

GONE TO BLAZES.

Seventy Thousand Dollars
Fly Up in Smoke.

The Particulars of Yesterday's
Exciting Fire.

Flame and Wind Defeated by Man's
Skill and Pluck.

Scenes and Incidents—The Buildings De-
stroyed—Points About the Insur-
ance—A Diagram of the Lo-
cation—Notes.

Two men ran out of the Norton lodg-
ing house, on the corner of Seventh and
Hill streets, yesterday afternoon at
about half-past 3 o'clock. Right after
them came three women, a little column
of smoke showed itself in the rear, and
in five minutes the roar of flames and
the crackling of burning wood was heard,
and it was evident the building was
doomed.

It burned like tinder, and it was im-
mediately seen that there was danger to
surrounding houses. On the south on
Hill street was a two-story frame dwell-
ing occupied by Mr. and Mrs. J. Reinart,
of Milwaukee. The family had only
occupied the house for about a
month, and were at Santa Monica, but
the neighbors got the contents pretty
well out before the roof began to smoke.
Two streams of water were brought
into action here, and after a hard fight
the fire was subdued after having de-
stroyed the second story.

Meanwhile the Norton block had
fallen in, and the next house to the east,
occupied by M. Mancho, a gentleman
connected with the Mexican consulate,
caught fire, and in a few minutes
caved in.

The Unity church, on the corner of
Broadway and Seventh street, so far
had suffered no damage. Many fears
had been expressed for it, and when it
was first seen that the fire department
could not confine the fire to the Norton
block, it had been evident to close ob-
servers that this beautiful edifice was
doomed. The roof began to smoke, and
the west side was soon dotted by little
tongues of flame, which rapidly com-
bined together, and with a roar and a
swirl of smoke and sparks the hand-
some church was enveloped in a great
sheet of fire, which consumed it entirely.

On the north side of Seventh street,
near the corner of Hill, was a two-story
frame dwelling, in the lower part of
which was a bakery, and lodgings up-
stairs. This was set fire several times
by the heavy wind carrying great masses
of flame across the street, but was finally
saved.

Just east of the bakery, and extend-
ing to the corner of Broadway, was the
Lankershim flats. Several times this
caught, and at last the flames got well
started in the center of the roof. A
fruitless attempt was made for some
time to reach this by a hose from the
ground in the rear, but the flames kept
gaining, and it looked as if the building
was doomed. At last the hook and
ladder raised, and a hose carried to
the roof. In a short time the building
was saved.

The firemen on the whole did excel-
lent work and were ably seconded by
members of the Seventh regiment, the
police and citizens. The fire was the
most extensive that ever occurred here,
and more people are losers than at any
previous conflagration.

There was not as much wildness of
effort as is usually seen at fires among
those laboring to save goods. Residents
of the Lankershim flats and of the neigh-
boring houses on Hill and Seventh
streets, got their belongings out in good
order, assisted by the police and mil-
itary. The latter did guard duty during
the afternoon, forming a cordon about
the articles of furniture piled up in vac-
ant lots.

THE FIRE IN DETAIL.
The alarm was turned in by William
Stoerner. Smoke was first seen issuing
from the Norton building on the Hill
street side. In a few minutes the whole
building was ablaze, and the people
watched the rapid progress made by
the fire in amazement. The residents
of the neighborhood became alarmed,
and well might they be, as it certainly
looked as if several blocks would suc-
cumb to the fire, as a strong wind was
blowing at the time. The Norton build-
ing was in ashes before the department
could get a stream on the building.
The mountain of roaring flame spread
down Seventh and up Hill street. Then
began a great battle between the fire
and water. The thousands of people
watched the rapid strides being made
by the fire with alarm, and it was a
providential thing that there happened
to be a vacant lot opposite the Norton
block, and another one near the church,
otherwise yesterday's fire would have
caused incalculable damage.

The Abbott residence on Hill street
south of the Norton was destroyed in a
very few minutes, but the progress of
the fire was stopped on Hill street after
reaching the next building, home of Mr.
Reinart. This building was partially
destroyed.

