

M. E. Carter
Edm. McLean

TORONTO'S GREATEST FIRE

Compliments of
A. A. ALLAN & CO.



MADISON
FILING FOLDER
No. 323
MADE IN CANADA



Gordon, Mackay & Co.,

Limited

WHOLESALE DRY GOODS
JOBBERS AND MANUFACTURERS

SPEED
ACCURACY
INTELLIGENCE

...Toronto, Ontario

Best

Mail Order

House

Canada

THIS FACT may not be admitted by all our competitors, but we hear it stated so frequently by retail merchants, who claim to have all-round experience, that we are led to believe it ourselves.



OUR AIM is to keep on moving, never relax our vigilance, and while our system is the best we know of, it is constantly being improved, and we always adopt a new idea if it commends itself to us.



A RETAIL BUYER best knows retail requirements. We have in connection with our **LETTER ORDER DEPARTMENT** four expert retail buyers who give their entire time to this work. Every doubtful order receives intelligent consideration, and if mistakes occur they are at our risk, for we guarantee the work done by this department.

Gordon, Mackay & Co., Limited.

The Allcock, Laight & Westwood Co.,

Limited

Needles. Smallwares. Fishing Tackle.

Temporary Warehouse, 9 Jordan Street

Rods

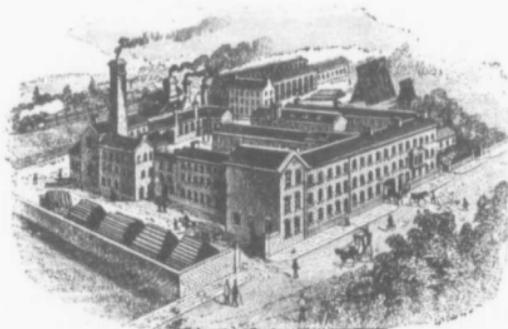
Reels

Lines

Baits

Flies

Etc.



Manufactory Redditch, England. Established 1800

Needles of every
description

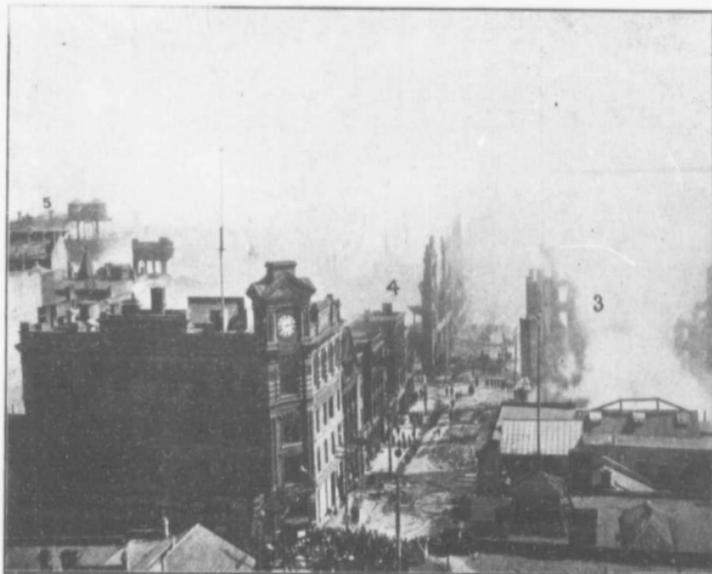
Dressing Combs

Hair Novelties

Pearl Buttons

Jewellery, Notions etc.

We will occupy our new five-storey warehouse on our old site, 78 Bay Street, about September 1st, where we will carry a much better and larger assortment of new goods.



Looking down Bay Street into the heart of the fire area.

3. The Brock Building. 4. The Wyld Darling Building. 5. The fire limit on Front Street, close to the Custom House.

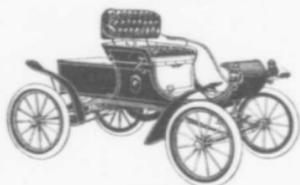
Toronto's Greatest Fire.

TORONTO, on the morning of Wednesday, April 20th, 1904, faced a fire loss of from \$12,000,000 to \$15,000,000, and saw its wholesale district an area of awful ruin. From eight o'clock Tuesday night till four on Wednesday morning the fire raged practically unchecked. North, south, east and west the flames spread; the fire department, pitiful in their utter helplessness, battled doggedly against the destroying element.

From a blaze which had a beginning serious looking to be sure, yet not necessarily heralding the commencement of a great conflagration, thousands of citizens watched the flames sweep resistless, here and there, devouring everything within reach.

.. Hyslop Brothers ..

Canadian Agents for the



Oldsmobile

Oldsmobile

The best thing on wheels. Nothing to watch but the roads. You see them wherever you go. They go wherever you see them. The Run-about the world knows about.

Cadillac

The practical business vehicle for all-round service, with detachable tonneau.



Cadillac, Model B



Vale

Vale

The great family car. Powerful enough to go where any car can go, speed enough, style enough, but at a price much less than any car of its class.



Hyslop Bicycles have ever been to the fore, and their record is part of the history of cycling itself. They give the rider and dealer the utmost satisfaction. Inspect them before buying. Catalogues of Autos, or Bicycles sent on application.

