

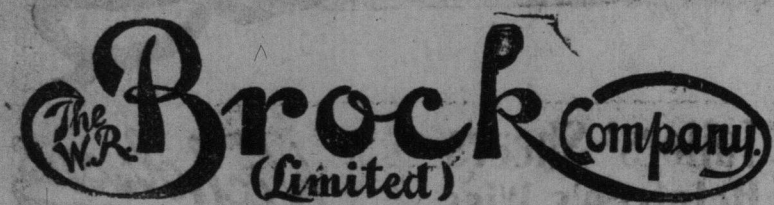
THE E. B. Eddy Company

—ARE AT—

9 East Front Street

Full lines of all the products of our factories are already en route from HULL.

Orders can be filled and customers supplied with our usual promptness and despatch Wednesday, 20th April, 1904.



Notwithstanding the destruction of our TORONTO stock by fire our customers can depend upon all orders for immediate delivery being filled at once from our Montreal House. Send orders, as before, to TORONTO.

All employees please report at 8 and 10 Wellington Street East at 9 a.m.

GETTING OUT FROM UNDER FIRMS HUNT NEW QUARTERS

Great Efforts Being Put Forth to Counteract the Disastrous Effects of Fire.

All day yesterday the members of the firms burnt out were scurrying around computing losses, arranging insurance settlements, looking for temporary accommodation, planning for reconstruction, wiring and writing for new machinery, stock and material, and incidentally receiving the condolences of business men who had escaped losses. While everything was more or less chaotic and uncertain, there did not seem to be the least suspicion of crying "quits" from any, and on the contrary, many of the firms secured temporary offices early in the day, while others hope to find quarters to-day. Rebuilding will most assuredly be begun at the earliest possible moment, all along the line.

One serious phase is in the scarcity of suitable places for manufacturing purposes. Some members of firms yesterday remarked that they feared they would be unable to get located until they were able to build temporary accommodation for themselves. Out of this predicament arises a rather serious possibility. A member of the firm told the World last night that the scarcity of suitable or indeed any vacant premises in Toronto, presented a very serious problem to them. If they are to continue in business they must have premises immediately, to receive stock now arriving. If Toronto cannot supply the need, much as the firm would dislike to leave Toronto, they will be compelled to go to Montreal or Hamilton for a location. The suggestion indicates what a grave situation threatens the city, if Toronto is unable to supply the requisite accommodation, in this and other important instances. It is to be hoped that such facilities are possible, may be placed at the disposal of burned-out firms so that the possibility of their removal from Toronto may be obviated. They are advertising to-day in all the local papers.

President Ellis's Content.
President Ellis of the board of Trade expressed the opinion last night that the business concerns destroyed were sufficiently enterprising to rebuild and go on. "I believe that within three years at the outside, Toronto will have recovered from the blow," said Mr. Ellis, who added, however, that a great deal of trouble would be lost to the city during the next six months.

"How about your own business?" was asked.

"We have secured a downtown ware-

house," he replied. "It will however be some time before we can have our machinery replaced."

Secretary Morley of the board of trade yesterday received the following telegram:

"Extend kindest sympathy to all the sufferers."

C. N. BELL.

"Keenly sympathize with suffering business men; regret general and earnest."

WINNIPEG GRAIN EXCHANGE.

Will suffer from yeast scarcity.

In conversation with some of the victims of the conflagration, Mr. Doble, speaking for E. W. Gillett & Co., said: "Our loss to buildings is \$30,000, to stock and machinery \$10,000, with contents covered by insurance to the extent of about \$30,000. Everything is lost. We will continue our business as before, and for the present have our offices at 25 East Wellington-street. Fortunately we have a duplicate set of machinery, which will mean that we will be in a position to conduct our old business within two or three months. About one hundred hands will be affected, but will likely be taken on again in two months."

"The fact that we manufacture most of the yeast used in Ontario will probably mean great hardship to the community if something is not done to supply them. To-day a request was made by me to allow the firm to bring in this machinery from the States duty free till we are in a position to manufacture it ourselves. This will mean a great convenience to the public and will very little gain to ourselves. We intend building bigger and better than ever."

Rebates to Sprinkling System.
The W. P. Brock building resisted the flames in a remarkable manner. The fire spread in this building for 15 hours, while buildings of the same size were consumed in many minutes. Mr. Brock attributes this to the sprinkler system which was installed in the building. The building was erected in 1878. Mr. Brock has already arranged with an architect to rebuild and operations will commence immediately.

