

SPRING MAY COME



It really is going to come before long, and you should prepare for it with something good. We've been talking in this fashion for some weeks and the Spring buying has been heavy—probably you have not purchased yet being deterred by the bad weather—our stock is just as complete as it was five weeks ago. Don't wait longer to get an exclusive hat in style and quality.

The W. & D. DINEEN Co., Limited,
Cor. Yonge and Temperance Sts.

TORONTO'S GREATEST CONFLAGRATION

Continued From Page 1.

Even as they were thus trying to get ammunition to prevent a catastrophe they feared the flames had stolen the march on them and the heat broke thru the windows on the third floor and gained a foothold that was not to be denied. "Run for your lives" was a hoarse shout from someone, and there was a hasty scramble thru the smoke, spark-laden halls to safety below. "Where's the chief? For God's sake, where's the chief?" was the question

structure, removed the company's papers from the vaults. Then they looked at the doors and left the building in its fate. This came surely enough, the not without a desperate opposition from the firemen, which nearly caused the death of seven of them.

Then came the finish of the massive Brown building, erected four years ago. Six stories in height and 200 feet by 50, it was one of the finest business places on the street.

Sickened the Spectators.
The commencement of its destruction was sickening to the spectators. The cracking and falling of the plate glass, then the beginning of the flames on the window frames and then—the end. A warehouse full of fire. And the firemen, getting scattered over a wide area, pitiful in their helplessness. One company with a branch took up a position at the laneway separating the Brown from the Rolph Smith warehouses. They maintained it for a long time, in spite of the rigors of the fire, and it almost seemed as if they might, after all, save that place. To further gain their end, the men burst open the doors and started to take their branch to a window to play into the seething mass of fire across the lane from a bitter vantage ground.

Ceilings Dropped on Them.
Suddenly the wall before them lurched forward. The firemen, who they knew the rest—only that they felt rather than saw the ceilings coming down upon them, they knew not how it is they managed to stumble down the two flights of stairs over fallen debris to the street. These men were: Fireman Mack Sweetman, Fireman Alf. Gates, Bill Dalby, Jack Brown, Sam Best, Matt Sawden.

And a young fellow named Lennox, who is an applicant for a position on the department and was breaking himself in on the job.

While the fire was thus spreading itself south, it was also extending from the rear of the first destroyed build-

ing its lengthy rear extension thru and thru.

Once the flames had reached Bay street scarcely an hour after the first alarm they were not content until they had stretched out toward the Telegram building and the row of buildings on the east side of the street. The firemen made a gallant struggle to save the newspaper, and as Ald. Sheppard and Ald. Fleming of the fire and light committee and several other aldermen and civic officials viewed the fire from the corner they expressed themselves in no uncertain admiration for the work of the firemen as it here impressed them.

View Was Appalling.
The view from the top of the stables of the Fenwick Co. was appalling. There was a perfect sea of flames, which reached from the water front and extended from the Queen's Hotel to Bay street. There was a heavy roar as the flames rolled irresistibly on and the air was thick with cinders and flying pieces of timber.

The flames reached north on Bay street to the Toronto Engraving Company's building, just adjoining the National Club. The Telegram building had been on fire a number of times, but escaped thru the efforts of its own fire equipment. The flames from the building on the other side of the street reached across and the ash in every window was burnt out.

The Office Specialty Company, adjoining the Crown Hotel, was completely gutted. The escape of the Telegram was almost miraculous, but it was due to its excellent construction that the fire did not spread rapidly and consume the entire block to Yonge street.

The six-story pressed brick building of the Fenwick Co., at the northwest corner, burst out in a fury of fire. In ten minutes a portion of the walls fell into the street. Firemen at a launch in the middle of the street, in a momentary matter of minutes, did what it took for a moment or so, crawling tight the writing pipe, was in peril of his life. Luckily the corner wall remained standing.

All distinction between men and officers

"THE HOUSE OF QUALITY."



There's more to buying a raincoat these days than just having something to keep the rain out—want it to be a stylish spring overcoat as well—

And by-the-way when you can't tell from one minute to the next what the weather's to be wouldn't it be well to buy your showerproof today?