HYSLOP BROTHERS

Toronto, Canada

BRANCHES: Hamilton and Montreal



Between the broken walls of two large factories; looking from the Esplanade.

The fire had its beginning in the building occupied by the E. & S. Currie Co. on Wellington Street West, and fanned by a high northerly wind the flames made rapid headway and were soon beyond control. The heat from this building was so great that Suckling & Co.'s premises to the west and Brown Bros' warehouse opposite were soon afire. The fire now spread in an easterly direction attacking the building belonging to the Digmun & Money Penny Co., and the warehouse of the Allcock, Laight & Westwood Co. on the corner of Bay and Wellington Streets. These buildings, though of a modern and fire proof design, seemed mere playthings for the flames, and in an incredibly short time Wellington Street from Suckling's building to Bay Street on the north side and Brown Bro's, on the south side, was a mass of flames. The Gale Mfg. Co's factory, in the rear of the Ansley building, was the next victim, and soon the flames had leaped across to the east side of Bay Street and attacked the warehouse of the Office Specialty Co. The offices of the Telegram adjoining this building were now in great peril, but by dint of much effort, both on the part of the fire brigade and the staff of the Telegram, it was saved after two hours hard fighting. This building proved to be the northern limit of the fire.

The strong wind carried the flames and burning embers southward, and with startling rapidity the fire ate it's way through from the rear of Brown Bros, building to Front Street, and many fine structures on both sides of this street were reduced to tottering walls and hundreds of thousands of dollars worth of merchandise of every description destroyed. Among the heavier losers



W. B. Hamilton Shoe Co.
Limited.
TORONTO.

W. B. HAMILTON SHOE CO., LIMITED
TORONTO

The Largest Combined Manufacturing and Shoe Jobbing House in the Province.

We carry the Largest and Best Assorted stock of Rubber and Leather Footwear in the West.



The wreckers at work clearing away the mass of fallen brick and stone on Bay Street, two days after the fire.

about \$600,000 worth of general dry goods destroyed. The Gutta Percha & Rubber Mfg. Co's warehouse opposite, on the south of Front Street, was the next victim and while it lasted provided the fiercest conflagration of the night. The fire working its way up Bay Street, destroyed rows of offices and warehouse buildings, leaving nothing but blackened and twisted walls, and smoking piles of debris of what had been in the morning imposing buildings filled with valuable stocks.

It was here that one of the peculiar vagaries of the great destroyer was exhibited when sheets of flames burst from the W. R. Brock Co's warehouse on the corner of Bay and Wellington Streets. This building was at first thought to have escaped, but it was soon manifest that the interior had been on fire for some time.

here were the Copp Clarke Co., \$175,000; Warwick Bros. & Rutter, \$200,000; W. J. Gage & Co., \$250,000; Breerton & Manning, \$125,000; Chas. Cockshutt & Co., Wm. Croft & Sons; Ames Holden & Co.; \$35,000, and the Gutta Percha and Rubber Mfg. Co., \$500,000. These figures can necessarily only be approximate but they serve to show the tremendous loss of stock in this section. Fortunately most of the losers were well covered with insurance. A small park separating the Queen's Hotel from the Warwick building proved the salvation of this hostelry, although the western wall of the hotel was subjected to the heat and flames for over an hour. This building on the north side of Front Street, and the A. R. Williams Co's warehouse on the south side marked the western boundary of the fire.

The flames now commenced their work of destruction on Bay Street north from Front, first attacking the large warehouse of the Gordon Mackay & Co. This building, one of the most substantial in the business district, was soon a mass of flames, and



A wooden cottage in the heart of fire swept district which escaped injury.

proved the stopping place of the fire at this point, although it was at one time thought the flames would not cease west of Yonge Street.

The efforts of the firemen were now directed to preventing the fire crossing Yonge Street at Front Street. The Custom House on one side of the street and the Minerva Building on the other, were taken by the fire brigade as vantage points from which to direct their efforts. It was thought at this time that nothing would save either buildings, and with their fall many more blocks of mercantile establishments, both on Front Street east and Yonge Street, must perish. A small strip of ground on the west side of the Custom House aided greatly the efforts of the firemen, while the thickness of the western walls of the Minerva Building, unpierced by windows, and the generally substantial

The fire, meanwhile, despite the efforts of the firemen, working in the face of a terrible heat and blinding smoke, had attacked the rows of warehouses on both sides of Front Street, east of Bay Street, and in their turn Darling's woolen house, The Merchants Dyeing and Finishing Co., Gilletts establishment, The Eddy Paper Co's warehouse, The Jenner Sauer, Bannerman Co's dry goods house, and many others on the north side had been gutted. On the south side the warehouses of The H. S. Howland Sons & Co., The Dodds Paint Co., McMahon & Broadfield, and the Dodge Pulley Co. were burned, the intensity of the fire being increased by the inflammable nature of their contents. Only a partial list of the losers in this section can be given here, but some idea may be had of the devastation when it is mentioned that the loss here was about \$3,000,000.

