

UNION STATION SCENE OF SPECTACULAR BLAZE

Fire Breaking Out on Sixth Floor Causes Fifty Thousand Dollars' Damage.

DIFFICULT TO COMBAT

Height at Which It Was Located Made Hard Work for the Firemen.

Fire, which threatened for a time to completely destroy the Union Station, was checked yesterday afternoon after had inflicted damage to the extent of about \$50,000 in offices and store-rooms high up under the roof and close to the tower on front street.

The elevated position of the blaze made the work of the firemen difficult, the more so because heavy banks of overhead wires prevented the use of the aerial trucks and the men had to stumble up the five flights of smoke-filled stairways, dragging lines of hose after them. The downtown sections responded to the first alarm, turned in by A. P. Walker, engineer of surveys for the C. P. R., at 2.33. At 3.05 the flame broke thru the roof in several places and a general alarm brought all the fire-fighting apparatus in the city to the scene.

Council on the Scene.

A large crowd had gathered, including the city council and many of the chief officials, who had just finished their annual inaugural dinner at the Carle-Rite Hotel across the street. The fire had apparently originated in the fire-room used by the C. P. R., and the papers with which it was filled made the densest of smoke, further hindering the firemen.

Among those on the street there was some comment on the fact that it took the high-pressure system a long time to get going, but Works Commissioner Harris, who was among the spectators, said the hydrant pressure on Front and Station streets was 98 pounds and that the high pressure when it did get working showed 150 pounds. Acting Chief Sinclair, who was in charge in the absence of Chief Smith, put in a call for more pressure at 2.15 and it was raised to 225 pounds.

Confined to Sixth Floor. The fire itself was confined to the sixth floor of the station and the attic, while a great deal of damage from smoke and water was done on the fourth and fifth floors below. Several of the firemen had narrow escapes from being hit by falling slate and tiles, and a fireman on the roof narrowly avoided a fall of 60 feet into the burning building when his foot made a hole in the skylight.

By 4 o'clock there was no more danger and the fire was declared officially "out." The train service was not interfered with, as Superintendent Beck immediately arranged to transfer the ticket selling traffic to the train shed. The elevator never stopped running while the fire was on. A large force of men swept the water from the flooded floors thru skylights and out into the street.

"BELMONT" EXCHANGE NOW ADDED TO LIST

North Toronto Receives Telephone Service They Have Been Agitating For.

After considerable delay North Toronto ratepayers received last night the telephone accommodation which they have been agitating for ever since the old town of North Toronto was annexed to the city. With the opening of the "Belmont" exchange on Eglington avenue, the old call of "north" will not serve for the district north of Rosellth avenue any longer. The opening of the exchange means the transference of 1500 subscribers from the north office on Bismarck avenue, which was considerably overtaxed, but which has been installed in a switchboard which has been installed in a building after 10,000 subscribers. Between thirty and forty operators are employed in the new exchange and in addition there are overhead men, instrument men, etc. In order to prevent confusion a new directory will be issued today and it is the desire of the company that the old books be destroyed.

How to Save Your Eyes

Try This Free Prescription

Do your eyes give you trouble? Do you already wear eyeglasses or spectacles? Thousands of people wear these "white slaves" who might easily dispense with them. You may be one of these, and it is your duty to save your eyes before it is too late. The eyes are neglected more than any other organ of the entire body. After you finish your day's work you sit down and rest your muscles, but how about your eyes? Do you rest them? You know you do not. You read or do something that keeps your eyes busy. You work your eyes until you go to bed. That is why so many have strained eyes and finally other eye troubles that threaten mental or total blindness. Eyeglasses are merely crutches; they never cure. This free prescription, which has benefited the eyes of two to four times daily, is absolutely harmless. Many who are now blind might have saved their eyes had they started to care for them in time. This is a simple treatment, but it is remarkably effective in multitudes of cases. Now that you have been warned, don't delay a day, but do what you can to save your eyes, and you are likely to thank us as long as you live for publishing this prescription. The Valmas Drug Company of Toronto will fill the above prescription by mail, if your druggist cannot.

BIG INCREASE SHOWN IN RETAIL DEALINGS

Sales in This Line of Business Show Advance of Seventeen Per Cent.

CONDITIONS LOOK BRIGHT

According to Associated Advertising Clubs, Department Stores Enjoying Great Prosperity.

Retail sales by leading merchants of Toronto in six representative lines of business, have shown an average increase of 17 per cent. in November, 1915, over November, 1914. This improvement in local business conditions is revealed by the second annual merchandising research report of the Associated Advertising Clubs of the World, which has just been received here.

Department stores enjoyed an increase of 30 per cent. in retail sales over 1914; clothing, 20 per cent.; grocers, 14 per cent.; hardware dealers, 14 per cent.; druggists, 16 per cent., and jewelers, 9 per cent. The increase in jewelry sales is regarded as indicative of sound business conditions, as people generally buy luxuries when they are somewhat prosperous.

