 1910.

LAND NOTICE

DISTRICT OF COAST, RANGE III.

Take notice that Samuel G. Parker, of Bella Coola, bookkeeper, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the S. E. corner of B. C. D. Co.'s Lot 27 on the west side of South Bentinck Arm, thence west 80 chains, thence south 20 chains to timber lease 17506 and B. C. D. Co.'s Lot 149, thence east 80 chains more or less to the shore line of South Bentinck Arm, thence north 20 chains along the shore line to point of commencement, containing 160 acres more or less.

SAMUEL G. PARKER.
B. Fillip Jacobsen, Agent.
10th 1910.

Try Empress Drug Store for One Box of
ROACH-TISDALE BITTER SWEETS
And You Will Use No Other.
GEO. A. FRASER.

Victoria Twice a Week Times

COAL! COAL!
HALL & WALKER
1232 GOVERNMENT ST.
Phone 83

VOLUME 50. VICTORIA, B. C., FRIDAY, OCTOBER 28, 1910 NO. 98.

HEART OF BUSINESS SECTION SWEPT BY FIRE

ONE MILLION DOLLARS WORTH DAMAGE DONE

Spencer's, Young's, Fit-Reform, The Five Sisters' Block and New Bownass Building All a Total Loss

(From Thursday's Daily.)

Property valued at not less than $1,000,000 was destroyed last night before the eyes of nearly twenty thousand citizens by a fire which originated in the Spencer department store and ate its way through the city's biggest business block to Fort street, wiping out every building in its path. Almost the entire block bounded by Broad, Fort and Government streets and Trounce avenue was gutted and only heroic efforts on the part of the fire brigade prevented the flames from doing further damage. This morning the ruins of some of the finest stores in the city tottering over a scene of utter devastation mark the playground of the greatest conflagration, both as regards actual property loss and spectacular features, which has ever raged in this city.

Forty business concerns, both large and small, have been completely deprived of their premises and stock-in-trade; nearly three hundred people have been thrown out of employment; and the business machinery of the city has been temporarily disabled by the calamitous happening. Only one cause for congratulation can be found in reviewing the disaster and that is the absence of fatalities among the occupants of the ruined buildings, the firemen, police and soldiers who fought the flames at great personal risk and the dazed crowds which pressed, in spite of uniformed cordons, perilously near the blazing structures.

No explanation of the fire's origin will probably be forthcoming. Flames were first observed in the Spencer store by one of the two watchmen employed there shortly after half-past ten, and a telephone message was turned into the fire department at 10.30 p. m. Although the brigade responded promptly it was at once seen by the firemen that the building could not be saved, the flames having apparently taken possession of the second and third storeys almost simultaneously. Fire Chief Davis was early on the scene and every fire-fighting appliance in the sub-sections was at once hurried to the assistance of the central force.

Confined between light partitions which offered little resistance to its voracity and feeding on light and inflammable goods the fire had its own way with the big store from the commencement. Fifteen minutes had not elapsed from the time the first alarm was sounded before the building was a seething mass of flame from Broad street to Government street. The night was clear and frosty and a stiff breeze blew from the north, fanning the blaze to an almost incredible intensity. Great tongues of flame soared nearly a hundred feet above the roofs of the adjoining premises and showers of sparks, vomited from the fiery cauldron, were carried toward the Causeway, threatening unspeakable danger to the residence district beyond.

At eleven o'clock it was apparent that the greater part of the whole block would be wrecked. The terrific heat of the burning store and a shower of sparks carried across the street by a freak of the wind, set the upper storeys of the Driard hotel afire. On Government street the flames spread to the adjacent buildings and the limit of its devastation became a matter of speculation. Realizing that nothing short of a miracle could save the Five Sisters block and the intervening premises the brigade directed its main efforts to saving the buildings at the corner of Fort and Broad street. Greater than any other danger was the probable burning of the store occupied by the Melrose Company, which, with its stock of paints, oils, and dangerous distillates, was capable of spreading the flames over the whole neighborhood, besides threatening certain loss of life.

