The fire occurred at 12.00 (lunchtime) in a London warehouse on 19 November, 1897.

By 1.40 the fire had spread to 5 warehouses and it then jumped across two streets.

It eventually burnt out an area of 200 yds x 150 yds before being brought under control 6 hours later with the help of 300 horsemen from the local fire brigades using 45 steam fire engines.

The roads were very narrow and progress of the engines to the incident was slow due to congestion.

Water supply for fire fighting was said to be adequate but there was a shortage of coal for powering the steam engines, and it appeared there was no strategic fire fighting as each fire brigade foreman chose to fight the fire as he considered fit.
The fire involved 154 warehouses narrowly spaced apart. Most were 5-6 storeys high, most had no party walls, no fire shutters and were based on unprotected frames formed with cast iron columns and wrought iron beams. Stairways, walls and floors were of timber. Sprinklers were not installed.

- 56 buildings were totally destroyed, 15 burnt out and 20 damaged by fire. A subsequent recommendation was that Jewin street should be widened to 60ft.