$235,000 DAMAGE CAUSED BY FLAMES

Alisky Building and Stocks of Several Business Concerns Are Destroyed.

TENANTS BARELY RESCUED

Rosenblatt Clothing, Skidmore Drug and Grossman Jewelry Stores, Davies' Studio and Other Places Suffer Heavily.

ESTIMATES OF CHIEF FIRE LOSSES.

Alisky building—Loss, $80,000; covered by insurance.
Samuel Rosenblatt & Co., clothiers—Loss, $65,000, covered by insurance.
Skidmore Drug Company—Loss, $35,000; insurance, $18,000.
Portland Photo Supply Company—Loss, $25,000; partially insured.
Davies' Studio—Loss, $10,000; covered by insurance.
T. Grossman, jeweler—Loss, $10,000; insurance, $8000.
Sam Nemiro, clothing—Loss, $10,000; insurance unknown.
Boardman & Bartell, poolhall—Loss, $5000; partially insured.
Dr. William Eisen—Loss, $5000; partially insured.
Si Rich, cigars, magazines—Loss, $1000; covered by insurance.
Alisky Bar—Loss, $400; covered by insurance.
Stag Barber Shop—Loss, $2500; partially insured.
G. Kuden, violins—Loss, $2500; no insurance.
Dr. O. O. Fletcher, chiropodist—Loss, $2500; partially insured.
Swetland's—Loss, $500; covered by insurance.
William Margulis, saloon—Loss, $1500; covered by insurance.
Dr. C. S. Tigard—Loss, $500; partially insured.
George Ewen, realty—Loss, $500; partially insured.
United Cigar Company—Loss, $100; covered by insurance.
White Lunch—Loss, $150; covered by insurance.
Other offices, halls, etc.—Loss, $5000; partially insured.
Total loss, $235,750.

Fire, starting from an undetermined source in the basement, swept the three-story Alisky building, at the northwest corner of Third and Morrison streets, early yesterday morning, causing damage estimated at more than $235,000. The heaviest losers were Samuel Rosenblatt & Co., clothiers occupying the corner location; C. A. Alisky, of Sacramento, owner of the building; the Skidmore Drug Company, the Portland Photo Supply Company and Davies Studio.

At first of apparent insignificance, the blaze gradually grew into a conflagration that necessitated turning in four alarms, bringing to the scene all the available fire apparatus on the West Side and several companies from across the river.

Five persons were asleep in the building when the fire broke out, but all escaped. Dr. William Eisen, whose bedroom adjoined his laboratory, was overcome by the smoke and was carried to safety by Police Sergeant Oelsner and Fireman Arthur Luff, of truck No. 2. Sophia B. Seip, a spiritualist, was awakened by smoke and was nearly overcome. With a wet towel flung over her face, she was led from the building.

Bad Wiring and Cigarette Blamed.

Defective wiring and a smouldering cigarette stub both are blamed for the fire. W. F. Simpson, a special watchman, who discovered the volumes of smoke and a red flame creeping up the side of the wall on Morrison street, near an electric light switch, turned in the alarm.

The basement below the clothing store, from which smoke first was seen issuing, had no connection with the store. No clothing stock was stored there, the space being occupied by a poolhall. The flames ate their way about the rear of the building for many minutes before breaking into the clothing store.

Although a heavy loser from smoke and water, the Rosenblatt Company was not as badly fire damaged as other firms in the building. The Skidmore Drug Company was swept by flames and suffered a heavy loss. Chemicals and inflammable films in the Portland Photo Supply House made the fire particularly hot here and not a shred of stock was left.

Davies Studio, where were valuable negatives that can never be replaced as this is one of the oldest photographic studios on the Pacific Coast, was irreparably ruined by the fire. Manager Clarence Defries estimated that more than 700,000 negatives were destroyed.

The material loss was $10,000, covered by insurance, but the loss of negatives that can never be duplicated cannot be estimated in dollars and cents.

The Alisky building still stands and from the street appears not badly damaged. It is a mere shell, with outside walls standing but the inside gutted completely. According to John H. Burgard, agent for the Wise Realty Company, of New York, lessees of the building, the $60,000 loss represents 70 per cent of the value of the building. This is covered by insurance.