"Why did the fire not get past our building?" asked Joseph Kilgour of Kilgour Bros. in speaking to the World. "Simply because we have perfect automatic sprinkler system. Every four feet of floor space was covered by a sprinkler. The windows were also protected by sprinklers and that is what checked the flames."

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Will Rebuild at Once.
Warwick Bros. & Rutter's building and stock are totally destroyed. Mr. Rutter stated that the firm would continue in business as before the fire and would temporarily rebuild new premises at once. Over 200 employees would be thrown out of work. The matter for the printing was fortunately saved before the building was lost. Mr. McKinnon & Broadfield, crockery goods, lost on stock over \$20,000, covered by insurance to the extent of \$4,000. Mr. McKinnon stated to the World: "Business will go on our big loss to the contrary notwithstanding. Offices have been secured at 25½ West Front-street, and as we have a quantity of stock stored in several warehouses in town we will be able to fill our orders without any great inconvenience. Twenty-five were employed. The building in which was the old Phoenix Block. This was valued at \$75,000. About a dozen others were occupied space."

J. P. Ellis of Barber & Ellis said: "Our

total loss is in the neighborhood of \$100,000. The building we valued at \$40,000. Nothing was saved. We will continue in business, the details have not yet been definitely arranged. Our temporary offices are in the Board of Trade Building, all of which is at least 450 yards from the fire. In the meantime our office will be in the Standard Bank Building on Wellington-street. We hope to keep all our hands at work."

The Lincoln Paper Mills Company will resume business again, but no arrangements have as yet been definitely decided upon. Only four clerks are thrown out.

Prepared to Fill Orders.
R. I. Breerton of Breerton & Manning: We are still in business, and prepared to fill orders as before. We will keep on our staff of 100, the some of them may not be able to go to work at once. Offices have been secured in the Carlaw Building, and arrangements are being made to get into permanent quarters at once.

A. W. Thomas, manager of Clark Co., to the World: We lost all, we will be in business as usual and within a very few days all our machinery, and two more flats for warehousing have been secured. Rebuilding will commence as soon as the bricks are cool. About 50 employees were employed in the destroyed buildings. They will all be kept on.

Plans Already Preparing.
Manager Woods of Gordon, Mackay, Wholesaler Building and Building, stock a total loss. Loss on stock about \$25,000 and building \$35,000. Both buildings and stock were well covered by insurance. We will continue in business, having our offices for the present at the Minerva Manufacturing Company. Plans have already been started for the erection of a new building on the old site and we hope to have the construction under way at once. Our travelers and buyers will continue as if nothing had happened, and all fall orders will be filled. Our entire staff of employees number 110. Every effort will be made to continue in employment as many as possible.

Mr. Spence of the Merchants' Dyeing and Finishing Company said: We are still in business, and will start at once to re-establish in new quarters, and for the time being are at 18 East Front-street. Thirty-seven people were employed by us. We hope to continue in employment as many as possible.

Paper on the Way.
E. B. Eddy's branch office is a total loss. Manager T. A. Weldon said business would, nevertheless, be done without any inconvenience to the customers, and for the time being a warehouse and office had been taken at 9 East Front-street. The 15 hands formerly employed would be retained. The stock lost would amount to somewhere in the neighborhood of \$20,000, and by \$45,000 insurance. The building destroyed was worth over \$40,000. Three cars of paper were on the way from Hull, and would be in the city to-day.

Only the Books Saved.
Robert Darling stated: Everything was a total loss except the books. We cannot say until some further consideration just what the loss will be. About 80 employees have been thrown out of work, but we hope to have them back again as soon as we get installed in our new building. Till permanent quarters are secured, we shall have our offices at West Wellington-street, and will also have a flat on Colborne-street.

The Lowndes Company, formerly of 38 West Front-street, moved a \$10,000 stock out of these premises only a few weeks ago, and lost nothing by the fire. Wyld & Darling were the untimely occupants.

The Stewart, Howe & May Company, 24 West Front-street, manufacturers of skirt buttons, lost \$40,000 to \$50,000, which is about covered by insurance. Charles S. Meek, the manager, left for New York yesterday, to purchase new machinery, and the firm has secured two large flats at 124-124½ West Front-street, where its 40 employees are expected to be at work again within a few days.

The Irving Umbrella Company, 20 West Front-street, with a possible loss of \$10,000, carried about \$5,000 insurance. The firm is arranging for new machinery, and for two or three weeks there will be from 125 to 150 hands out of employment.

TRAITS OF THE LOON ON LAND AND WATER.