The fire had now worked southward destroying all the buildings on the Esplanade from Lorne Street east to the Custom House, and had placed many large steamers and the docks along the waterfront in great peril. To the north on Wellington Street the premises of the Wyld, Darling Co., Buntin Reid, Kilgour Bros., and A. Bradshaw & Son were in rapid succession demolished by the flames. The Union Bank on Wellington Street, adjoining Kilgour's Box factory

Destroyed in the Night.

That was our record after the great Toronto fire of April 19th and 20th, 1904. Our offices and warehouses were levelled to the ground, but our factories were not in the fire district and by noon of the 20th, our office staff was busy in new premises and we were shipping goods as usual.

Revived by Noon.

"Maltese Cross" Goods

stand unrivalled in the rubber trade of the Dominion of Canada.



"Maltese Cross" Goods

will be as usual of the highest quality and widest range.



"Famous for Fit and Quality."



Our Factories are turning out goods to fill all orders. We can supply all demands for our products.

The Gutta Percha and Rubber Manufacturing Co., of Toronto, Limited

OFFICES: 15 EAST WELLINGTON ST. TORONTO, CANADA.

BRANCHES: MONTREAL AND WINNIPEG.



The Meaning of a Trade Mark



In Buying Silverplate
Remember this.

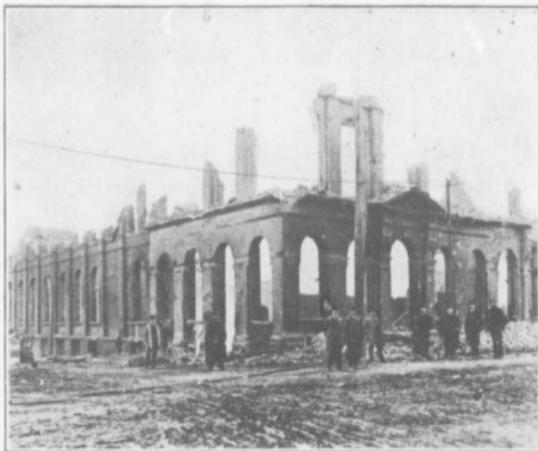
YOU can tell nothing of the wearing qualities of an article from its appearance, a light plate of silver will produce just as good results, *as far as looks go*, as a heavy and reliable plate will. But the light plating will soon wear off and dissatisfaction will be the result.

For your protection you must depend on the article bearing the Trade Mark of some well known and reputable Factory.

WE GUARANTEE every article bearing our Trade Mark to prove satisfactory and we authorize your Jeweler to replace *Free of charge* any of our goods, which with fair treatment, do not prove entirely satisfactory. Do you want a fairer proposition?

Ask for our goods when purchasing silverplate.

Standard Silver Company, Limited
TORONTO, CANADA



Corner of Bay and Front.
Ruins of the Gutta Percha and Rubber Manufacturing Co's building.

Their warehouse, which was completely destroyed, was erected in 1873, and although a spacious building their trade has increased to such an extent that an addition was necessary, and the scaffolding was in place for the building of another storey, at the time of the fire.

Their new five story warehouse, the foundations of which are nearly complete, will be of a most substantial fireproof design. They have acquired the adjoining lot on Front Street, which will give a frontage on that street of 110 ft., by 127 ft. on Bay Street. The main entrance will be from the corner of Front and Bay Streets, and just inside the door will be the departmental offices, while the business offices will be at the rear of the first floor. The freight and passenger elevators and the stairways will be enclosed in brick shafts fitted with iron fire doors. Owing to the modern construction of this building the shipping facilities will be well high perfect, and the most up to date methods will be used in order to secure to their customers a satisfactory service.

From their temporary premises, No. 10 Front Street West, Messrs. Gordon Mackay are showing a well-assorted stock. Their factories,

nature of that structure, enabled the fire department to gain control of the fire here, and confine its ravages to the district it had already passed over.

The great fire was now practically conquered after sweeping over an area of fourteen acres of the business centre of Toronto; in all destroying 122 buildings and leaving about 220 firms without premises; causing a loss in stock and buildings of \$15,000,000, of which about \$8,900,000 was covered by insurance.

The scene of the burned district on the morning after the conflagration is beyond description. There was something at once tragic and commonplace about the heaps of brick and stone that had a short twenty-four hours before been spacious buildings filled with merchandise from every quarter of the globe. Piles of debris obliterated everything familiar, and jets of smoke and steam, and the flicker of red tongues of flame showed that the fire fiend, although conquered was not subdued, but ready to break forth at an instant's notice.

The work of clearing the debris from the streets and buildings was well under way the second day after the fire, and while the embers of ruined warehouses were still aglow, Toronto's business men were planning for a fresh start.

Among the foremost of these was the Gordon Mackay & Co.

The Standard Vinegar Co. Limited

72 Colborne Street, Toronto

Professor Ellis' Report-
SCHOOL OF PRACTICAL
SCIENCE TORONTO,

December 23, 1903
The Standard Vinegar Co.,
Limited, Toronto, Ont.

Gentlemen,—I have carefully analysed a sample of your "White Wine Vinegar" made from "English Concentrated Vinegar, and I have found it by chemical and microscopical tests to be pure, free from all injurious acids and micro-organisms.