Of the total losses, $6 per cent are covered by insurance. The firms believed to be fully covered by policies are the Samuel Rosenblatt & Co., Davies Studio, Si Rich, Alisky Bar, Swetland's, Margulis bar, White Lunch and United Cigar Company. Insurance on the Skidmore Drug Company is $18,000; on the shop of T. Grossman, jeweler, $8000, and on the Portland Photo Supply Company, about $20,000.

Explosion Theory Is Shattered.

A theory that the fire started by an explosion in the laboratory of the drugstore was shattered by assertions of early witnesses. According to the night watchman, the first explosion was probably 10 or 15 minutes after he had first noticed the fire. A can of ether in the drugstore is thought to have exploded, and the shock broke many windows in the building, affording greater draft for the sweeping flames. Photographic chemicals in the rear of the photo supply house next added to the uproar, the explosions being accompanied by a large burst of flame.

Gottlieb Kuden, an old violin-maker on the third floor of the building, sustained a loss of $2500 with no insurance. He mourned the loss of a Grancino, a valuable old Italian violin, dated 1695 and valued at $1500.

FIREBOAT ALSO ON HAND

Apparatus of City Well Represented, Responding to Four Alarms.

Portland's fire apparatus was well represented at the Alisky building conflagration yesterday morning, the chief companies on the West Side and five engine companies from the East Side being summoned by the four alarms. The fireboat David Campbell was on the job, and all five truck companies were called out.

The fire-fighting was under the personal supervision of Fire Chief Dowell, assisted by Assistant Chief Jay Stevens. The smoke was not great, and it was some time after the first alarm before a second alarm was needed. A third and fourth alarm followed in short order. The five truck companies and Engine Companies 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 16, 17, 21, 22, 23 and 26 responded.

OUR KODAK EXPERT (FORMERLY WITH EASTMAN CO.) WILL GET THE BEST OUT OF YOUR FILMS—LOW CHARGES

Value-Giving Has Never Been So Forcefully Illustrated as in

OUR REMOVAL SALE

which continues in every department that has not moved with

EVERY ARTICLE REDUCED

except Contract Goods, "Silk Maid" Hose, New Fall Millinery and Groceries.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Women's Low Shoes, 700 Pairs Today at $1.95

Discontinued $3.50-$4.00 Grades

Shoes ticketed at such a price will make a short story, but big with interest in money saved to those who buy them.

OXFORDS—Patent leather lace style, with black, putty or white tops. All sizes, splendid variety.

PUMPS—Patent leather and gunmetal, with or without straps, also Colonials with colored cloth tops. All sizes. Patent leather cross-strap, hand-turned soles.

—Third Floor, New Building

Lovely Floral and Foliage Cretonnes, Yard 28c

Won't tolerate them in stock any longer—new goods are coming in—all odds must go!

Every home has use for these beautifully colored and artistically designed cretonnes. For draperies, pillows, box covers, bed spreads, and even wearing apparel—Cretonne is in demand. Many pleasing effects in this lot.

BORDERED MARQUISETTES, YARD 21c

White and cream ground with colored borders in dozens of shades and designs. Ideal for curtains all over the house.

CURTAIN NETS, WERE 35c, 50c, NOW 17c

Very good, durable quality of net, in an excellent assortment of attractive patterns.

—Temporary Annex, Ninth Floor

Out-of-Town Mail Orders Filled

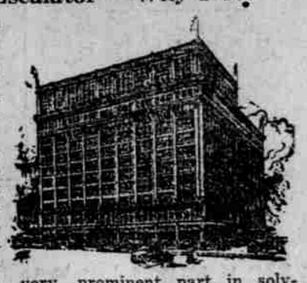
From This and All Our Ads

if received within three days of date of publication. Telephone us where quantities are limited or you are in a hurry. Should you come in person, ask any floorman to call personal shopper, who will conduct you to as many of the seventy-five departments as you choose. There is no charge for this service.

New Store Talks

of Interesting Facts, No. 21

"Meet Me at the Escalator"—Why Not?



