

**A FINE ESTABLISHMENT.**

THE NEW BUILDING OF THE C. ROSS COMPANY IN THE CITY OF OTTAWA.

WHEN the C. Ross Company's building in Ottawa was destroyed by fire some months ago it was felt generally by the trade that a shrewd and successful business man like Mr. Crawford Ross, the head of the concern, would replace the loss in a thoroughly up-to-date style. The new store is now completed, and, according to *The Journal*, is a credit to the firm who owns it, to the contractors who built it, and to the city of Ottawa. The store will be exclusively a dry goods store, and not a departmental store.

The building itself is of steel, pressed brick and red sandstone. It is fire proofed throughout, is lathed with asbestos and plastered with asbestic plaster. It is composed of five storeys, standing 90 feet high, the top of the roof being on a level with the tower of the Dominion Methodist Church near by.

The basement, which is 76 x 107 feet, and extends under the sidewalk surrounding the building, will be used as a salesroom. It is well lighted with prismatic glass lights. In the south end of the basement are the boilers for heating purposes. Here also is the blower for the pneumatic cash tube system, also having sufficient capacity to ventilate the building in warm weather. These boilers also furnish power for the electric light plant.

On the west side of the basement are the two motors for running the passenger elevators, of which there are two. The large elevator has a speed of 250 feet a minute, and the smaller one of 175 feet.

**A LARGE FIRST FLOOR.**

The first floor has an entire selling space 64 by 96 feet. The offices, waiting room and cashiers' desk will be elevated on an entresol gallery ten feet from the floor. The ceiling of the first floor is 20 feet high. This flat will be devoted to the silks, velvets, dress fabrics, hosiery, kid gloves, gents' furnishings, ribbons and lace departments.

The second floor will be devoted to the ladies' coats and suits department, etc. On this flat will be two large ladies' toilet rooms and a cosy waiting room with a fire-place.

The third floor, with a space of 64 by 95 will be devoted entirely to house furnishings and draperies. The fourth floor will display the carpets and contain a work room for the ladies' costume department.

The fifth floor will be the wholesale department.

**FLOORED IN HARD WOOD.**

The flooring throughout the building is an oiled hardwood. The fixtures and staircases are white oak, artistically finished. The building will be heated by steam and lighted by both electric light and gas. There will be over 400 lights. The heat will come up under all the counters, and the bottom of the counters are lined with heavy felt, covered with bright tin, which acts as a reflector. There are over 7,000 feet of surface pipes. The counters will be oak and plate glass and will be lighted by electricity. The large show cases will be of the same materials and lighted the same way.

There will be over a half-mile of pneumatic tubing in the building. For fire protection there will be a hose system from a 4-inch main on every flat.

Ottawa is to be congratulated on its fine new building, which the city owes to the enterprise and courage of the firm.

**HOW BUSINESS FIRMS ARE OBSTRUCTED.**

John Drynan, principal of the firm of W. A. Murray & Co., King street, Toronto, paid a small fine of \$2 the other day on behalf of the firm for obstructing the sidewalk on King street east by allowing cases of goods to stand before the Murray premises. Mr. Drynan, in his defence, said that the sidewalk was only blockaded

for twenty-four hours, and that it was an impossibility to get the goods into the store any faster.

"It is not the paltry little fine that I object to," said Mr. Drynan, "it is the small consideration with which I have been handled by the police. What do we pay our taxes for if we are not entitled to use a small portion of the street for our urgent business uses?"

"You pay your taxes because you have to," returned Deputy Chief Stuart.

"We don't get a fair show. The instant we blockade the street the police are upon us," said Mr. Drynan.

**IN THE STORE.**

I love to stroll these balmy days  
Amid the city's roar,  
And though the poet loves the woods,  
I love a great big store,  
I love to watch the women folks  
A-block up the aisles,  
And sniffing bargains here and there,  
Or talking of the styles.  
That woman's got a piece of lace—  
A bargain in its way—  
She got it for 11 cents—  
'Twas 12 just yesterday.  
Another's clutched, with radiant face,  
Some zephyred gingham fine;  
'Twas advertised to-day—"Reduced  
From 20 cents to 9."  
Around the silks the women buzz,  
Like bees within a hive,  
For lo, the Japs from 28  
Have dropped to 25,  
And every shirt-waist lifts its arms  
In hurried dismay,  
For those that once were 60 cents  
Are 59 to-day.  
Those wrappers with the Watteau back  
Are melting out of sight;  
To see the women grabbing them  
You'd think there'd be a fight.  
Small wonder, when the ad. man wrote,  
"They were a dollar three—  
They're 50 cents, just for to-day—  
But none sent C. O. D."  
And so I stroll 'most every day,  
And never want to stop;  
My pleasure's in the watching how  
The women love the shop.

**TACKLING TORONTO DEPARTMENTALS.**

Ald. Leslie, a member of the Toronto City Council, has given notice of the following important motion, which will shortly be brought up in the Council:

Whereas, the departmental stores are crushing out by unfair competition and misleading advertisements the specialist merchants throughout the cities and towns, and subjecting the smaller merchants and property-owners to great loss and distress, and are concentrating the retail trade and commerce into the control of a very few persons, thereby congesting trade and preventing the general circulation of currency and causing a depreciation in the value of store and residential property; and

Whereas, the closing of such specialist stores deprives many persons of employment, throwing so much extra labor upon the market, which tends to reduce the wages of the unemployed, through all of which great loss and hardship result;

Therefore, be it resolved that the City Council be requested to cause to be prepared and to be submitted to the Provincial Government a bill for an Act to confer power upon the municipal councils to alter our present method of personal assessment to one of a business tax.