No one who has tried to get within gun shot of a great northern diver when the latter floated free upon the water will ever believe there is any sense in the expression "as crazy as a loon." No other bird, save the grebe, perhaps, is more aquatic than this, and not even the grebe is his superior at diving and swimming. His powerful legs set far back, almost at the extremity of his body, are as highly favorable to movement in the water as they are unfavorable to movement on the land.

In the water the loon is a bird, a fish and an otter line one; on the land—where he is seldom seen by the way—his movements are almost painful to the chummers. At least this is usually the case; we can hardly consider it invariably so, in view of Audubon's statement concerning a wounded and terrified loon, which he says ran 100 yards through ankle-deep water, stumbling now and then, but still traveling so fast that his son, J. W. Audubon, an active young man, could not overtake it before it reached deep water, where it suddenly expired.

Concerning the position of the legs of the loon, there is an ancient legend. When the Maker of the universe was making this bird, he forgot all about the legs, but as it flew he remembered the omission, and threw the legs after it. Naturally they struck the hind part of the body, and there they stuck.

But, however, they got there, they answer the loon's purpose very well, as any one who has pursued him in a boat will tell you. The unusual experience is this: The loon swims along with head, neck and an inch or so of his face above the surface of the water until the boat comes almost within gunshot. Then if no movement has been made, he is likely to sink gently out of sight, and come to the surface again well out of range.

At a sudden movement, or the slightest sound, like the "cocking" of a gun, it will dive with incredible speed and swim under water to a great distance, repeating the trick as often as the pursuer has patience to renew the chase.

As a rule, the northern diver, when pursued, will endeavor to keep to the open water, where he trusts to his diving powers to save him from his enemies, taking wing

ADAMS

PREPARED FOR ANY EMERGENCY.



Office Fittings

The big fire has gobbled up buildings, offices and furniture alike—unmindful of how much the latter would be needed afterward—but it has not caught us napping—we are prepared to supply a dozen times as many

Desks, Chairs, Letter File, Card Index, Document, Commercial Report and Legal Blank Filing Cabinets

and the most complete assortment shown in the city to choose from.

BIG RANGE. LOWEST PRICES.

In anticipation of the extra demand in Office Furniture we have made special preparation to deliver on shortest notice.

CREDIT FOR THE ASKING.

The Adams Furniture Co., CITY HALL SQUARE

"No Place Like Home."



This assurance is doubly true of those homes hygienically beautified by thorough cleanliness. To have clean houses, however, one must have good Brushes and Brooms, Pails, Tubs, Washboards, etc.

BOECKH'S Brushes and Brooms

BRYAN'S Brushes, CANE'S Pails, Tubs, Washboards and Clothespins

are indispensable to good housekeepers. All reliable grocers sell and recommend them because they are the best on the market.

Manufactured by UNITED Factories, Limited Head Office: Toronto Operating Boeckh's Toronto Factories, Bryan's London Factories and Cane's Newmarket Factories

only in exceptional cases. If he is cornered or driven towards the shore, he will dive like a fish, and swimming rapidly under the boat, rise far out of gunshot on the other side.

But experienced gunners seldom hunt loons in this way, unless for the fun of watching his skill as a waterman. They usually wait until autumn, when the birds are migrating, and shoot them from a boat as they pass high overhead. Often, while lying in wait for birds on the wing, these gunners see other loons riding among the white caps. Now and then a great, crested bird, like a loon, is seen to rise from the water to a great distance, repeating the trick as often as the pursuer has patience to renew the chase.

As a rule, the northern diver, when pursued, will endeavor to keep to the open water, where he trusts to his diving powers to save him from his enemies, taking wing

A blood red ring hung round the moon. Hung round the moon, Ah, me! Ah, me! I heard the piping of the loon. A wounded loon, Ah, me! A wounded loon, Ah, me! And yet the eagle's feathers rare, I trembled none in my brave's hair.

Almost all writers who have attempted to describe the cry of this bird have likened it to unmitigated laughter. Thus, Mr. Vernon Bailey, speaking of the sound, describes it as follows:

"Only on the lonely lake in the heart of the woods do you get the startling thrill of the loon's cry—one clear, piercing note or a long, quivering, demoniacal laugh that to the mind suggests a herd of screaming panthers."

The nesting habits of the great northern diver are in perfect keeping with its general habits. The nest is always within a few feet of the water, generally close to shore, and often completely surrounded by it. A slight depression in the damp ground on the bank, a mass of decaying reeds close to the water or floating in it, or a flattened space on the roof of a muskrat house—such is the home of the great loon.

