

THE LOSS \$20,000.  
Mr. H. A. Murrill, president and general manager of the Queen City Printing and Paper Company, stated last night that his loss would approximate \$20,000. The damage resulted from the flood of water that was kept pouring into the building. In the bindery department the loss is complete, except the machinery, consisting of the presses and linotype machines, which were covered by rubber blankets and thereby saved from total destruction. All the paper and binding material is absolutely worthless, the water reducing it to mere refuse. In the office, on the first floor and facing Fourth street, there is also great loss. In this department desks, office furniture of all kinds and paper and printing articles were badly damaged by the water, hardly a swing of fire being noticeable. The fact is the fire never came from the basement. It played about wildly in this close covert, at times licking and sticking to the floor of the ground offices, but never coming through.

THE INSURANCE \$17,000.  
While Mr. Murrill places his loss at \$20,000, this does not mean that there is \$20,000 worth of stuff actually disintegrated. The net loss would not reach that sum, but would probably be as much as the insurance will cover. Mr. Murrill had the wisdom to carry blanket policies which protected everything in his shop from the article of the insurance to the least value. The insurance will amount to \$17,000. Some of this amount was carried with the following named companies:  
Piedmont Fire Insurance Company, of Charlotte, \$5,500.  
Virginia Fire and Marine Insurance Company, of Richmond, Va., \$1,000.  
The Sun Fire Insurance Company, of New Orleans, \$1,000.  
The Fire Association, of Philadelphia, \$1,000.  
The Pennsylvania Fire Insurance Company, of Philadelphia, \$1,500.  
The Commercial Union, of England, \$2,500; on linotype machines, \$2,500.  
These policies were carried with the insurance agency of C. N. G. Butt & Co. There are two or three other policies which will run the sum up to approximately \$17,000.

THE ORIGIN OF THE FIRE.  
The fire originated in the basement, where is stored such stuff as is generally thrown away around a printing shop. Boxes of various kinds, all grades of oil and ends of paper, and refuse generally were stored there. The flames were probably conveyed to this material by the furnace, there being no other plausible theory as to how the flames could have been started. The first intimation that the employees of the establishment had of the fire came when Mr. Frank X. Fennell, who was sitting in the office, detected the odor of the burning paper. He looked around, but saw nothing until he discovered tiny bits of smoke coming up the elevator shaft. He at once investigated and found the basement and all its contents adrift. He turned in the alarm and the fire departments came to the scene before the gong had ceased sounding.

THE FIREMEN'S FIGHT.  
The firemen discovered at once that they had a serious proposition before them. They were unable to tell immediately to what extent was the hazard of the valuable adjacent buildings, but the vast waves of smoke that issued from every crevice of the building indicated that a wild fire was raging within. Several unsuccessful attempts were made to get inside, but the firemen were driven back, powerless to stand before the belching smoke. After battling bravely and with seeming discretion for a long time, Chief Orr, after a number of vain efforts, succeeded in breaking the basement door and got a line of hose inside the cellar. Water was poured in after the guage of floods until it finally stood more than two feet deep in the basement. In the excitement of the hour, it was also turned into the office and the second story and ruin was thus wrought in the department.

GREAT CROWDS GATHERED.  
Between 3 and 4 o'clock, while the fire was at its worst, great crowds gathered on Fourth street and also on South Tryon, particularly near the spot where the engine stood, pumping tirelessly in an effort to stand up to the needs of the occasion. Street cars and traffic generally stopped on Tryon street, lines of hose being extended up and down across and in every direction, fastened to every hydrant in the neighborhood of the fire. The firemen had prepared for a desperate fight.  
The adjacent buildings were undamaged. At times it looked as if the building occupied by the Sacred Machinery Works was in imminent danger, but no real hurt resulted at all. There were times, too, when the occupants of all the other buildings that stand in solid line on Fourth street were fearful lest the firemen would fall to check the flames, once they burst from the basement of the building in which they were confined.