I remain,
yours sincerely,
(Sgd.)
W. HODGSON ELLIS,
Government Analyst



RUINS ON FRONT STREET WEST

Manufacturers of
PURE CONCRD GRAPE VINEGAR



Importers and Manufacturers Agents of
MALT AND CONCENTRATED VINEGARS

Dr. Pyne's Report.

A. R. PYNE, M.B.,
Toronto University
Assay and Chemical Laboratory,
261 263 Gerrard St. East.
TORONTO, Dec. 26, 1902
The Standard Vinegar Co.,
Limited, Toronto, Ont.

Gentlemen,—I have made a careful analysis of your "White Wine Vinegar" and find it to be absolutely pure, free from all pathogenic micro-organisms and mineral acids and fully up in standard to any Spirit Vinegar on the market.

Yours truly,
(Sgd.) A. R. PYNE, M.B.,
Dominion Analyst

The Monarch Life Assurance Company

HEAD OFFICE, TORONTO

Capital - - - \$2,000,000

Composed of 20,000 Shares at \$100 Each.

THE PROVISIONAL DIRECTORS

Will be Chosen from Among the Following and Other Gentlemen:

JAS. COCHRANE, M.P.P.,

Ex-Mayor of Montreal, Capitalist.

MATTHEW WILSON, K.C., Chatham

Capitalist, Director of the Union Trust Co., Toronto.

D. A. GORDON, Wallaceburg,

President and managing Director of the Wallaceburg Sugar Refinery; President of the Sysloham Glass Works, and President the Wallaceburg Cooperaage Co.

EDWARD D. BROWN,

Managing Director of the Dominion Brewing and Malting Company, Toronto.

HENRY HAMILTON,

President of the Hamilton Co., Wholesale Dry Goods, Montreal.

T. H. GRAHAM, D.D.L., Toronto.

GEO. STEVENSON,

Managing Director and Secretary of the Anglo-Canadian Steel and Iron Co., Toronto.

CHARLES HART,

Of the Hart & Tuckwell Co., Wholesale Fruit Exporters and Importers, Montreal.

WM. SCOTT,

Principal of the Normal School, Toronto.

D. W. LIVINGSTONE, Toronto,

Publisher; Vice-President British-Canadian Crockery Co., Limited; Vice-President Real Estate Agency, Limited.

ALEX. C. HUTCHINSON,

Of Hutchinson & Wood, Architects and Valuers, Montreal.

T. P. COFFEE,

Managing Director, The Trust & Guarantee Company, Toronto.

DR. SYLVESTER,

Medical Director, Toronto.

T. MARSHALL OSTROM,

Prov. Managing Director, Toronto.

...Trustees...

THE UNION TRUST CO.,
TORONTO.

...Bankers...

THE SOVEREIGN BANK OF CANADA,
TORONTO.

..Architects and Valuators.

(Province of Quebec)

HUTCHINSON & WOOD,
MONTREAL.

...Solicitors...

ROSS & HOLMSTEAD,
TORONTO.

ATWATER, DUCLOS & CHAUVIN,
(Prov. of Quebec) MONTREAL.

Chief Medical Examiner.

(Province of Quebec)

Geo. FISK, M.D.,
MONTREAL.

...Notary...

GEO. R. LIGHTHALL,
of Lighthall & Lighthall, MONTREAL.

This Company have the sole right to use a series of special insurance plans. Similar plans in other companies have proved exceptionally large returns to shareholders. This Stock is preferable to Bank Stock—being void of "Double Liability."—Consider the increase of value of other Life Insurance Company's stock. Should you desire to make a safe investment, it is necessary to apply at once before the subscription list is closed. Any further information can be obtained by applying to

T. MARSHALL OSTROM,

Provisional Managing Director.

THE MONARCH LIFE ASSURANCE COMPANY.
32 CHURCH STREET.



TAYLOR'S SAFES in Toronto Fire

Read this extract from the "Evening Telegram" an uninfluenced public opinion.

"About thirty safes have been returned to Taylor's Safe Works and they have the satisfaction of seeing that every one of their fire-proof safes has stood the test of the high furnace."

It is always the
"TAYLOR" Safe

Over **SEVENTY TAYLOR'S** Safes and Vault Doors were in the Fire and came out with contents intact, and we sold over **FORTY** Safes within **THREE WEEKS** after the fire in the city of Toronto alone. Does this not show confidence? It is such fires our Safes are made to stand. Look at the illustrations in this book and try to imagine the intensity of the heat to which our Safes were subjected.

J. & J. Taylor **TORONTO SAFE WORKS**
TORONTO



The onetime doorways of Business.

stock to meet all demands, and within a few days after the fire were busy letting contracts for new machinery, and looking for a suitable location to erect an up-to-date warehouse.

These are but instances of the recuperative powers shown by Toronto firms who found themselves on the street without building, machinery or stock. The Alcock, Laight & Westwood Co., whose warehouse, one of the most modern structures on Bay Street, had been completely destroyed, expect to occupy new premises on their old site about July, and to have their new building stocked with a much larger range of goods than ever. They are supplying their trade at present from temporary premises on Jordan Street.

which fortunately were not in the fire district, are supplying them with goods as quickly as possible. As only experts are entrusted with the work of their order department, their many friends throughout the province may be assured that their requests will receive prompt and intelligent treatment, and that goods not in their stock will be procured if possible. Their travellers are now showing not only a good range of fall samples, but a well assorted range for present delivery. In fact their sales for the month following the fire were more than 50% of the same month last year.