Toronto was selected by the research committee as one of the marketing centres of Canada and the United States, and information obtained from local merchants is included in this comprehensive report.

Increase Sixteen Per Cent. Consumer demand in 1915, as indicated by retail sales throughout the United States, increased approximately 16 per cent. over 1914, and collections improved materially according to the second annual report of the merchandising research committee of the Associated Advertising Clubs of the World, which has just been received here.

The investigation touched nearly 200 leading marketing centres in every part of the United States, and in a number of Canadian cities, covering stores selling groceries, department store owners, hardware dealers, clothing and druggists. Representing the six lines of business investigated, willingly opened their books to the hundreds of investigators who interviewed them.

One Thousand Investigators. Encouraging increases in sales in all lines investigated were reported practically everywhere in the United States, and the average increase over 1914 in business was shown to have been 16.9 per cent. Business conditions in 1915, as compared with those in 1914, following the outbreak of the European war, were decidedly improved.

No less than 1000 investigators called upon and interviewed merchants in each of the six lines investigated were interviewed. Assurance was given that names of individuals or firms would not appear in the report, the object being to present only figures showing percentages of increase or decrease.

The investigations were made by commercial club secretaries and members of local advertising clubs, under the general direction of Mac Martin of Minneapolis.

Increase in Advertising. Sales, local advertising, collections and the amount of stocks carried by merchants in November, 1915, were compared with those of November, 1914, and the results are given in the report. Business experts conclude that "as in November, 1914, the year is recognized as an index month in the business world."

The frequency with which the investigation showed that sales rise as advertising is increased in a community—that increased sales and increased advertising go hand in hand—is an interesting feature of the report. An average increase of 2.5 per cent. in local advertising throughout the country is disclosed. Retailers increased the stocks they are carrying 4.51 per cent.

Consumers Buying Luxuries. Satisfactory increases in jewelry sales were reported in practically every city, the average jewelry sales for the country being 18.9 per cent. higher than those in 1914. This shows that people everywhere are buying luxuries, which is taken as a certain indication of good business, for necessities naturally come first and luxuries afterward.

An interesting fact which the report divulges is that while the jeweler's sales increased more, proportionately, than those of the grocer, the grocer, in turn, collects what is due him with much greater ease than any other kind of merchant.

Collections Above Normal. In addition to the fact that consumer demand—retail sales—showed a healthy increase, collections also were better. The average for the whole country being 5.5 points above normal as compared with 1914. The point system of scoring collections, as used in the report, consists of assigning 40 points for a report of good collections, 60 points for a report of normal collections and 80 points for a report of poor collections. The reports of the retailers are thus given numerical value for the purpose of tabulation and averages.

Figures Show Actual Gains. The following table shows average percentages of increase in sales and advertising in the United States in the six lines of business investigated; the figures under collections indicate the number of points collections are above normal as reported by the merchants:

Dept.	Sales	Adv'g.	Coll.
Stores	19.1	1.4	8.1
Grocery	8.8	3.1	4.5
Clothing	17.9	1.6	6.1
Hardware	13.3	1.0	4.7
Drug	11.6	4.3	4.4
Jewelry	18.9	2.9	2.7

How Purchases Increased. The following table shows, to what extent the average customer increased his purchases in the different sections of the United States in the several lines of business investigated; the figures show percentages of increase over 1914:

New England States	15.66
Middle Atlantic States	15.44
East-South Central States	15.12
West-South Central States	14.48
North Atlantic States	14.48
West-North Central States	15.45
South Atlantic States	11.23
Pacific States	11.23

Purpose of the Report. One of the chief purposes of the report is to enable sales managers, advertising managers, credit men, bankers and others to plan their business campaigns for 1916 more effectively. It is pointed out that retailers, by comparing their own sales, collections and stocks, will be able to determine which standards to set for 1916. The report, with their own sales, collections and stocks, will be able to determine which standards to set for 1916. The report, with their own sales, collections and stocks, will be able to determine which standards to set for 1916.

A United People Bending Every Effort To the Successful Prosecution of THE GREAT WAR

This is the Resolve of Canada The Determination of Ontario

A United People in the Great War

This is the end to which Political Leaders have made every effort and continued to wield their great influence.

No question of a local, contentious or political nature can be allowed to divert our minds or our energies from the one duty. Win the War. The best minds in Ontario and, in fact, throughout Canada believe that, although there may be questions political and otherwise that might well be determined by the electorate, yet these must wait.

No Election Until After The War Is Over

No General Election This Year

The House of Commons opens shortly and it is expected the first bill to be introduced will be one extending the Life of Parliament for a year—What for? In order that the Government may devote its whole thought and energies in directing Canada's great efforts to do its full part within the Empire in winning the war and thus bring about an honorable peace.

