

The Big Fire Sale is Now on at Frakes!

Clipping from Portland Journal

Thoughtfulness of Firemen Saves Big Loss in High Class Establishment.

Fire broke out in the L. S. Frakes millinery establishment, 409 Washington street, shortly after 2:30 this morning and caused approximately \$8500 to \$10,000 damage, fully covered by insurance. It also extended into the rear of Gilman's auction house, 411 Washington St., and there caused damage to about \$1000.

Mystery surrounds the origin of the fire but it is supposed to have started from defective wiring in the walls between the establishments. It was discovered by J. W. McFarland, the janitor of the Frakes place. Hearing a crackling in the rear of the store he discovered a wall of flame. He hurriedly sent in an alarm and the department promptly responded.

When the department arrived Battalion Chief Young took in the situation at a glance and seeing all the fine laces, millinery and silks, held the hose men out with the remark, "Boys, you've got to get this fire out if you have to eat it, but no water." Then Captain Hawkins of Chemical No. 1 turned in and made a gallant fight with chemicals and saved great loss by keeping the water out of the place.

As it was, the loss was heavy. Fine silks, satins, laces, gowns, linens, suiting, etc., which were not touched by the fire, were absolutely ruined by chemicals, smoke, soot and stains. The handsome beauty parlors in the rear of the building which have just been fitted up by Mrs. Frakes at considerable expense, were almost ruined by the dense smoke.

There was also some damage by water, as after the fire had apparently been extinguished, it broke out again in the walls higher up and caused damage to the expensive stock of hats on the second floor. Here it was necessary to turn in a water hose to fight the fire which had gained headway between the flooring and walls.

Mrs. Frakes was called by the janitor from her home at Seventeenth and Morrison streets and she came down to see her place being demolished by the flames. She felt especially bad about it as there had been another bad fire last October and she had just had the place restocked, refitted and remodeled. She states that she has a stock costing from \$35,000 to \$40,000 but says the entire loss will be covered by insurance.

Whether the fire started in one or the other stores or in the wall between them is unknown and will be a hard matter to determine. S. L. N. Gilman, the proprietor of the auction house, estimates his loss as nearly \$1000.

While our Portland store has been closed the past two weeks on account of fire, thousands of dollars' worth of merchandise has been piling up at the express offices, and as we have made arrangements with Mr. Burke to dispose of our Portland stock, we are compelled to ship all these new goods to the Salem store. We must dispose of this elegant stock, consisting of Tailored Suits, Hand Embroidered Linen Suits, Duck and Linen Suits, Lingerie and Messaline Dresses, Imported Lace, Pongee, Covert and Black Silk Coats, separate Skirts, Plain and Hand Embroidered Waists, etc., without delay. And to do so we offer the biggest cut in High Class Merchandise ever made in Salem or the Northwest. This opportunity can scarcely be offered you again, and it could not be done at this time except under these extraordinary circumstances. We ordered the goods, they are here, and we must dispose of them. Present selling prices, former cost, real worth, value--all are cast to the winds. It's a case of sell, sell, sell now! Lose money? Yes, we will at the prices--we consider it good business policy to lose money at times. This is one of the times. SALEM PEOPLE will get bargains this week they never dreamed of. Remember, this stock is not stock from our Portland store, but comes directly from the east. This added to our SALEM STOCK makes the finest display in the Northwest, and our well-known reputation stands behind every article sold.

We advise you not to delay making your purchases, for the high character of these goods at the prices offered will find ready purchasers and will be worth coming miles to get. This sale will be true to our past record. Old patrons know what that means; new ones will have a chance to learn this week. We stand ready to live up to every statement to the letter. Don't miss this sale. You'll regret if you do.

Sale Started Today 9 A. M.

And Continues all this Week

50 Salespeople Wanted at Once

CONDITIONS Of This Sale

No Goods Charged
No Goods Exchanged

No goods laid away unless paid for.
It will pay you to purchase for future needs, as the stock is all new and the finest obtainable.

333 Commercial
Street,
Salem, Oregon

FRAKES

409 Washington
Street,
Portland, Oregon

IF IT COMES FROM FRAKES IT'S CORRECT

F. N. WATT, Sales Manager