For some days after the fire the City suffered from a small sized paper famine, but the merchants connected with this business met disaster bravely, and went to work with a will to gather together a fresh stock. The Buntin Reid Co., whose warehouse on Wellington Street was completely destroyed, suffered a loss of over \$100,000, which was fortunately well covered by insurance. This firm quickly gathered together a sufficient



A bird's eye view of the ruins.

A REMINDER

We sometimes forget what would be for our good and interest to remember. A "reminder" is sometimes necessary even to the man with the best memory. We have before called your attention to the general efficiency of

"Men are men—the best sometimes forget."

Forgetfulness is part of human nature.

OUR DINNERWARE SYSTEM

As a CASH TRADE-GETTER and CASH TRADE-HOLDER.

We again wish to "remind" you of its great value as a means of winning new cash trade and turning old credit trade into cash trade.

The offering of this beautifully and artistically designed Dinnerware as a Premium serves as a most effective means of promoting Cash Purchases. People are attracted by the beauty of design and nicety of finish of the set and pay cash rather than lose the opportunity to secure so desirable an article.

Why not adopt this method of establishing a large and permanent cash trade?

Let us give you the exclusive right to our goods in your city. By this means you are enabled not only to obtain new trade, but to retain old trade. Your customers can only get our beautiful Dinner Set, piece by piece, through purchasing of you.

Let us know if you are interested—we will be glad to tell you more about this "TRADE-GETTING SYSTEM" of ours.

Further information and details gladly forwarded upon application.

The British Canadian Crockery Co.

Limited

25 Melinda Street - - Toronto.

"Take time by the forelock." Get the exclusive right to our goods now—before the "other fellow" gets ahead of you.

Remember 2,000 merchants endorse our system.

"This is a great Advertising Plan."

G. LAWRENCE & Co.,
Creemore, Ont.

"I consider your system of Premiums the best that could be invented. It has not only induced many of my customers to pay cash, but has also drawn a great deal of new trade to my store.

I have had your Premium working in my store now, for over a year, and find that my customers are as anxious to-day to collect a handsome dinner set, piece by piece, as the day I started."

H. SAISONSKI,
Massey, Ont.

"Your plan is a splendid idea; we consider any merchant securing control of same in the town in which he is doing business very fortunate. It is certainly a trade winner."

THE MIDLAND MERCANTILE & TRADING Co., LTD.,
Midland, Ont.

"Your advertising plan for getting people to pay cash is unique. We find it very successful both as an advertiser and cash trade-getter."

GREEN BROS.,
Peterboro, Ont.

"I have used your advertising plan for over a year, and have given it my best attention, the results are very satisfactory, it brings new cash trade, and holds it. It is certainly a paying way of advertising."

W. R. STEWART,
665-667 Queen St. E.,
Toronto, Ont.

"We have found your advertising system a great attraction, our trade has certainly increased. We endorse the dinner set system thoroughly."

BRICKER & DIEBEL,
Waterloo, Ont.

"Reply to your favor of recent date asking us to give our experience of your "Coupon System," we are pleased to state that we find it by all odds the best trade-bringer we have yet tried.

Given fair play, it is bound to bring satisfactory results."

JOHN J. MULLER & Co.,
Bedford, Que.

"We have used your advertising plan since October, the 15th, 1921, having given it our best attention. We are glad to say that we have very satisfactory results from it. It is the best plan we have ever tried, because it keeps the customers to our stores, and makes them anxious to get the complete dinnerware."

N. LAMONTAGNE & FILS.,
Point Lévis, Que.

"New ideas of this kind when sprung on a Community often take well at first, but afterwards loose ground. I have waited for this to take the same course, but it is not going to do any such thing. I find it is attracting the people more every day.

I must say I am well pleased with it, and am sure it has increased my cash trade, therefore lessening the credit system, which is a curse to any merchant."

A. B. BRAY,
Hopewell Cape, N.B.

"We believe your advertising plan to be the best on the market to-day."

KING ASHRELL Co.,
Sussex, N.B.

"We have found your plan working so satisfactorily in our store in Fleming, that we have decided to start it in a branch store we have, 20 miles north of here. Our business generally has greatly increased since using your system.

We might state that we are very well pleased with your goods."

B. B. GILBERT,
Fleming, N.W.T.

"Your plan has increased our cash sales, and is certainly a trade winner."

CAIN BROS.,
Yarmouth, N.S.



Looking down Bay Street from the Telegram building.

Although the loss is great and a certain amount of disarrangement of business will result, neither should be exaggerated. The spring and summer trade had been fairly well completed, and in most cases the customers of the fire sufferers have fairly complete stocks. The A. A. Allan Co. were particularly fortunate in having stored in a safety vault, under the street, a considerable quantity of valuable skins and made-up garments. These were taken out as soon as possible after the fire, and found to be in an excellent condition. This firm are carrying on their business from a temporary warehouse on Wellington Street West.