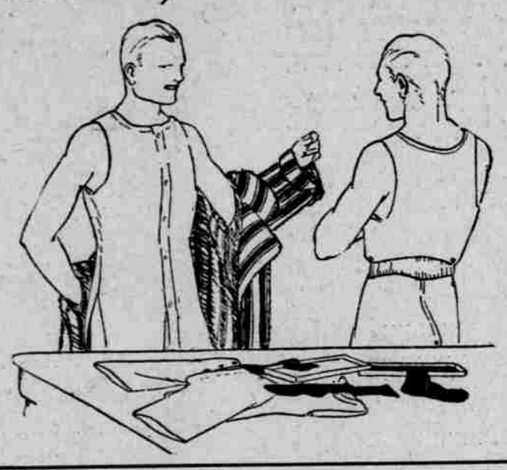
The only escalators in Portland have just been placed in our new building, and conservatively thousands of people have ridden upon them daily since their installment.

The escalator, or moving stairway, was unknown before 1900, and made its first appearance at the Paris Exposition. It immediately became popular, as for years it had been an unfilled want.

This device now plays a very prominent part in solving the problem of inter-floor travel in the modern department store. It is constantly moving. You may step upon it at any time and be carried at a moderate rate of speed. It is comfortable, safe and entails no physical exertion upon the traveler. There is no time lost in loading and unloading, in fact approximately 11,000 people can be carried in an hour without overcrowding.

We have installed what is known as the Step Escalator, which begins as a moving platform, as it goes breaking into steps, rising slowly, steadily and noiselessly into a perfect stairway. On either side a flexible hand-rail moves at the same rate of speed. We have seven escalators—four below the first floor and three above.

Look, Men! Union Suits, Today for 59c



The Popular Athletic Style

This is a price that ought to prove irresistible to you, for it totally eclipses anything we have heretofore offered in Summer underwear.

And when you come here today to see them you'll know how true this statement is, for these garments are made of fine nainsook material, sleeveless, knee length with good elastic webbing in shoulder and crotch. Very special at 59¢.

Men's Fiber Silk Hose, 19c

Seconds of 25c Grades

Slight imperfections in weaving that do not interfere with wearing qualities. Black, tan, gray, navy, Palm Beach, cadet and white. Double heels and toes. All sizes.

Men's Balbriggan Underwear 39c

Shirts or Drawers

Extra fine fancy silk-finished balbriggan garments, in cream tint only. Very best of workmanship. All sizes up to 50 in lot. Very specially priced at, garment, 39¢.

—Temporary Annex, First Floor

Here Are the Notions and Dress Shields That You Want at the Prices You Want to Pay

22c NO. 2 NAIAD NAINSOOK SHIELDS, THE PAIR	17c
25c NO. 3 NAIAD NAINSOOK SHIELDS, THE PAIR	19c
30c NO. 4 NAIAD NAINSOOK SHIELDS, THE PAIR	23c
35c NO. 5 NAIAD NAINSOOK SHIELDS, THE PAIR	27c
50c NAIAD ADJUSTABLE BOLERO SHIELDS, PAIR	39c
50c NAIAD SANITARY APRONS, EACH AT	42c
65c NAIAD SANITARY APRONS, EACH AT	53c
75c NAIAD SANITARY APRONS, EACH AT	64c
60c NEW IRONING BOARD PADS, EACH AT	45c
25c NEW IRONING BOARD COVERS, EACH AT	22c
25c POCKET, CAMPING OR HOUSEHOLD SCALES, ¼ TO 15 POUNDS	15c
50c WIDE FEATHERBONE GIRDLE FORMS, EACH	35c
10c QUEEN'S OWN PINS, 300 COUNT, THE PAPER	7c
15c BLACK OR WHITE PIN CUBES, EACH	8c
5c CHARTER OAK THREAD, BLACK OR WHITE, 200-YARD, EIGHT SPOOLS	25c
10c GLADSTONE COLLAR FLARES, BLACK OR WHITE	5c
5c LINEN-FINISHED THREAD, BLACK OR WHITE, 100-YARDS, THREE FOR	5c
25c PACKAGE THREE SANITARY NAPKINS	19c
25c PACKET SANITARY NAPKIN AND BELT	19c
15c FOLDING SKIRT MARKERS, EACH AT	5c
5c AND 10c HAIR NETS, ASSORTED, WITH AND WITHOUT RUBBER, TWO FOR	5c
10c DE LONG SNAP FASTENERS, SMALLEST, FLAT TEST, THREE FOR	25c

—First Floor, Sixth-St. Bldg.

Women's New Summery Wash Dresses

100 of Our Best Styles Selected From Our $12.50 and $15.00 Stocks Will go on Sale at **$5**

Every Dress in this assortment is a desirable model, bought for our best trade.