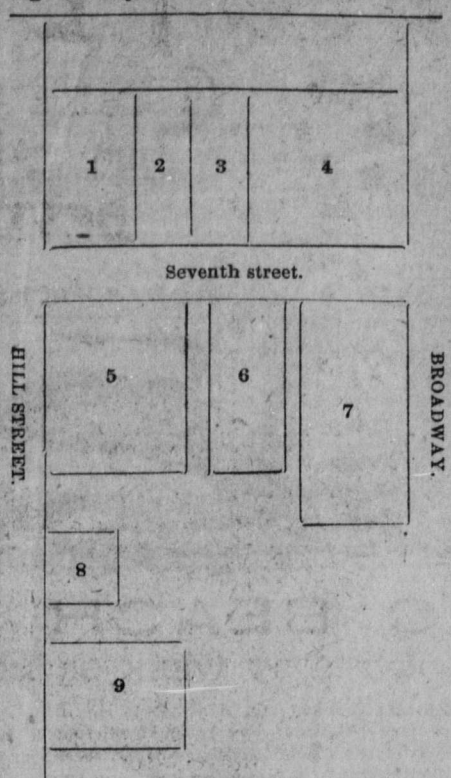
In the meantime the flames extended
down Seventh street, destroying a frame
cottage and the Unity church at the
corner of Seventh and Broadway. Dur-
ing this time the Lankershim building
had a very narrow escape from destruc-
tion. Chief Moore directed all his en-
ergies to saving the Lankershim block, and
streams were played on the building
from the front and rear. Notwithstanding
this it looked as if the building was
destined to go up in smoke, as at one
time flames rushed out from the cupola
in the center of the roof.

The firemen renewed their efforts and
the result was the saving of the build-
ing, but it was damaged considerably.
At 5 o'clock the fire was under control,

although it was several hours afterwards
before some of the engines went away.

LOCATION OF THE FIRE.

The following diagram will serve to
give an idea of the location of the build-
ings destroyed:



1. Vacant lot.
2. Bakery damaged by water.
3. Vacant lot.
4. Lankershim flats. Roof burned, badly damaged by water.
5. Norton block. Lodging house upper stories. Three stories on first floor; two of them occupied by grocery store by Alexander and mattress factory by N. Landsberg. This building was totally destroyed.
6. Two-story residence occupied by Mr. Mancho. Total loss.
7. Unity church. Total loss.
8. Cottage occupied by R. W. Abbott. Total loss.
9. Two-story residence occupied by Mr. and Mrs. Reinart. Half destroyed.

THE LOSSES.
It was very difficult to get information
in regard to the losses, as most of the
victims of the blaze were away from
home.

The Norton block was a three-story
frame building. It occupied the south-
east corner of Seventh and Hill streets
and was built during the boom, costing
about \$25,000. Two of the stores on
Seventh street in this building were oc-
cupied, one by N. Landsberg's mattress
factory and the other by Alexander's
grocery store. The second and third
stories were occupied by several different
families, and as nearly all of them
were out of the city when the fire broke
out, very little information could be ob-
tained in regard to their losses. In ad-
dition to Isaac Norton and his family, A.
Feintuch, Mrs. Katz, Mrs. Neubauer
and several others occupied rooms in the
Norton building and lost all their fur-
niture. Very little of the furniture was
insured. Absolutely nothing was saved.
The adjoining cottage on Hill street
was also owned by Mr. Norton. It was
occupied by R. W. Abbott, who lost all
his furniture. There was no insurance
on the furniture.

The two-story frame building next
south of the Abbott cottage, recently
purchased by John Reinart for \$7000,
was partially destroyed. There was an
insurance of \$4700 on the building. The
best part of the furniture was saved.
There was no insurance on the furniture.
Among the occupants of flats in the
Lankershim building were Dr. J. D.
Seymour, George Montgomery, T. A.
Cole, Mrs. H. L. Jordan, Mrs. Win-
throp and Robert Green. All the fur-
niture and effects were moved from the
Lankershim building, and the only loss
will be from the damage by water, and
loss by moving in and out. The damage
to the Lankershim building will
probably not exceed \$4000.

The frame residence occupied by Mr.
Mancho, directly opposite the Lankers-
him building, was reported to be
owned by Mr. De las Casas, but that
gentleman could not be found. The
building and furniture did not exceed
\$5000 in value.

The house on the south side of Mr.
Reinart's is occupied by F. R. Warner,
but the residence was not damaged even
by water.

THE INSURANCE.
As far as could be learned last evening
the insurance on the buildings was as
follows:

The Lankershim flats were insured
for \$8000, with the Meade & Adams
agency, as follows:
In the British American company, \$2000;
Michigan company, \$2000; St. Paul
German company, \$2000; Sun of
San Francisco, \$2000.