The Gutta Percha and Rubber Mfg. Co., whose warerooms and offices were situated on the corner of Bay and Front Streets, having large factories in the western portion of the city, are among the more fortunate. Although their downtown establishment was completely destroyed they are able to keep pace with their trade without inconvenience, from their manufactory where they carry a large and well-assorted stock,



The Standard Cap Company, Limited

Cor. College Street and Brunswick Ave.

Wholesale Manufacturers of

High-class Cloth Hats and Caps

*Have secured premises at the above address, and will be in a position
to fill orders immediately.*



The telephone and telegraph companies suffered heavily through their wires and poles being destroyed.

List of Losers.

Dry Goods, Woollens, Neckwear, Fancy Goods, etc.

- Standard Cap Co., 14 Front Street.
Bradshaw, Macdonald & Co., 18 Front Street.
F. Robertson & Co., 20 Front Street.
Prime and Rankin, 22 Front Street.
Jenner, Sauer, Bannerman Co., 24 Front Street West.
Caulfield, Burns Co., 17-19 Front Street.
Cuthbertson, McCann & Co., 25 Front Street.
Wm. Bryce, 31 Front Street.
H. E. Bond & Co., 51-53 Front Street.
Johnston and Sword, 55 Front Street.
Anderson and Macbeth Co.
Robert Darling & Co., 44 Front Street.
Gordon, Mackay & Co., 48-50 Front Street.
Boulter and Stewart, 13 Front Street.
Novi-Modi Costume Co.
Charles Cockshutt & Co., 57-59 Front Street.
Wm. Croft & Sons, 61-63 Front Street.
Hachborn and Sheridan.

Gordon, Mackay & Co.

Front St. West, Toronto

LIMITED



Silk Blouses

We are well prepared to meet the demands of the trade for SILK BLOUSES.

Our factory is running at full speed, and orders for these numbers will be shipped same day as received.



No. 214—Fine Quality Taffeta Silk (lined) in all leading shades. This is one of our daintiest and most stylish blouses.

Price, \$4.25

**Dainty
Designs**



Silk Blouses

No between seasons with our line. We are always adding new numbers, and it will pay you to keep in touch with us if you want popular up-to-date Waists.



No. 220—Japan Silk in white and cream. Three rows of insertion in yoke, front made in small tucks and finished with silk Medallions. Artistic in every detail.

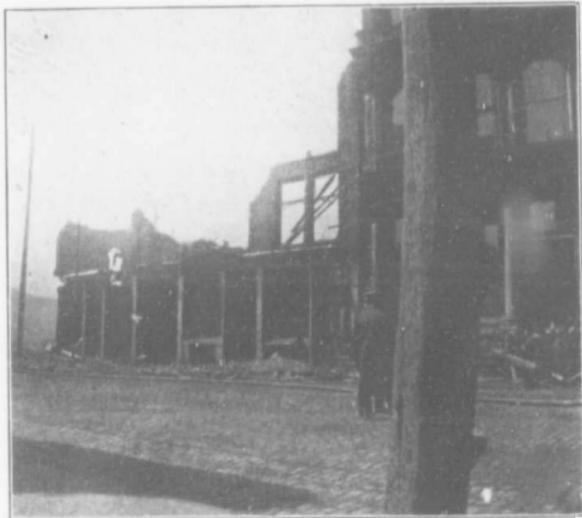
Price, \$3.50

**Perfect
Fit**



No. 213—Heavy silk in white, shown in all leading shades. This blouse is piped on back, cuffs, band on sleeves, tabs on shoulders etc. and the insertion is underlay with shade blending with color of blouse.

Price, \$3.50



Looking west on Front Street from the Minerva building, temporary premises of
The Gordon, MacKay Co.

- Minerva Mfg. Co., 10-12 Front Street.
R. B. Huitchison & Co., Jessop Building, Bay Street.
Digmun, Monypenny & Co., 70 Bay Street.
Maurice Helpert, 69 Bay Street.
Garland Mfg. Co., 76 Bay Street.
E. & S. Currie, 58-60 Wellington Street West.
W. R. Brock & Co., 64-68 Bay Street.
Mark Fisher Sons & Co., 60 Bay Street.
John C. Green & Co., 56 Bay Street.
Drake, Hambly & Cockburn, 58 Bay Street.
Boulter & Co., 56 Bay Street.
Charles M. Home, 54 Bay Street.
Greenshields, Limited, 50 Bay Street.
Belding, Paul & Co., 50-54 Bay Street.
Canada Veiling Co., 50-54 Bay Street.
Cockburn & Rea, 46 Bay Street.
Atkinson Bros., 44 Bay Street.
Tooke Bros., 47-49 Bay Street.
W. E. Sanford Mfg. Co., 47-49 Bay Street.
Toronto Cap Mfg. Co., 51 Bay Street.
The Wyld-Darling Co., 61 Bay Street.
A. Bradshaw & Son, 25 Wellington Street.