Here are laid the eggs, usually two, but sometimes only one. They are about 3½ inches long, dark brown, finely spotted with black. The sitting bird is not easily disturbed, but as a rule will allow an intruder to approach quite near before leaving her nest, and, with much scrambling and sliding get back into the water.

When the young loons are hatched, they are covered with black down, and in a day or two take to the water. On land they are clumsy, but in the water they are as swift as a fish. For a short time they are fed by their parents, and later their parents give them parts of fish, aquatic insects and other food, until they can fish for themselves.

Not long ago, a naturalist, rowing on a northern lake, came upon a mother loon and a little one. The mother easily evaded her child. The little fellow, however, could not swim fast enough to distance the boat, which was fast edging upon him. As it came alongside, however, the mother uttered a call, and instantly the romancer

Cortelli SILK CO., LIMITED

We are pleased to state that the disastrous conflagration which took place on the 19th inst., in the Wholesale District of Toronto, did not affect us; and all mail orders, orders on hand and orders taken by our representatives will receive our usual prompt attention.

"Fire" Notice

We Will Share Our Profits

ON

FOX

TYPEWRITERS

WITH ANY FIRM BURNT OUT

In Tuesday night's fire who

needed a new Typewriter.

Call or Phone us. Main 3288

THE A. D. FISHER CO., Limited

34 Richmond-st. East.

M. & L. Samuel, Benjamin

& CO.

Temporary premises

503 TEMPLE BUILDING

Stock orders executed promptly as

heretofore.

OCEAN

STEAMER

TRUNKS

Made for the needs of

ocean-travelers, but

adaptable to other

uses as well. Indes-

tricable, absolutely

indifferent to hard

knocks, the best of all

travelling trunks.

We marked for special

selling to-day our steel

bound, steel mounted

steamer trunk. It has

a compartment tray,

steel bottom, hard-

wood slats, brass lock

and the price adds a

hundred per cent. to

its attractiveness.

32 in. size.....\$3.50

36 in. size.....\$4.50

EAST & CO. Trunks,

800, Yonge-street.

JEFFREY A. MCCARTHY

of McCarthy, Ross & Macpherson, successors

to McCarthy, Ross & Macpherson

Barrister, Solicitor, Notary Public, Etc.

TORONTO OFFICES,

ADELAIDE ENTRANCE,

Opposite the old firm of McCarthy, Ross, Hoek &

& Co., Victoria-street Entrance—No. 84.

An unlimited amount of money to loan at lowest

interest and cost rates. We solicit a market.

Office Phone Main 304. Residence Phone

North 40.

Nervous Debility

APPLY

WYLD - DARLING CO., Limited.

FIRE NOTICE!

We are occupying temporary offices in the

Lowndes Co.'s Building, 142 Front Street West,

and will have a factory in full operation before 1st May.

Orders for fall are being solicited and will receive the

usual attention, but those for immediate shipment are cancelled.

GALE MANUFACTURING COMPANY.

McCahon, Broadfield & Co.

Have leased temporarily

40 ADELAIDE STREET WEST,

and expect to be ready for the transaction of business SATURDAY

MORNING. Fortunately the firm have a fairly good stock in bond and

large shipments arriving from Europe in the course of a week or so.

FIRE NOTICE

Our Toronto office and factory were destroyed in the conflagration,

but we have arranged to fill promptly all orders for Counter Check Books.

Our customers will please send us duplicates of all recent orders for

verification and samples of printing required.

A GOOD AND AN ATTRACTIVE STOCK OF

Office Furniture

Roller Top Desks
Flat Desks
Counting-house High Desks
Office Chairs
Office Stools

The many who are needing office furniture as a result of the disastrous fire should see our stock before re-furnishing temporary or permanent quarters.

JOHN KAY, SON & CO., LIMITED

36 and 38 King Street West

Fire Notice.

Full line of all kinds of Filing Devices in stock at Factory. All orders promptly attended to.

Temporary Office and Show-rooms:

55 to 57 Yonge Street.

THE OFFICE SPECIALTY MFG. CO., Limited

Toronto. Montreal. Winnipeg.

FACTORIES: NEWMARKET, ONT.

PREMISES

REQUIRED IMMEDIATELY

—SUITABLE FOR—

WHOLESALE DRYGOODS

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THE CARTER-CRUME CO., Limited

136 King Street East, Toronto.

Phone M. 3653.



AT FOOT OF LAWRENCE-STREET, LOOKING ON TO BAY-STREET.