

SURROUNDED BUT UNHURT.

ON page 27 is the cut of a beautiful building which was threatened with destruction in both of Toronto's great fires. In the fire on January 6th only a small two-storey building and a lane off Jordan street divided it from the flames as they surged through the McKinnon building. In the fire of January 10th only the warehouse occupied by the Corticelli Silk Co. stood between it and the burning warehouse on Wellington street west. This building, which has thus been surrounded by the fire fiend, was occupied at the time by J. D. Ivey & Co., who had moved into it a day or two before the first fire took place. The escape was providential.

This building is a beautiful one for a millinery warehouse, being well lighted by large windows on three sides, and consisting of six large square flats. In it goods can be shown to great advantage.

At present the walls and ceilings are being kalsomined and re-decorated under Mr. Ivey's supervision, and is assuming a very charming appearance. The colorings adopted are soft and somewhat neutral, hence the effect of much sunlight is softened and made pleasant. The different flats are being done in different colorings.

Mr. Ivey, when asked whether he felt justified in thus adopting larger premises and putting in a heavier stock, remarked that, of course, times were hard and trade in general not brisk. Still, he had confidence in the trade, and this confidence, combined with a knowledge that during the past two or three years his trade had steadily increased and expanded, was sufficient, he thought, to justify him in this step. He admitted that it would mean a larger staff and heavier expenses, but was certain that his customers would feel that he was losing no opportunity of placing himself in the best position to meet their wants.

He would have in this building a place where customers could go to rest, to write, or to have their parcels checked. He would also have room for customers to study his model hats, and opportunity would be afforded any milliner to make a copy of any imported hat, using her own time and materials.

This year his stock of pattern hats would be larger than ever, of necessity. In fact, all departments would be enlarged. On the day the writer called some 150 cases were being passed. All the goods are well forward, and will be ready for inspection by the time of the openings, which will take place about the first of the month.



FIVE WAREHOUSES DESTROYED ON WELLINGTON ST. WEST ON JAN. 10TH.

Kuhn, Darling & Co. T. Dunnet & Co. R. H. Gray & Co.
Housen & Co. Breerton & Manning.

George A. Thorpe, formerly with Gordon, Mackay & Co., has transformed himself into a manufacturer and an importer and jobber, under the style of George A. Thorpe & Co. The head office is at 62 Bay street, Toronto. Mr. Thorpe will no doubt, meet many of his friends, who will give him encouragement in his new undertaking, and he in turn will do his best to serve their interests.

The Chicago Dry Goods Reporter recently commemorated its twenty fifth anniversary by reducing itself to the respectable size in which this journal is issued. It also adopts a nice new cover, and several other brightening features. The Reporter is one of the few "bright and good things" that come out of Chicago.

The Hudson's Bay Knitting Co. have some new lines in knit goods to put on the market in May next. They have nothing to announce yet, as they have just applied for patents on them.

The Garden City Carpet Manufacturing Co. is being incorporated with a capital stock of \$10,000. They have bought the Gates & Gardner stock in their city, St. Catharines, and are now running 27 looms until 9 o'clock every night. Mr. Syer should feel gratified with his success. A new dye house is being built in their factory and other improvements made. Mr. W. J. Wilson, of Port Perry, will represent the company east of Toronto.

Henry Rehder, general merchant, Paris Station, Ont., writes THE REVIEW, that its

complimentary remarks on W. R. Brock & Co.'s letter order department were none too strong, and cheerfully endorses its excellence and superiority.

A list of the creditors of the insolvent estate of C. J. McIntyre & Co., dealers in small wares, St. Paul street, Montreal, has been filed in the Insolvency Court, and shows the liabilities to be about \$27,000. The principal creditors are: A. A. McDougall & Co., Montreal, 2,467; Cook, Sons & Co., London, Eng., \$2,069; James Heath & Co., Leicester, Eng., \$1,190; Jabez Johnson, Hodgkinson & Pearson, Manchester, Eng., \$1,157; Montreal Cotton Co., \$1,066; Wm. Rumsey & Co., Manchester, Eng., \$1,065; Stewart, Moir & Muir, Glasgow, Scotland, \$1,059; Kalka, Rothenstein & Co., Leeds, Eng., \$1,020; Wm. McLaren, Sons & Co., Glasgow, \$1,013. Among the indirect creditors are Blacklock Bros., \$1,500, and Boyd & Co., \$970.