Well Made. Fashionably Designed. Best Fabrics.

There are Dresses of fine quality linen, white, blue, tan, rose and pink. Made in semi-tailored style, eton jacket effects, braid trimmings—just the dress you'll want for beach wear.

Dainty figured cotton voiles, made in the pretty fluffy styles of the season, variously trimmed. White voile and organdy collars, vestees, lace, velvet and satin girdled.

Cotton Dresses for $2.98

From Our $5 to $7 Stocks

It is impossible to describe these dresses, the assortment is so varied. Some are dainty materials, others more practical, but all are this season's styles—and good ones. All sizes for women and misses.

—Fourth Floor, New Building.

Shoulder Hams 12½c

Sugar Cured and Well Smoked

FLOUR, GOLD NUGGET BRAND, EASTERN OREGON MILLING, SACK	$1.39
ROLLED OATS, FRESHLY MILLED, NO. 9 SACKS	39c
OREGON PRUNES, PETITE GRADE, SMALL AND MEATY, SIX POUNDS	25c
STANDARD TOMATOES, LABELED "PUREE," NO. 2½ CANS; DOZ., 85c; CAN	7½c
CIDER VINEGAR, BLUE GRASS, FULL QUART JARS	15c
HYGIENIC FOOD, GRANT'S LATEST, THE PACKAGE	10c
MINCED CLAMS, ELMORE'S FANCY PACK, NO. 1 CANS; DOZ. $1.40; CAN	12½c
RED BEANS, SPLENDID COOKING, FIVE-POUND CLOTH SACKS	29c

—Basement, Sixth-st. Building

Eye Glasses Today $2.50

Regularly Priced at $5

Gold-filled mountings. Lenses fitted to your eyes by our registered optometrist. —First Floor, Sixth-St. Bldg.

Now Out Go Hundreds of Articles in

Kitchen Needs, Enamel Ware, Granite Ware and Brooms

At Prices That You Seldom See!

Priced every article so low there's no question about the stock being cleaned out in short order before vacating our Temporary Annex.

That determination is the only reason we would ever quote such low prices—prices way below a profit-making basis. Here are a few examples of what to expect. Come soon as you can.