Mr. Robert Green, who lived in the
flats, had \$500 in the Southern Cali-
fornia and \$400 in the New Zealand.
The two-story residence occupied by
John Reinart was insured for \$4500,
\$1500 being with the New Zealand.
The Norton block was insured with the
Kremer & Campbell agency for \$12,000.
The Unity church was insured with
Dobinson & Vetter for \$10,000, equally
divided among the following companies:
London Assurance company of London;
Imperial, Connecticut and National of
Ireland.

THE TOTAL LOSS.

The entire loss will be about \$70,000,
less than half of which is covered by in-
surance. The following estimate will
be found to be nearly correct:

Unity church.....	\$25,000
Isaac Norton.....	20,000
Reinart's Norton block.....	5000
Lankershim building.....	4000
De las Casas.....	5000
Mr. Abbott.....	2000
Mr. Reinart.....	4000
Stores in the Norton block.....	4000
Other losses.....	1000
Total.....	\$70,000

THE FIRE'S ORIGIN.
The origin of the fire could not be de-
finitely ascertained yesterday.

All accounts agree that the first smoke
came from the rear of the Norton block,
and the neighbors said that a gasoline
stove which had been located there had
exploded.

Mr. Niles Pease stated that the first
flames seen were in the rear of the Nor-
ton block, underneath the staircase

which led on the outside of the building
to the upper stories. This place was
made the receptacle for refuse ashes and
the like, and it is not impossible that
some cinders still burning had been
thrown amongst the ashes there and had
smoldered until they set fire to the
surrounding woodwork.

THE CHURCH OF THE UNITY.

The members of the congregation of
Unity church held their first meeting in
their handsome home on the 9th of
June, 1889, although the formal dedica-
tion of the building did not take place
till one week later. For several years
previous to this date, Rev. Dr. Fay, the
founder and first pastor of the congrega-
tion, had preached from the stage of the
Grand opera house, and it was largely
through his individual contributions
that the flock was enabled to build the
cozy edifice at the corner of Seventh and
Broadway, the corner stone of which was
laid in 1888.

Although a comparatively small struc-
ture, Unity church was admitted to be
one of the handsomest places of worship
in the city. Its seating capacity was
600 people and its total cost, including
furnishings, \$22,000. For some months
past Dr. J. S. Thompson has presided in
the pulpit.

THE NATIONAL GUARD.

The Seventh regiment did good ser-
vice. At the time the blaze was dis-
covered, Lieutenant Chappelear and
Lieutenant Baldwin, with a number of
men of companies A and F, were in the
armory on Broadway, between Sixth and
Seventh streets. These young officers saw
at a glance that the affair promised to
be serious, so the command "fall in"
was given, and the squads went to
the scene of action on the double quick.
They assisted the families in the Lan-
kershim flats to remove their goods to
the vacant lot south of the armory
building, and when it was all out
and each family had sepa-
rated its belongings, Lieutenants
Chappelear and Baldwin had the men
with bayonets fixed form a cordon
around the piles of furniture, trunks
and domestic paraphernalia, and stand
guard.

Colonel Schrieber arrived on the scene
early, and with a detachment of men
did splendid service on Hill street in
assisting the frightened residents to get
out their belongings and in maintaining
order.

The boys looked on the duty as a
piece of fun, and though maintaining a
solidly department, were evident-
ly enjoying their work. They were active
in keeping prowlers away from valu-
ables, and doubtless prevented a great
amount of stealing.

DIRELACT FIREMEN.

Yesterday's blaze will probably result
in a number of vacancies being created
in the fire department. The boys as a
whole did noble work, but there were a
few individuals who proved that they
were out of their element at such a time
and place and three or four resignations
will be asked for as soon as the com-
mission holds its next meeting. One
linesman sought to keep his interior as
wet as his exterior, and before the "out"
bell rang he was so helplessly drunk
that the police patrol was called to
carry him home. Chief Moore took his
edge away from him as soon as he saw
his condition and it is not likely
that he will recover it. Another
fireman—George McLain, foreman of
Company No. 1—was censured by the
chief for disobeying orders and will also
probably lose his position. McLain was
stationed to the north of the Lan-
kershim flats and was instructed to carry
his hose into the building to get at the
fire from the inside. He either brought
down upon himself the displeasure of
the chief.