MUSCULAR PAINS CURED.  
"During the summer of 1901 I was troubled with muscular pains in the instep of my foot," says Mr. S. Pedlar, of Toronto, Ont. At times it was so painful could hardly walk. Chamberlain's Pain Remedy was recommended to me, so I tried it and was completely cured by one small bottle. I have since recommended it to several of my friends, all of whom break lightly of it." For sale by W. L. Hunt & Co.

Local Company Chartered.  
A charter was issued yesterday to Hackney Brothers' Company, with an authorized capital stock of \$100,000, and to do a general plumbing business. The incorporators are Messrs. L. L. G. P. and W. R. Hackney. It will be a matter of interest to the people to learn of the continued growth and strength of this well known firm.  
Church Calendars Out.  
The pastor of Brevard Street, Methodist church, Rev. Harold Turner, is sending out attractive motto calendars for 1903, accompanied with cards announcing the hours for the various services of his church. On every page of the calendar there are Scripture quotations and expressions from various talented writers, making them attractive souvenirs.

FOR RENT.  
FOR RENT—Storefront on North Tryon street, possession Jan. 1st. Address "Storefront," Observer.  
FOR RENT—Modern 7-room house. Phone 383.

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# Start the Year Right.

It will bring you good health, good luck, and good coffee.

## ORDER THE DELICIOUS

# WHITE HOUSE COFFEE

DWINELL-WRIGHT CO.  
BOSTON—Principal Coffee Roasters—CHICAGO.

No better coffee at any price. The very top notch of coffee excellence. Now on sale at all first-class grocers.

## Purcell's Ladies' Ready-to-Wear Garments of Quality. Purcell's

# Special Bargains For Monday and Tuesday

It will pay you to shop here the remainder of the days of the old year. Note these prices:

OPERA AND EVENING COATS	
Only 6 left, each one a different color and style.	
\$27.50 and \$25.00 Coats, colors, Red, Gray, Tan, Black; Monday and Tuesday at.....	\$12.50
SUITS	
\$25.00 Suits, semi-fitting models, satin lined.....	\$15.00
\$15.00 Suits, semi-fitting models.....	\$10.00
MISSES' SUITS	
\$16.50 Misses' Suits reduced.....	\$12.50
\$15.00 Misses' Suits reduced.....	\$10.00
COATS	
\$22.50 Coats, Broadcloth, full satin lined, at.....	\$15.00
\$15.00 Coats, Broadcloth, full satinette lined, at.....	\$11.50
\$13.50 Coats, Broadcloth, full satinette lined, at.....	\$10.00
CHILDREN'S COATS	
\$17.50 Coats reduced Monday and Tuesday.....	\$11.50
\$15.00 Coats reduced Monday and Tuesday.....	\$ 9.95
\$10.00 Coats reduced Monday and Tuesday.....	\$ 7.50
\$ 8.50 Coats reduced Monday and Tuesday.....	\$ 6.75
\$ 7.50 Coats reduced Monday and Tuesday.....	\$ 5.95
\$ 5.00 Coats reduced Monday and Tuesday.....	\$ 3.98
\$ 3.98 Coats reduced Monday and Tuesday.....	\$ 2.35
\$ 2.98 Coats reduced Monday and Tuesday.....	\$ 1.75
NET WAISTS	
Special reductions on those of broken sizes and of the better goods; only one of a kind.	
EXTRA SPECIAL MONDAY 10 A. M.	
\$20.00, \$15.00 and \$12.50 Cravanette Coats at \$5.00 Alterations extra. None sent C. O. D. or approval. These goods are the best made of Priestly's Cravanettes and other well-known makes. Colors: Grays and Blacks, mostly. All sizes represented. Styles, tight-fitting and semi-fitting. They are exceptionally adapted for general utility coats.	
THIS STORE FOR SENSATIONAL VALUES MONDAY AND TUESDAY.	
Shop in the forenoon Wednesday. Store closed at noon Wednesday, New Years.	
Holiday Half Day the New Year.	
Holiday Half Day the New Year.	

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