FIBER WATER PAILS, 12-QT. SIZE; WERE 45c, NOW	29c
500 BLACK SHEETIRON DRIPPING PANS, 20 SIZES, EACH	8c
DUSTLESS B. & B. FLOOR BROOMS; WERE $2, NOW	69c
PINEAPPLE OR VEGETABLE EYERS; WERE 15c, NOW	5c
NICKEL TOWEL BARS; WERE 85c, NOW EACH AT	39c
WHITE ENAMEL BATHTUB SEATS; WERE 50c, NOW	34c
WILSON GAS TOASTERS; WERE 25c, NOW, EACH, AT	10c
NEW STANDARD FOOD CHOPPERS; WERE $1, NOW	59c
NEW STANDARD FOOD CHOPPERS; WERE $1.15	69c
NEW STANDARD FOOD CHOPPERS; WERE $1.35	74c
WOOL WALL DUSTERS; WERE 75c AND $1, NOW	49c
ALCOHOL GAS LIGHTERS; WERE 75c, NOW, EACH	15c
POTATO RICER OR FRUIT PRESSES; WERE 85c, NOW	49c
GLASS WALL SUGAR JARS; WERE $1.00, NOW, EACH	48c
GRAY GRANITE COVERED BUCKETS; WERE 20c, NOW	12c
GRAY GRANITE COVERED BUCKETS; WERE 30c, NOW	15c
GRAY GRANITE CUPS; WERE 10c, NOW AT, EACH	6c
GRAY GRANITE CUP DIPPERS; WERE 20c, NOW	13c
GRAY GRANITE COFFEE FLASKS; WERE 30c, NOW	17c
GRAY GRANITE LIP KETTLES, 1-QT.; WERE 15c	9c
GRAY GRANITE LIP KETTLES, 1½-QT.; WERE 18c	11c
GRAY GRANITE LIP KETTLES, 2-QT.; WERE 20c	12c
GRAY GRANITE PERFORATED LADLES; WERE 15c, NOW	8c
GRAY GRANITE SQUARE BAKE TINS, 11x11; WERE 40c, NOW AT	23c
GRAY GRANITE SQUARE BAKE TINS, 13x13; WERE 50c, NOW AT	29c
GRAY GRANITE MUFFIN PANS, EIGHT HOLES; WERE 30c, NOW AT	17c
GRAY GRANITE JELLY CAKE PANS; WERE 15c, NOW AT	8c
GRAY GRANITE COFFEE POTS, ¾-QT.; WERE 27c	14c
GRAY GRANITE FLAT SKIMMERS; WERE 12c, NOW, EA.	5c
GRAY GRANITE FLAT SKIMMERS; WERE 15c, NOW, EA.	7c
GRAY GRANITE BASTING SPOONS, 12-IN.; WERE 9c	6c
GRAY GRANITE BASTING SPOONS, 16-IN.; WERE 12c	8c
GRAY GRANITE BASTING SPOONS, 18-IN.; WERE 15c	9c
CHILDREN'S A-B-C PLATES; WERE 15c, NOW, EACH	9c
A-B-C POLISHED PLATES; WERE 5c, NOW, EACH	3c
ROUND NICKEL TRAYS, 10-INCH; WERE 25c, NOW	14c
ROUND NICKEL TRAYS, 12-INCH; WERE 30c, NOW	18c
OBLONG NICKEL TRAYS, 12x39; WERE 25c, NOW	14c
HEAVY NICKEL TRAYS, 15x20; WERE $1.60, NOW AT	95c
ROUND NICKEL TRAYS, 14-INCH; WERE 35c, NOW	23c
ROUND NICKEL TRAYS, 16-INCH; WERE 50c, NOW	29c
OVAL NICKEL TRAYS, 14-INCH; WERE 50c, NOW	32c
SQUARE NICKEL TRAYS, 14-IN.; WERE 65c, NOW	39c
OVAL NICKEL TRAYS, 20-IN.; WERE $1.25, NOW AT	59c
OVAL NICKEL TRAYS, 16-IN.; WERE 40c, NOW	27c
OVAL NICKEL TRAYS, 12-IN.; WERE 35c, NOW AT	23c
NICKEL CRUMB TRAY AND BRUSH; WERE 90c, NOW	59c
NICKEL CRUMB TRAY AND BRUSH; WERE 35c, NOW	22c
NICKEL CRUMB TRAY AND BRUSH; WERE 65c, NOW	39c
IMPORTED ENAMELWARE STRAINERS; WERE 60c, NOW	29c
IMPORTED ENAMELWARE STRAINERS; WERE 75c, NOW	38c
IMPORTED ENAMELWARE STRAINERS; WERE 85c, NOW	43c
IMPORTED ENAMELWARE STRAINERS; WERE $1, NOW	49c
THREE-MESH COMBINATION STRAINERS; WERE 50c	25c
THREE-MESH COMBINATION STRAINERS; WERE 65c	33c
THREE-MESH COMBINATION STRAINERS; WERE 85c	43c
TIN STRAINERS; WERE 30c, NOW VERY SPECIAL AT	15c
TIN STRAINERS; WERE 35c, NOW VERY SPECIAL AT	18c
TIN STRAINERS; WERE 40c, NOW VERY SPECIAL AT	20c
TIN STRAINERS; WERE 50c, NOW VERY SPECIAL AT	25c
WIRE SOUP STRAINERS; WERE 40c, NOW SPECIAL AT	20c
WIRE SOUP STRAINERS; WERE 50c, NOW SPECIAL AT	25c
WIRE SOUP STRAINERS; WERE 60c, NOW SPECIAL AT	30c
EXTENSION STRAINERS; WERE 50c, NOW SPECIAL AT	25c
EXTENSION STRAINERS; WERE 40c, NOW SPECIAL AT	20c
EXTENSION STRAINERS; WERE 60c, NOW SPECIAL AT	30c
TIN JELLY STRAINERS; WERE 25c, NOW SPECIAL AT	13c
TIN JELLY STRAINERS; WERE 30c, NOW SPECIAL AT	15c
TIN JELLY STRAINERS; WERE 40c, NOW SPECIAL AT	20c
TIN JELLY STRAINERS; WERE 60c, NOW SPECIAL AT	30c
IMPORTED FLOUR SIFTERS; WERE $1, NOW, EACH	50c
IMPORTED FLOUR SIFTERS; WERE $1.25, NOW, EA.	63c
BLACK PAPIER-MACHE TRAYS, 11x14; WERE 50c	25c
BLUE OR PINK PAPIER-MACHE TRAYS, 9x12; WERE 65c, NOW AT	33c
BLUE OR PINK PAPIER-MACHE TRAYS, 11x14; WERE 80c, NOW AT	40c
BLUE OR PINK PAPIER-MACHE TRAYS, 12x18; WERE 90c, NOW AT	45c
BLUE OR PINK PAPIER-MACHE TRAYS, 14x18; WERE $1.10, NOW AT	55c
BLUE OR PINK PAPIER-MACHE TRAYS, 17x12; WERE $1.50, NOW AT	75c
ROUND BLACK PAPIER-MACHE TRAYS, 10-INCH; WERE 35c, NOW AT	18c
ROUND YELLOW PAPIER-MACHE TRAYS, 10-INCH; WERE 40c, NOW AT	20c
ROUND BLACK PAPIER-MACHE TRAYS, 12-INCH; WERE 40c, NOW AT	20c
ROUND YELLOW PAPIER-MACHE TRAYS, 12-INCH; WERE 50c, NOW AT	25c
ROUND YELLOW PAPIER-MACHE TRAYS, 14-INCH; WERE 60c, NOW AT	30c
FLOOR BROOMS, GENUINE BRISTLE, 12-INCH; WERE $2.00, NOW AT	$1.19
FLOOR BROOMS, GENUINE BRISTLE, 14-INCH; WERE $2.25, NOW AT	$1.39
FLOOR BROOMS, GENUINE BRISTLE, 16-INCH; WERE $2.50, NOW AT	$1.59
FLOOR BROOMS, GENUINE BRISTLE, 18-INCH; WERE $3.00, NOW AT	$1.99
FLOOR BROOMS, GENUINE BRISTLE, 12-INCH; WERE $3.25, NOW AT	$2.14
FLOOR BROOMS, GENUINE BRISTLE, 14-INCH; WERE $4.00, NOW AT	$2.44
FLOOR BROOMS, GENUINE BRISTLE, 16-INCH; WERE $4.50, NOW AT	$2.79
FLOOR BROOMS, GENUINE BRISTLE, 18-INCH; WERE $5.00, NOW AT	$2.99