A hurry-up call for assistance to the Work Point barracks brought to the assistance of the police and firemen the whole of the force stationed at that point and the huge crowds which gathered from every quarter of the city was held within a reasonably safe distance from the danger zone. Before midnight the east side of Government street from the Fit-Reform store to the Royal Bank was a solid bulwark of flame on which the streams from the firemen's hoses made no visible impression. The bank officials were successful in having all the currency books and documents transferred to the new branch across Government street before the flames reached the corner of Fort street.

Shortly after midnight the fire had licked around the back of the Times building through the Spencer store to the firm's Broad street addition, and the office of this paper seemed doomed to the fate of its next-door neighbor. The crowds gathered at the foot of View street waited expectantly for the fire to reach the upper story of the Times premises unaware of the fact that the brigade had succeeded in isolating it from the flames which hemmed it in on three sides. Except for minor damage to the roof and back windows by flying sparks, which were kept from creating havoc, and some injury from water the three-story brick structure which has housed this newspaper for over sixteen years came through the ordeal practically unscathed.

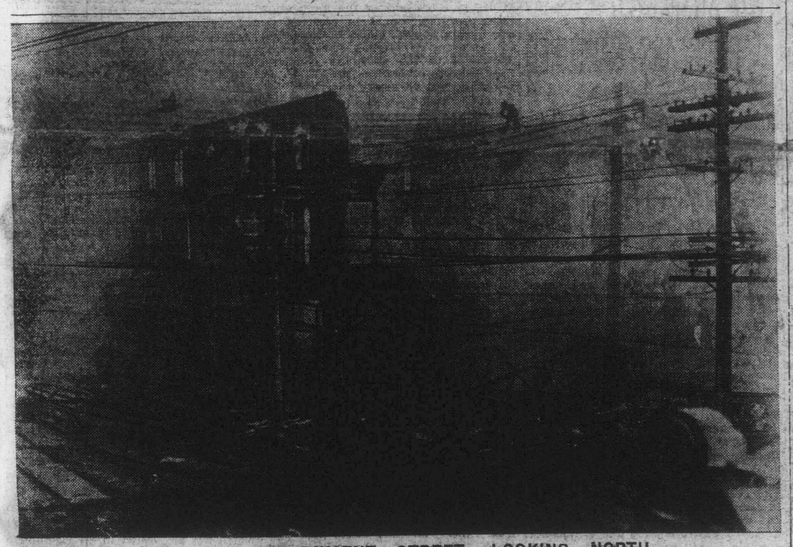
Not until 2.30 a.m. was the fire brought completely under control, and by that time the whole of the Spencer building, the Five Sisters' block, the Bownass block and all the intervening buildings, with the exception of the Melrose company's premises at the office building at the corner of Fort and Broad were totally destroyed; the Driard hotel had sustained considerable damage; the destruction of the Cusack building on Courtney street had been narowly averted after the roof had ignited, and several stores on the south side of Government street had sustained damage from the terrific heat of the blaze.

A remarkable feature of the event was the size of the throngs which gathered as close to the burning area as the police would allow. Early on the scene was the audience which left the Victoria theatre just after the fire started. After the first expression of horror had run through the multitude the twenty thousand people who watched became singularly quiet. Realizing the hopeless nature of the firemens fight to save the building in which the flames started the spectators contented themselves with speculating on the extent of the property which could be saved. Not until after the fire had burned for two hours did the density of the crowds lessen, and hundreds even remained until long after it had spent its force.

In view of the long start which the fire had gained before an alarm was turned in the work of the fire department was generally praised by those who watched it. The fact that the flames were cheated of the Melrose company's premises and the adjoining offices; the Times building and the stores in close proximity to Trounce avenue was conceded to reflect the greatest of credit on Chief Davis and his men. When the fire commenced the fresh-water hydrants were employed and the streams thrown from the hoses did not reach to the third storey of the burning building. Shortly afterwards the salt water system was put in service and a good supply of water was obtained. As the Times goes to press the hoses are still playing on the smouldering ruins.

