

Moment of Drama as Firemen Tackle Fashion Store Blaze



Firemen wear breathing apparatus to beat the smoke in the Sheffield fashion store of Price and Co. (Broomhill) Ltd. A showroom floor was damaged.

A large showroom floor was damaged when fire broke out at the premises of Sheffield drapers Price and Co. (Broomhill) Ltd, last night. The blaze started among old boxes and papers at the rear of the building and the showroom floor was badly charred.

The flames licked right through a small section of the floor. A director and secretary of the company, Mr. T. L. C. Bottomley said last night that the hole in the floor was the only really serious damage.

Spotted

He added: "There will be some smoke damage to clothes but until we can get down to inspecting them carefully we shall not know just how much.

"The fire was spotted by Mr. Harold Jarrams who lives opposite the premises and his wife called the Fire Brigade.

Said Mr. Bottomley: "Another 15 minutes and the whole place would have probably gone up in flames."

It will be business as usual at the premises today - "the hole in the floor will be roped off," said Mr. Bottomley.

Traffic was halted, smoke billowed front the side of the store and firemen dashed to get their equipment into action. Sheffield Telegraph reader Mr. J. Depledge, of Myrtle Road, Sheffield, took this photograph