SPECIAL FIRE NOTICE

A. A. ALLAN & CO.

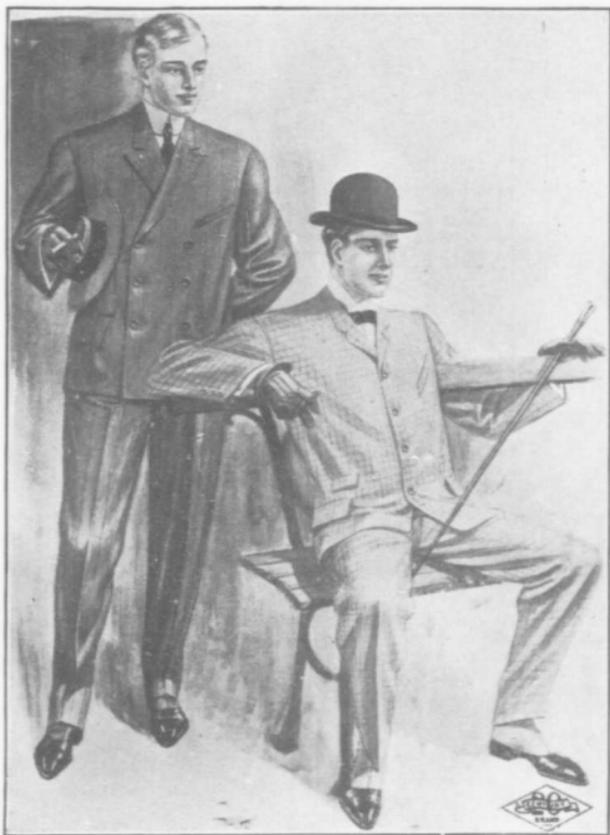
WHOLESALE

Hats, Caps and Furs

18 Wellington Street West, Toronto, Ont.

We are again **in full swing** with all departments. All orders for Fall and Winter will have our early attention.

Ladies and Gents fine furs a specialty.



**Men's Fine
Tailored
Garments**



**Made in
Canada**

THE LOWNDES COMPANY LIMITED
142-144 WEST FRONT STREET TORONTO



NERLICH & CO. Escaped

The handsome warehouse opposite the Union Station, owned and entirely occupied by Nerlich & Co., Wholesale Fancy Goods, is one of the few large establishments that escaped the fire. The building, when put up four years ago, was a pioneer in the new station district, but the favorable location has since attracted a number of other firms, and the neighboring sites are almost all taken up for warehouse purposes.

Nerlich & Co.

WHOLESALE ONLY

Import and Stock Departments in

FANCY GOODS,

DOLLS, TOYS,

NOVELTIES

China and Glassware. Smallwares, Toilet
Articles, Smokers' Sundries

Special Catalogue Souvenir Articles now ready

Nerlich & Co.

Opposite Union Station

TORONTO



That A. A. Allan Co., who had placed a large quantity of valuable furs in a storage vault under the sidewalk, reaped the rewards of their foresight.

Hardware.

H. S. Howland, Sons & Co., 37-39 Front St.
 McClary Mfg. Co., 14-18 Bay Street.
 M. & L. Samuel Benjamin & Co., 27 Wellington Street West.
 The Merrick Foundry Supply Co., 50 Esplanade West.

Furs.

Brereton & Manning, 52 Front Street.
 A. A. Allan & Co., 51 Bay Street.

Printers and Publishers, Books, etc.

Carter, Crume Co., 28 Front Street.
 W. J. Gage & Co., 54-58 Front Street.
 Book Supply Co., Ltd., 62 Front Street.
 Copp, Clark Co., Ltd., 64 Front Street.
 Warwick Bros. and Rutter, 68-70 Front Street.
 Canada Paper Co., 15 Front Street.
 Davies & Henderson, 84 Bay Street.
 Ritchie & Ramsay, 80 Bay Street.
 Kinleith Paper Co., 80 Bay Street.
 Brown Bros. Limited, 51-53 Wellington West.
 Barber & Ellis Co., 45-47 Bay Street.
 Buntin, Reid & Co., 27 Wellington Street W.
 Kilgour Bros., 21-23 Wellington Street West.

Boots and Shoes.

T. J. Weston & Sons, 14 Front.
 Ames, Holden & Co., 60 Front Street.



*Used in all the
buildings of the Worlds
Fair at St. Louis*

Everybody has felt the need of a floor brush that would sweep without raising dust, but nobody could get it until the World's Only **DUSTLESS FLOOR BRUSH** was placed on the market. It is guaranteed to sweep all kinds of wood or tile floors, oil cloth, linoleum, matting or carpets without raising dust. It kills germs, improves floors and brightens carpets. It is a twentieth century brush, abreast of the times, and up to the modern ideas of sanitation. On receipt of \$1.25 we will send you our No. 14 household, fibre brush, or No. 20 fibre for office or store for \$2.00. The money will be returned if the brush does not give entire satisfaction. Agents wanted.

Head Office for Canada, 29 Colborne St., Toronto. M. N. Dafoe, Dep't F. S.

The Canadian Glove Mfg. Co.

OF TORONTO

Manufacturers of

**Gloves
Gauntlets and
Mitts**

We make a specialty of

Horse-hide Mitts and heavy Winter Goods

GIVE US A TRIAL

PHONE MAIN 3698

68 ADELAIDE ST. EAST

J. W. McFarlane, Mus. Bac.

20 COLLIER STREET

TORONTO, ONTARIO

Pianist and Teacher.....

Pupils received for Piano Tutition

Engagements solicited for Concerts, At-home's,
Banquets, etc. etc.