First in the matter of loss sustained is the firm of David Spencer, Limited, whose building and stock are estimated to have been worth $600,000. The chief sufferers in addition to this firm are Henry Young & Co., estimated loss $300,000; Five Sisters block, estimated loss $150,000; Victoria Book & Stationery Company, estimated loss $100,000. The damage sustained by other buildings will bring the total close to $1,000,000.

Messrs. Luney Bros. have been awarded the contract for cleaning away the ruins, and this afternoon they posted a notice asking for the services of 150 workmen.



VIEW OF GOVERNMENT STREET, LOOKING NORTH

STATEMENT BY FIRE CHIEF THOMAS DAVIS

"I figure the loss will be within $1,000,000.

"The fire started in Spencer's department store on the ground floor. The alarm was sent in by a man named Adams at 10:38 p.m., and when the fire brigade reached the scene a minute and a half later the building was belching flames from Government and Broad streets and from the roof. There was no hope of saving it. The only hope was to check the conflagration. This we did.

"Spencer's was nothing but a shell of a building from the fire standpoint, and was one of the worst buildings we had both from structural and merchandise points. We found the fire shutters in the light well on the main building were open instead of closed.

"Department stores are always a menace to the surrounding buildings owing to the inflammable contents. When we reached the fire our only hope was to direct our attention to the Times building and to the Melrose building where there was large quantities of paint and oils, in the hope of cutting it off. One and a half minutes from the time of the alarm we had a stream on from one of the hydrants. Inside of five minutes we had three streams on off number I hose wagon, and later on we had as many as four streams on off some of the salt water hydrants.

"The flames were at times one hundred feet in the air. I recognized the fire was going further to the south and that in the high wind it could not be prevented from taking in the Five Sisters block; in fact, the fire was in there long before people on the outside had any idea that the block was ablaze. The intense heat from Spencer's doomed the Five Sisters block. Our efforts were concentrated in keeping the Melrose building intact and we succeeded.

"We were driven off the Bownass building, and also out of the Five Sisters block by the flames and the heat of the fire which was bursting through the roof of the adjoining block.

"The fire commenced in Spencer's and then went in to the premises of Henry Young & Co., at the same time spreading on the south side of Spencer's.

"Our men went into the Five Sister's block shortly after arrival but the building was then threatened with a fire no human aid could avert, for the flames were massed behind it and driven by the force of the gale right into the light area at the rear, from where it entered the stores of the block on Government street and the offices on the floors above. The men could not face the flames that were blown directly in their faces. Although we were driven off the Bownass building we fought there for two hours and eventually saved the adjoining Mellor building, where the source of the greatest danger to the south of Fort street section lay.

"The department took stands off the Melrose building and the Times building and from Trounce alley and from Government street. Altogether we had twenty-three streams of water on the fire, eight of which were from the salt water system. For five hours we fought with the two systems. There was no hose damaged.

"I was in bed at the time the alarm was sent in to my house and when I arrived on the scene the men were unhitching horses and a hose line was being run out, entrance having been gained into Spencer's from Broad street. The men got about fifty feet inside the building. Deputy Chief Stewart took the brigade from the fire station to the block and was directing operations when I appeared.

"We had the 65-foot ladder up on the Cusack building, Courtenay street, where fire broke out from the flying burning embers, and we had the two fifty-five foot ladders on Broad street and Trounce alley.

"The salt water pressure was good. It gave 160 to 170 pounds. It is a good thing, and last night it paid for itself. It is sure that if it had not been in operation the fire would have crossed Fort street. The fresh water pressure amounted to 65 pounds.

"We operated three engines, one each at Fort and Broad, Broad and Broughton, and Fort and Government streets. There are not enough men in the department to handle such a conflagration, so I sent my driver, Fireman Eve, to the barracks in the automobile with a request for assistance from the soldiers, to patrol the streets and to help in laying hose. My request was met, and the soldiers from Work Point worked in conjunction with my men and the police, and it was due to the united efforts of these that the firemen had space to conduct the operations around the wide area destroyed and the immense area threatened. They were on the job four and a half hours.

"Altogether we had out eleven hundred feet of hose.