Buy it here and you'll choose from the most exclusive patterns and the best values you'll find anywhere—

Prices between ten and thirty dollars—a fine Donegal tweed coat at 16.00

Home Show next week—

Fairweather's

84-86 Yonge-street

SIMPSON COMPANY LIMITED

H. H. Fudger President; J. Wood, Manager. April 20

STORE CLOSING AT 5.30.

A Little Sale of Raincoats

\$10.50 to \$15.00 Values for \$7.45 in the Men's Store To-Morrow Morning.

Just a few short of two hundred English Raincoats will be offered to-morrow "at a price." You be here at 8 o'clock to-morrow and you'll be independent of the April showers. To be sure its been April showstorms instead showers so far, but the month is nearly over and we'll get the showers in May this year. Here you may sift the details and decide what style you want so as to know what to ask for when you come.

The lot consist of fine imported English Rainproof Cloths in Coverts, Worsteds, Cravenettes and Tweeds, the colors are Oxford grey, light and medium greys and olives in plain colors, also some fancy stripes and neat mixtures, some are lined throughout with venetian satin-finished lining and others are quarter-lined with silk seams and facings piped with the same, cut in the prevailing style, long and loose, some with vertical pockets, others have cross pockets, sizes 34 to 46, regular \$10.50, \$12, \$14 and \$15, Thursday to clear at 7.45



Men's Shirts and Underwear

42 dozen Men's Fine Spring Weight Natural Merino Underwear, shirts and drawers, a splendid garment for spring wear, fine elastic rib cuffs, ankles and skirt, natural trimmed shirts, pearl buttons, drawers outside trouser finished, sizes 34 to 44, regular price .69 90c, on sale Thursday, to clear, per garment .50

32 dozen Men's Fancy Colored Shirts, made from fine imported shirting cambrics, in light, medium and dark shades, also the new grays, in figure, spot and stripes, detached cuffs, open front and back, perfect fitting, best of workmanship and finish; this lot is a clearing from a large maker, broken lots, not all sizes in each lot, but in the lot are all sizes from 14 to 17, regular price \$1.00 and \$1.25, on sale Thursday .69

Men's Hats

Men's Soft Hats, good fashionable spring styles, fine qualities English fur felt, colors black, fawn, grey and brown, regular price \$1.50, Thursday .75

Men's Stiff Hats, extra fine quality American and English fur felt, newest styles, up-to-date in every particular, reg. price \$2.00, Thursday 1.50

The Annual Sale of Metal Beds

Commences To-Morrow in the Furniture Department at 8 o'clock.



Let us enumerate some of the advantages of Metal Beds:

- (1) They are sanitary and clean.
- (2) They are handsome and ornamental to the bedroom.
- (3) They are fashionable and are becoming more and more so.
- (4) They are cheap at this store while the sale is in progress.

We have secured a very large quantity of brass, iron and brass all-iron bedsteads, and we are going to sell them at an exceedingly small advance on the manufacturer's cost.

Here are particulars relating to the different styles and prices:

- Iron and Brass Bedsteads, white enamel finish, 1-inch post pillars, bent top rods, brass knobs and caps, size 3 feet, 3 feet 6 inches, 4 feet and 4 feet 6 inches wide, regular price \$3.65, on sale Thursday 2.98
- All Iron Bedsteads, continuous posts, pillars, white enamel finish, strong make, sizes 3 feet 6 inches and 4 feet 6 inches wide, regular price \$4.25, on sale Thursday 3.45
- Brass and Iron Bedsteads, white enamel finish, 1-1/2-inch post pillars, with top brass rods, brass knobs, caps and escutcheons, size 3 feet, 3 feet 6 inches, 4 feet and 4 feet 6 inches wide, regular price \$6.00, on sale Thursday 4.33
- Brass and Iron Bedsteads, heavy post pillars and fillings, extended foot ends, top brass rods, brass knobs and trimmings, sizes 3 feet, 3 feet 6 inches, 4 feet and 4 feet 6 inches wide, regular price \$7.50, on sale Thursday 5.67
- Brass and Iron Bedsteads, heavy post pillars, with fancy scroll fillings, extended bowed foot ends, bent top rods, brass rods and brass trimmings, sizes 3 feet, 3 feet 6 inches, 4 feet and 4 feet 6 inches wide, regular price \$10.00, on sale Thursday 7.90
- Brass and Iron Bedsteads, white enamel finish, 1-1/2-inch post pillars, with bent goose neck corners and double brass rod tops, brass ring and spindle ornaments, regular \$12.50, on sale Thursday 9.85
- Brass and Iron Bedsteads, 1-1/2-inch post pillars, in white enamel and fancy colors, extended and bowed foot ends, assorted patterns, all full double sizes, regular price \$15.00, on sale Thursday 12.90
- Brass and Iron Bedsteads, in a variety of patterns, extra heavy post pillars and fillings, fancy brass scroll trimmings, all 4 ft. 6 in. wide, regular price \$17.50, Thursday 14.75

