

Statements of the Firms Who Lost.

Bulletins Issued to the Trade through Bookseller and Stationer by the wholesale stationers of Toronto who suffered in the conflagration of April 19.

REALIZING the importance of keeping the retail trade throughout Canada in touch with the wholesale stationery firms of Toronto, whose warehouses were destroyed in the disastrous fire of April 19, Bookseller and Stationer arranged for the publication of this Special Fire Number immediately after the disaster occurred.

The opportunity of stating their position and prospects to the trade was taken advantage of very generally by those who suffered, and the management of Bookseller and Stationer was commended for its prompt action. In presenting the following bulletins to the trade, the hope is expressed that retailers generally will accord the suffering firms that loyal support which they would expect themselves. The inconvenience will be purely temporary and those who have lost will certainly appreciate any courtesies which may be extended them.

THE COPP, CLARK CO.

IT was an extremely fortunate circumstance that the Copp, Clark Co. have been for several years conducting their business in two different parts of Toronto. Their factory and supply house has been located on Colborne street, and their office and warehouse on Front

Contracts have already been let for the re-construction of the burnt building. It will be somewhat similar to the former structure and will be built with all the most modern improvements as regards fire protection. In point of size it will be slightly larger.

It is satisfactory to know that while the Copp, Clark Co. were heavy losers, their losses are fully covered by insurance.

BARBER & ELLIS.

BARBER & ELLIS, wholesale and manufacturing stationers, Bay street, Toronto, had their warehouse and factory completely destroyed in the big fire. Mr. J. F. Ellis estimates his loss at over \$100,000. The present intentions of the firm are indefinite. Already a large stock of material has come to hand, and this will be manufactured into stationery as soon as a building and machinery can be secured. It is understood that it is the intention of the firm to rebuild. The factory will be erected in a separate part of the city from the office, in order to make impossible again any such calamity as has just occurred. Meanwhile temporary offices have been fitted up in the Board of Trade Building, and the Granite Rink is being utilized as a temporary warehouse.

WARWICK BROS. & RUTTER.

WARWICK BROS. & RUTTER have secured a complete plant, consisting of eight cylinder and six Gordon presses, and are rushing through their general printing business. They have also installed a complete bindery in the same building with the printing plant.

They were fortunate in having all their import samples of fancy goods on the road, while their lines of Raphael Tuck's Christmas cards were uninjured, having come to hand after the fire. Consequently they will be able to handle all their fancy goods business as if nothing had happened.

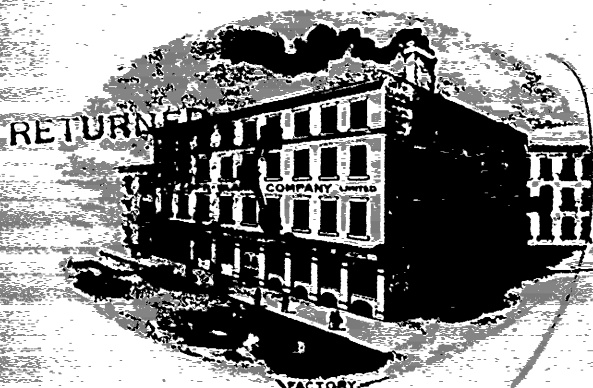
The loss of their enormous stock of pictorial postcards was keenly felt, but fortunately the record of orders is intact and the work of replacing the cards destroyed is being hurried forward rapidly. Duplicate plates are being made and new stock is en route, so that very little delay will be occasioned.

A new building is to be erected on the site of the old structure. Meanwhile the firm have not made any definite plans.

W. J. GAGE & COMPANY.

IMMEDIATELY after the destruction of their warehouse and factory, this company took steps to secure temporary accommodation in one of the Toronto rinks. They were fortunate in securing the Victoria rink on Huron street, where they have established their offices. The work of installing a printing, binding and stationery plant in this building is now in progress.

Mr. W. J. Gage, president of the company, has participated actively in the work of re-establishing the business and has been tireless in his efforts to retrieve the losses suffered. Mr. W. P. Gundy, one of the directors, is in London, England, where he is attending personally to the purchase of a new stock. Two buyers are also in



Factory of The Copp, Clark Co.—This building was not destroyed in the great fire.

street. Consequently, when the disastrous fire of last week swept away the firm's handsome office building they had their large factory to fall back upon. The resources thus ready to hand will enable them to recuperate rapidly. A double staff of operatives has been taken on at the factory and the machines are now running constantly day and night. By degrees the large stock of manufactured stationery and books will be replaced.

As regards the company's stock of books, it is pleasant to learn that only a partial supply was stored in the warehouse and that orders can be supplied directly from the factory. In the case of such books as were totally destroyed, the plates are safe and can be used at any time. The standard English and American books will be replaced as soon as orders can be filled in London and New York.

The vault in the burnt warehouse came through the fire unharmed and its contents have been found to be intact. Among them were the manuscripts of authors and the publishers' contracts, a lot of considerable value.