"Now, I want to say a word for our men. They certainly did work well. They did not fight that fire; they walked right into it, and stayed there until it was impossible to stay longer and live. I never saw a set of men who worked more willingly, and they were ably assisted by their officers.

"The police, under Chief Langley, did splendid work for us. They helped in a multitude of ways and the men who were on duty during the afternoon, I find, were on duty all night. I understand the force worked practically three shifts straight.

"I would like to thank Mr. Weldon, manager of the Driard hotel, for the coffee supplied the men during the time they were working, and in need of refreshments.

"There was just one accident. Lieutenant B. Eve, of the fire department, fell through the skylight on top of the Sir William Wallace hall. He was taken to his home on Ellis street and is suffering from a dislocated shoulder.

"All round, the plant was in first-class order and there was no hitch in the work. There were many little streams seen from neighboring buildings which were thought to be poor streams from the city supply. These, however, were the hydrant hoses inside the private buildings, and were not the hoses of the fire department."

FIRE CHIEF DAVIS

GRAPHIC ACCOUNT OF FIRST OUTBREAK

J. Litchfield, bookkeeper for T. N. Hibben & Co., just across the street from Spencer's Arcade, gives a graphic account of the discovery of the outbreak of the flames.

"I happened to be working in the office last night," he said. "I remember that it was just twenty minutes past ten when I prepared to go home. Mrs. Litchfield was waiting for me, and as we left Hibben's we intended to take the 10.30 car. It not being in sight we stood standing at the door for a minute, when Mrs. Litchfield called my attention to some beautiful dresses in Spencer's. We walked across the street to look at them while waiting for the car.

"I was looking in the window, when suddenly there burst forth, I should judge about ten feet from the window, a great sheet of flame. I was never more astonished in my life. There seemed to be something in the nature of an explosion, though there was no report. The flame shot upwards to the ceiling. It seemed to be fed from some source, as from a gas pipe. I ran back to the store to telephone the alarm, and simultaneously the flames were observed from the Army and Navy cigar store, and someone there ran to the box on the corner of Fort street to turn in the alarm."

A FURNACE OF FLAME FROM GOVT. TO BROAD

Spectacular Scene---Brigade Did Splendid Work---Salt Water System, in Use For First Time, Worked Well

SPENCERS WILL AT ONCE REBUILD STORE

William Spencer, a member of the firm of David Spencer, Limited, owners of the great department house which was wiped out, was seen by the Times this morning and asked to make a statement regarding the fire. "It is really impossible for us to say what our immediate plans are," said Mr. Spencer. "My brothers are coming over from Vancouver this afternoon and after we have conferred with them and the other directors of the company we shall be in a position to say what our plans for rebuilding shall be.

"Our store in Victoria gave employment to over two hundred hands. We have no theory yet as to the cause of the outbreak. Our system for safeguarding the building from an outbreak of fire was, we believed, thoroughly efficient. We had two watchmen on duty each night, working on a time-clock system. They inspect each floor and make a record on the clocks each hour.

"I interviewed our two watchmen this morning, G. Gale and W. Lipscombe, and got statements from them. They report that at 10 o'clock last night they had made their usual round and found everything all right at that hour. They went to each floor from the basement to the upper story, winding their clocks as is customary. They noticed no sign of fire at this time. A little later they proceeded as usual up to the top floor to have their lunch. While thus engaged, about 10:30 o'clock, they fancied they smelled smoke and immediately proceeded to the ground floor to make an investigation. Reaching this floor they were startled to see flames leaping simultaneously from points on both the first and second floors from the side of the building. On the first floor the fire appeared to have started from where the men's furnishing department was located. They instantly took steps to give the alarm.

"While we are not in a position to speak definitely until after our conference this afternoon, I may say that there is not the slightest doubt that Spencers will have in the near future as large, if not a larger, department store as the one wiped out last night."

As very many of the employees of Spencers had no knowledge of the fire until this morning the major portion of them assembled as usual, ready to report for duty, and the streets in the vicinity of the ruins at an early hour presented an animated scene as they stood in groups discussing a situation which to many of them is most serious.