"Get the Habit."

Lunch at Simpson's and laugh at the early winter we're getting.



While our Warehouse and General Offices have been destroyed in the conflagration, our

Factories are now Working

and CONTAIN THE LARGEST STOCK we have ever had.

We have already arranged to run NIGHT and DAY shifts.

Customers will kindly send duplicates of recent orders.

THE GUTTA PERCHA & RUBBER MFG. CO. OF TORONTO, LIMITED

hurled at one of them as he stumbled on to Wellington-street.

Chief Thompson in some manner had become separated from his men, and before he knew it was hemmed in on the third flat, 40 feet from the ground below. The fire fighters in the lane below heard and saw him. There was no time to run to the street for a life net, no chance to get a ladder. The flames were too remorseless and swift in their onslaught.

Saw Their Chief Drop.
And then was repeated the incident of the never-to-be-forgotten Globe fire of 1885, when Chief Ardagh, with Foreman Smedley, became victims of the same intrepid desire to discharge duty. Helpless, the firemen in the lane were forced to see the chief prepare himself and drop. There was nothing to break the force of the fall, and he alighted on the frozen ground. Then with muttered moanings at the misfortune which took him from the fray in the most critical moment of the history of the Toronto Fire Department, he was carried away and removed to the hospital, suffering from a broken leg and other injuries.

Once in the Alley building the proportions of the fire became appalling. The big place has always presented a problem to the officers of the department, and it was known only too well that nothing could prevent its destruction. The flames in the Currie building, too, had now a solid grip on the whole structure. The heat and the danger to the fire-fighters was becoming greater every moment.

Water Power Called Out.
The water tower, for the first time

Dr. Agnew's Cure for the Heart acts directly and quickly, stimulates the heart's action, stops most acute pain, dispels all signs of weakness, fluttering, sinking, smothering, or palpitation. This wonderful cure is the sturdy ship which carries the heart-sick patient into the haven of radiant and perfect health. Gives relief in most acute forms of heart disease in 30 minutes.—11

Quality and Economy Are Blended Here

Our experience enables us to reach the highest standard of quality and economy. Do you want proof? See our choice Spring Business Suits, English and Scotch Tweeds. Made up in highest class, latest style.

Special \$25.00
R. SCORE & SON,
Tailors and Haberdashers, 77 King Street West.

ings west and east. The Continental Cloak Company, next door, to the Currie Building, three stories in height, was seized and shortly after the practically new building owned and partly occupied by Suckling & Co. and by Borgeld & Co. was on fire. A 30-foot open space separated these places from the new J. D. Ivey Company building, where the firm's employees were working with buckets, the stand pipe to supply hose not yet being installed. One of the firm was imploring firemen to aid him, who they assured him that he was out of the danger limit.

Swept Away by Flames.
It was just 10 o'clock when the firemen on Front street were literally swept away in front of a sea of flame that burst out in magnificent but awful violence thru the fine four-story building of the Warwick-Rutter Co. publishers. It was fire from street to roof and fire reaching out straight across the highway, snapping and taking a firm hold on the Hawthorne warehouse. The firemen had to fall away from the heat and stumbled back to save the Queen's Hotel. There were no sparks or embers threatening there, but so great was the heat that the fire gained a start, which District Chief Smith was prompt to have stopped. Nothing could be done to stay the progress east or south.