It was also reported last night, but
the story could not be verified and is
hardly credible, that several firemen
were caught stealing small articles from
several of the buildings burned and that
their names were reported to the chief.

MRS. BRAYNARD ALL RIGHT.

There were startling rumors current
during the latter part of the fire that
a woman had perished in the Norton
block. The story told was to the effect
that Mrs. Braynard, a nurse, who had
rooms in the building, was sleeping on
the third floor, after having been up all
night, and was not wakened till too late.
No one had seen Mrs. Braynard after the
fire broke out, and she was known to
have retired to the forenoon to the sup-
position that she had burned to death
rapidly gained credence. The police
learned of the matter and made a sys-
tematic search for the missing woman,
with the result that Mrs. Braynard was
found, safe and well, at the house of a
patient on the hill. She had left the
house a few minutes before the fire was
discovered, and it had so happened that
no one was about when she passed
through the halls.

MERGEN'S SALOON ON FIRE.

At about half-past 5 a young girl on
Sixth street, between Spring and Main,
saw smoke coming from the roof of the
saloon on the corner of Sixth and Spring
streets kept by Joseph Mergen. An
alarm was given and a man climbed on
the roof, to whom was passed buckets of
water. This kept the flames under con-
trol until the engines arrived, when a
stream of water in a few minutes settled
the flames. It is supposed that the wind
carried sparks from the fire on Seventh
street which fell on the roof of the saloon.

NOTES.

At 5 o'clock the fire was under con-
trol. The cable cars were blocked for two
hours.

Tom Strohm, ex-chief of the fire de-
partment, worked like a Trojan and won
general commendation for his skill and
pluck.

Rev. Will A. Knights worked hard
assisting people to save their goods.
The high hat of his was ruined by
water, and was not insured.

Mr. James P. Yates, the efficient rep-
resentative of the Southern California
Insurance company, was on hand. His
company only lost \$400 by the blaze.

Police Officer Vignes picked up a large
bucketful of melted silverware in the
ruins of the Norton house, which he took
to the police station for safe keeping.

Mr. Niles Pease saved the Bible from
the Unity church pulpit, and secured
the box which had been placed in the
corner stone when the church was
built.

Captain Roberts, Sergeant Morton
and Police Officers Sanchez and Smith
did very efficient work in maintaining
order, securing property and driving off
crops.

A. C. Golash, the insurance man, was
particularly active in helping to save
the goods from the Lankershim building
during the fire, and succeeded in de-
stroying a first-class silk hat that was
his own property.

Chief Moore has received a great deal
of commendation for his management of
his forces. It was no small feat to save

the Lankershim flats from complete de-
struction with the heavy southwest
wind constantly blowing burning cinders
on the roof.

T. C. Janelson, in carrying some frag-
ile articles down stairs, lost his footing
near the head of the stairs, and per-
formed the remainder of the journey on
his back. The goods he carried were un-
injured.

One gentleman who lost \$1800 worth
of furniture in the flames feels more
chagrined over his loss than he might
otherwise, because of the fact that he is
by occupation an insurance agent, and
did not have a cent of insurance on his
own property.

An active member of the salvage corps
was F. H. Coulter, who helped carry out
furniture and household effects long
after the shower from the fire hose had
commenced. He was struggling last
evening with a severe sore throat, in-
duced by drenched clothing.

The hottest place at the fire was on
Seventh street, between the church and
the flats. Notwithstanding that they
could hardly breathe four or five fire-
men maintained a position at this place
with a hose playing steadily on the
Lankershim building. Their courage
alone probably saved that structure.

Three Chinamen were discovered at
the fire rummaging about the rear of the
Lankershim house trying to see what
they could steal. The police drove
them away three times, but they as
often returned, till at last one of the
officers used his boot on one of them to
such good effect that they created no
more trouble.

Pickpockets made themselves espe-
cially numerous at the fire and four cases
of ladies being robbed have been re-
ported. One lady lost a purse contain-
ing \$5 in gold. She says that she held
her hand upon it nearly all the time,
only removing it to point out something
to a friend, but when she put her hand
to her pocket again the money was gone.