The insurance carried by Spencers is said to have amounted to $250,000.

INSURANCE DIVIDED OVER FIFTY COMPANIES

Some fifty fire insurance companies, not counting the non-board companies, have suffered losses. Richard Hall, local representative of some of the leading insurance companies, seen by the Times this morning, said that he would compute roughly the total loss as between $650,000 and $750,000. His companies, the Aetna and the Liverpool, London & Globe, have escaped without very serious losses. They carried a policy for $5,000 on the Fit-Reform company, whose premises suffered damage from water; $2,500 on Henry Young; $1,500 on the Times building and contents, and $1,000 on Finch & Finch.

Agents of the various insurance companies in the city are to-day reporting to headquarters by wire the details of last night's fire and the procedure then followed is to agree on an adjuster, who will come here and make an investigation. It will be several days before the detailed losses will be available.

The insurance companies interested in the destroyed buildings, represented here by Robt. Ward & Co., and the amounts carried by them, are as follows: Royal Insurance C., Ltd., W. H. Langley, $1,400; Royal Bank, $1,500; F. D. Williams, $3,000; Times Printing & Publishing Co., $2,000. London & Lancashire Insurance Co.: Victoria Book & Stationery, $2,500; H. Young, $2,500; Allen & Co., $1,500; Times Printing & Publishing Co., $2,000.

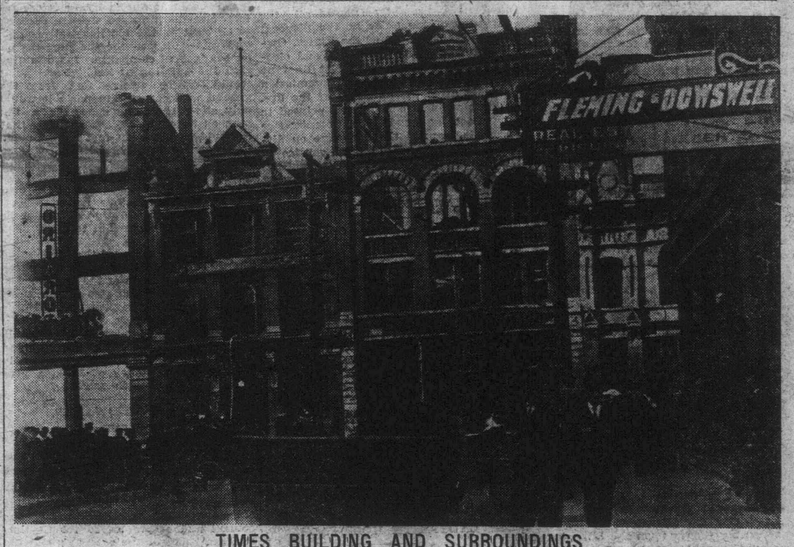
The following firms carried insurance with the following companies, through R. P. Rithet & Co.: Queen Insurance Co., Victoria Book & Stationery, $8,000; H. Young, $2,500; Allen & Co., $2,500; Times Printing & Publishing C., $4,000; Driard Hotel, $4,000. Phoenix of Hartford Insurance Co: D. Spencer & Co., Ltd., $3,000; H. Young, $1,000. National of Hartford Insurance Co.: Driard Hotel, $3,500; Times Printing & Publishing Co., $2,000; H. Young, $1,000; Melrose Co., $3,000.

A. W. Bridgman & Company, representing the Canada Union Fire Assurance Company, had policies to the extent of $30,000, $25,000 on the Five Sisters block, $2,500 on the stock of the Victoria Book & Stationery Co., $1,500 on the Melrose block, and smaller amounts on various stocks and premises.

The bulk of the insurance on the Five Sisters block was in the Phoenix Fire Insurance Company, represented by B. C. Land & Investment Company.

DRIARD HOTEL HAD VERY NARROW ESCAPE

Beyond two minor accidents, neither of which resulted seriously, the Driard people escaped with everything except the loss of a few hours' sleep. Mrs. Weldon, in attempting to come down



TIMES BUILDING AND SURROUNDINGS