One after another, the various buildings were engulfed. The Book Supply Co., the Holden Shoe Co., the Gage Publishing Co., the Brewster Manning Co., and at least the Gordon McKay firm, who have been established on the corner for, it was said by one man, 70 years.

Nothing But Fire.
Deputy Noble, who had been working mightily toward the north, came down to Bay and Front-streets when the situation presented the appearance of a regular internecine. To the west of the fire was a sea of flames, and the air was literally loaded with embers of huge size, which were skirled and swirled around by gusts that almost swept men off their feet. He ordered the engines from the building up street to take a position further south to try and prevent the corner places going.

"Take my word for it," said Ald. Sheppard, as he stood there, "the fire will take the block and be pointed with a sweep of his arm to the array of buildings south and east of Front and Bay streets.

"What is the object lesson of it all? That we've got to make the fire department equal to stopping such fires at their inception. But the firemen are doing brave work."

It was hard to believe that the alderman's prophecy would become a truth. It seemed as the Providence would rebel at such a line to the west.

The Brock Building.
Further up Bay-street, at Wellington-street, the situation had again become critical. The big Brock warehouse, with its five floors, from a front view looked to have been yet unharmed. But a company of firemen who with a branch at the lane to the west had been powerless to stop the ingress of the flames thru the rear, knew different. And while the flames ate into the valuable stock, they also set on the water tank perched above the roof, which contains the fluid that is used in the operation of the sprinkling apparatus.

Sprinkling Factory Burns.
At this time the R. Simpson factory at the southeast corner of Front and Bay streets was burning fiercely. The Fairbanks

Save Your Eyes

Attention to them gives you head comfort and helps in your pleasure. We'll fit you perfectly. We keep every style of mount, and our prices are lower than the lowest, quality considered.

F. E. LUKE,

Refracting Optician,
11 KING STREET WEST,
TORONTO.

MONEY TO LOAN

If you want to borrow money on household goods, pianos, organs, watches and jewelry, we will advance you any amount from \$10 up same day as you apply for it. Money can be paid in full at any time, or in six or twelve monthly payments to suit borrower. We have an entirely new plan of lending. Call and get our terms. Phone—Main 1233.

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CASH OR CREDIT
Credit to all in need of a fine ordered suit or overcoat by calling at the Avenue Tailoring Company.

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TENTS, AWNINGS,
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Pitch, Tar, Oakum,
Ash Oars, Ships' Cordage, Boat's Hardware, Guns, Ammunition, Fishing Tackle and Sporting Goods. Tents to rent for all purposes.

T. D. PIKE CO., Limited

MANUFACTURERS
128 King Street E. TORONTO

The Happy Combination

"Two in One" Shoe Polish

The best polish ever made for Ladies' Shoes, because it shines quick as a wink, keeps shoes like new leather, and WON'T SOIL THE CLOTHING. It's A Paste—that shines quicker—hold its gloss longer—and makes shoes wear longer—than any liquid-and-paste polish. It keeps ladies' fine shoes soft and easy—prevents them from cracking—feeds the leather—keeps it damp-proof and water-proof.

At all Dealers. In 10c and 25c boxes and 15c Tubes.

DR. W. H. GRAHAM,

Late of No. 183 KING STREET WEST
No. 1 Clavence Square, cor. Spadina Avenue, Toronto, Canada.
Private Chronic Diseases and makes a Specialist of Skin Diseases such as PIMPLES, ULCERS, ETC., ETC.
Private Diseases, as Impotency, Sterility, Varicocele, Nervous Debility, etc. (the result of youthful folly and excess), Gleet and Stricture of long standing, treated by galvanism—the only method without pain and had after effects.
DISEASES OF WOMEN—Painful, profuse or suppressed menstruation, irregularity, leucorrhoea, and all displacements of the womb.
OFFICE HOURS—9 a. m. to 8 p. m. Sundays, 1 to 3 p. m.