One of the indirect sufferers by the
fire is Mrs. Bennett, of the county tax-
collector's office, who occupied rooms in
the bakery building west of the Lan-
kershim flats. Mrs. Bennett fitted up her
place with new and costly furniture
only a short time ago. She succeeded
in getting it all out of the building, but
in a badly demoralized condition. It
will be remembered that Mrs. Ben-
nett's husband was killed by Indians in
Sonora, Mexico, several years ago. She
has found a temporary home with
friends in Boyle Heights until she can
gather the remnant of her effects to-
gether and resume housekeeping.

Simmons Liver Regulator cures general de-
bility and will give you a new lease on life.

**WHY WILL YOU cough when Shiloh's Cure
will give immediate relief? Price 10 cts, 50
cts, and \$1. For sale by Heinzelman, 222 N.
Main, or Trout, Sixth and Broadway**

DIED.

FLORES. The funeral of the late Mrs.
Guineinda C. Flores will take place today
at 10 a. m. from her residence old No. 45 San
Pedro street. All friends and acquaintances
are respectfully invited to attend without
further notice.

The Druggists

In Lowell, Mass., agree in saying that they sell
more of Hood's Sarsaparilla than of all other
blood purifiers. For instance:
F. C. Goodale, I sell more of Hood's Sarsa-
parilla than all other blood purifiers.

A. W. Dows & Co.: Hood's takes the lead of all
other sarsaparillas.

C. F. Blanchard: We sell more of Hood's Sar-
saparilla than of any similar.

Marston & Shaw: With us the sale of Hood's
is 9 to 1 of any other kind.

F. & E. Bailey & Co.: Hood's Sarsaparilla is
one of the best medicines.

James & Henry: Hood's Sarsaparilla is one
of the best medicines we have. Its sale increases
every year.

F. P. Moody: We sell twice as much of Hood's
Sarsaparilla as of anything similar.

C. A. Swan: Hood's is the most popular sar-
saparilla of the day.

THIRTY OTHER druggists speak similarly.
This popularity at home, where Hood's Sar-
saparilla and its proprietors have been known for
many years, could not continue if the medicine
did not possess merit. And these facts should
certainly convince people in other sections of
the country that Hood's Sarsaparilla is a good,
reliable medicine.

Hood's Sarsaparilla
Sold by druggists. \$1; six for \$5. Prepared only
by C. I. HOOD & CO., Apothecaries, Lowell, Mass.

100 Doses One Dollar

RIALTO

Still Leads the Procession!

THE SEMI-TROPIC

Land and Water Co.

Best Orange Land,

\$100 Per Acre!

Location, 5 miles north of Riverside
and 4 miles west of San Bernardino

Think of it! Fine Orange Land at \$100
per acre. If you go to Riverside or Red-
lands you must pay \$300 to \$500 per acre
for land inferior to ours.

Long time. Liberal discount for cash.

L. M. BROWN, Agent,
213 W. First st., Los Angeles, Cal.

WOODWORTH COMMERCIAL CO.,
Incorporated March 7th, 1891. Wholesale and
Retail Dealers in

Santa Cruz and Tehachapi Lime,
Cement, Plaster, Hair, Fire Brick, Fire Clay,
Lath and General Building Material.

309 N. LOS ANGELES STREET.
Telephone 183. P. O. Box 43, Station C
4-7-3m

**USE
INJECTION TRUE**

Guaranteed Cure for Gonorrhea, Chronic Gleet, Run-
ning Ulcers of the Rectum and Lymphatic Glands. Stand-
ing positively cured from 5 to 14 days. Sold by Drug-
gists. Mfg. only by SOUTHERN CALIFORNIA
E. A. HERR CO., Los Angeles, Cal., U.S.A.
Price, 50 cts. P. O. Box 55

F. W. BRAUN & CO.,
5-24-3m Wholesale Agents;



IT TAKES TWO TO MAKE A BARCAIN.

You cannot be blamed for trying to get the best of every bargain you make. If you get the
worst of it, you are apt to feel somebody has taken advantage of you, for, however insignificant
the amount, you like to know you have got your money's worth.
Secure the continent from one end to the other and you will find nothing that it will pay you
better to buy than our

NOBBY BUSINESS SUITS

AT
\$10.00 \$12.50 \$15.00

HOT WEATHER

Is approaching, and we can show you

OVER 3000 STYLES

WHITE AND FANCY PIQUE, DUCK AND FLANNEL VESTS.

SPECIAL DRIVE!

BOYS' TAM O'SHANTER STRAW HATS.

||||| 75c |||||