Let the Man Who Fights Vote on The Issue

And now at this critical time comes the Citizens' Committee of One Hundred with its campaign for Total Prohibition to divide us, to throw us into opposing camps, and if possible force their will on this province when many of the electors are fighting for the Empire in Europe.

The Electors of the Province of Ontario Spoke With No Uncertain Sound June, 1914

to retain The License System under sane Government supervision and control. The question was settled, then why does the Citizens' Committee of One Hundred raise it now?

The Question Was Settled by The Electors in 1914

The Men at the Front and the Thousands to Follow

Thousands of our fellow-citizens have heard the call and have gladly responded, sacrificing the comforts of home, their loved ones, their friends, their business, at the call of Duty and Liberty. Many more will go before the vote proposed by the Citizens' Committee of One Hundred could be taken. These men voted in 1914. Is it fair to force the question of Total Prohibition on Ontario when they have become disfranchised by reason of their absence—fighting for you—fighting for Liberty?

Parliament of Canada Gave Vote to Men in the Trenches

In the last session of the House of Commons a bill amending the Franchise Act was introduced, approved and made law, under which, in the event of a General Election in Canada, our soldiers in England or on any field of action will be able to cast their votes. The Citizens' Committee of One Hundred is trying to get a verdict in the absence of our fighting men. The Citizens' Committee of One Hundred realizes that the men who are fighting for the World's liberty on the battlefield of Europe would be fighting for the liberty of the individual if they were home. Wait, and give them an opportunity to vote.

THE PERSONAL LIBERTY LEAGUE OF ONTARIO.

MONRO'S GREAT FEAT IS LAUDED BY ASQUITH

Withdrawals From Gallipoli Without Parallel in Fine Generalship Shown.

HONORS WILL FOLLOW

Monro, Roebuck, Wemyss, Birdwood, David and Others to Receive Recognition.

London, Jan. 10.—The British retirement from the Dardanelles was referred to by Premier Asquith in addressing the house of commons this afternoon. "The house will learn with extreme gratification of the retirement of the forces at Cape Helles (at the tip of the Gallipoli Peninsula), without the loss of a single life," the premier said. "Of 11 guns left behind, 10 were worn-out 11-pounders which were rendered unfit for further service before they were abandoned. All stores of reserve ammunition which could not be removed were set aside before the retirement. Brilliant Achievement. "The whole retirement was conducted with minimum loss. These operations, taken in conjunction with the earlier ones from Suvla Bay and Anzac are, I believe, without parallel in military or naval history. That they should have been carried out without any loss, considering the vast amount of personnel and material involved, is an achievement whereof all concerned—the commanding officers, officers and men of both services—may well be proud. It deserves, and I am sure will receive, the profound gratitude of King and country, and takes an important place in our national history. His majesty will be advised that Monro, Roebuck, Wemyss, Birdwood, David and other officers should receive special recognition."

Prevented Turk Activity. In reply to a question Lord Robert Cecil, parliamentary under-secretary for foreign affairs, confirmed the fact that early in 1915 the Turkish military authorities had sent to Gallipoli 50 British and French non-combatants for the purpose of exposing them to the fire of the allies, and that the British foreign secretary had notified Turkish minister of war, and his highness Salim Pasha and the Ottoman authorities would be held personally responsible for the lives of these persons and that, as a consequence, the latter had been released. Lord Robert Cecil declined to comment himself "to make analogous announcement regarding all future enemy atrocities."

INDIA GIVES FUNDS FOR MESOPOTAMIA HOSPITAL

Strenuous Efforts Also Put Forth to Assist Campaign for Munitions.

LONDON, Jan. 10.—(Thru Reuters' Ottawa Agency).—A special despatch from Delhi says: "The princes and people throughout India continue to shower their gifts to carry on the war to a successful issue. The Punjab aeroplane fund now exceeds £25,000. Ambulance cars, ponies and motor cars have been given while recently there came a request for a general hospital of 2000 beds for Mesopotamia and the greater portion of the material for it has already been collected. A special gift of two lakhs of rupees (about \$50,000), for the Nepal Durbar and one lakh (\$40,000), from the prime minister of Nepal, have been made to the victors as a donation towards the expenses of the war. Strenuous efforts to assist in the manufacture of munitions continue to be put forth; and indeed, India's endeavor to assist the allies to victory grows daily."

I. O. D. E. OFFICERS.

At a meeting of the Sir William Oser Chapter of the I. O. D. E. last evening in St. James' parish school house the following officers were elected by acclamation: Regent, Dr. Armstrong, north Forest Hill road; second vice-regent, Mrs. (Dr.) McGee Vale; secretary, Mrs. (Dr.) Nicholl, Parliament street; treasurer, Miss Noble, 219 Clifton street; financial secretary, Miss D. Phipps, Shaw street; standard bearer, Mrs. D. J. Nasmith, 5 Withrow avenue.

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