—Temporary Annex, Third Floor

TRAVEL WITH "HARTMAN" OR "INDESTRUCTO" LUGGAGE AND YOU'LL TRAVEL IN GOOD COMPANY—WE'RE SOLE AGENTS

School Teacher Wins Land Contest.

ROSEBURG, Or., Aug. 3.—(Special.)—In a decision handed down here today the Roseburg land office placed title to 160 acres of land in Coos County in the name of Miss Grace Fulton, formerly employed as school teacher at North Bend. The Government, which instigated the contest against Miss Fulton, was represented by a special agent, who came here from Washington.

HIGHWAY TO BE CLOSED

Roadmaster Announces Section East of Latourell to Be Paved.

For six weeks or more commencing today at 10 o'clock the Columbia River Highway from Latourell east will be closed for paving, Roadmaster Yeon announced yesterday. Mr. Yeon also said that the main highway is now open past Crown Point to Latourell and that he will endeavor to keep that section of the road open all the time.

At present a detour is necessary. After following the Section Line road to Gresham and continuing on past the auto clubhouse and around the grade leading to Springdale, it is necessary for motorists to turn to the right at Springdale and make a detour of about four miles before returning to the main highway at the Grange hall. At all places where the road is blocked signs have been erected to guide motorists over the supplementary courses while the paving crews have the main roads torn up.

One of the Nation's biggest mail order houses did a gross business of over $7,850,000 in June. The half year total of $53,000,000 suggests American prosperity.

CHILD WARDS WILL PICNIC

Boys' and Girls' Aid Society Outing to Hood River Promised.

All the children under care of the Boys' and Girls' Aid Society will have a picnic at Hood River within a few weeks as guests of Leslie Butler, the well-known banker of that city.

Mr. Butler has advised the officials of the association that he will entertain them at Hood River for a day and the O.-W. R. & N. Company has agreed to furnish the transportation. It is probable that a date for the outing soon will be fixed.

New Zealand's wealth is $1239 per capita. Canada's trade with New Zealand is growing.

POMPEIAN OLIVE OIL
ALWAYS FRESH
PURE-SWEET-WHOLESOME