Terms furnished on application

T. MORTIMER

Manufacturers Agent

Cutlery and Hardware

NEW OFFICE No. 11 FRONT STREET EAST

Wm. B. Stewart

Manufacturers' Agent and Dealer in Twine

Representing the Hamilton Cotton Co. and
The Consumers Cordage Co.

Telephone Main 94

11 FRONT STREET EAST, TORONTO, ONT.

The Dawn of a New Light.

Don't hesitate to burn air, it's free.

96% of our light is air.

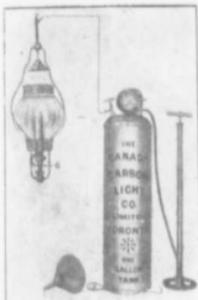
We can make your place of business as light as day at 1/2 the cost of other Lighting systems.

All our systems of lighting are permitted by the insurance companies without any additional premiums being charged for their use.

We are also Canadian agents for the wonderful Doran Light, The National Light System, and the most reliable and up-to-date Acetylene Machines.

We know the Lighting Business and handle only the best.

Write for particulars and catalogue.



CANADA CARBON LIGHT CO., LIMITED
104 King St. West, Toronto.

BELLE EWART ICE ...INSURES...
SATISFACTION

Quality right Delivery right Prices right It's all right

Order your supply to-day.

HEAD OFFICE:

5 MELINDA STREET

(Globe Building.)

Telephones: Main 14, 1017, 8033.

The Imperial Manufacturing Co.
33 CHURCH ST. TORONTO.

+++++

Clothing, Shirts, Overalls, etc. White Trousers,
Barber's and Waiter's Coats a Specialty.

ROBERTSON BROS.

459 Sackville Street

TORONTO - - ONT.

ALL KINDS OF

FRESH
and SALT **MEATS**

Vegetables, Poultry and Game

in Season.

Fresh Butter and Eggs

always on hand.



TELEPHONE NORTH 840.

The Boyd, Brumell Co., Limited

MANUFACTURERS AND IMPORTERS OF

... NOTIONS ...

Fancy Wools, Novelties in Needlework

Hair Ornaments, Hand Painted Novelties,
Hand Crocheted Child's Jackets, Hoods, Etc.

11 Wellington St. West

 Toronto.

We are pleased to say that our warehouse escaped Toronto's greatest fire.



Our stock is complete, therefore we are able to meet the extra demand.

FILLING LETTER ORDERS OUR SPECIALTY.



"A valuable library saved"

This scene is within a short distance from the Boyd, Brumell Co., whose advertisement appears on the opposite page.

C. H. Westwood & Co., Limited, 72 Bay St.
Garside & White, 33 Front Street.
Haly & Boyd Shoe Co., 29 Front Street.
D. D. Hawthorne & Co., 71 Front Street.

Miscellaneous Wholesale Houses.

Irving Umbrella Co., 20 Front Street.
J. L. Morrison & Co., 26 Front Street.
E. W. Gillett Co., Limited, 32-34 Front Street.
The E. B. Eddy Co., Limited, 38 Front St.
Merchants Dyeing and Finishing Co., Limited,
42 Front Street.
McMahon, Broadfield & Co., 9 Front Street.
Northrop & Lyman Co., 21 Front Street.
Evans & Sons, 23 Front Street.
Pratt Storage Co., 29 Front Street.
R. Simpson & Co. (factory), 43 Front Street.
Gutta Percha & Rubber Mfg. Co., 45-49 Front.
Scott & Browne, chemists, 55 Front Street.
Toronto Pharmaceutical Co., 22 Bay Street.
Eckardt Casket Co., 24-26 Bay Street.
Andrew Muirhead, 82 Bay Street.
Pugsley, Digman & Co., 50-52 Wellington St.
Toronto Coffee and Spice Co., 2 Bay Street.
Allcock, Laight and Westwood, 78 Bay Street.
Ontario Neckwear Co., Limited, 67 Bay Street.
Embroidery and Quilting Co., 67 Bay Street.
Office Specialty Mfg. Co., 77 Bay Street.



Wellington Street looking west from Kilgour Bros. factory.

E. & T. Corset Co., 72 Bay Street.
McLaren & Dallas, 11 Front Street.
Wm. Jessop & Sons, 80 Bay Street.
E. W. Gilmore & Bros., 86 Bay Street.
W. H. Payne & Co., 86 Bay Street.
International Brokers Limited, 88 Bay Street.
Price Mfg. Co. pro. med., 88 Bay Street.
Addison & Mainprice, 49½ Wellington Street West.
Rolph Smith & Co., 49 Wellington Street West.
Consolidated Plate Glass Co., 73-75 Wellington Street West.

Flour Mills.

M. McLaughlin & Co., Bay Street.
Royal Dominion Mills, 21 Bay Street.

Manufacturers' Agents.

D. Morrice, Sons & Co. 48 Bay Street.
A. A. Alexander, Wm. Trout, J. P. Breen, A. J. Patterson,
Walter Moore, James A. Grant, M. T. Lester & Co., A. H.
Clemmen, H. C. Couch, John Lillie, George Livingston,
C. H. Foster,
The above were all in the same building, 50-54 Bay Street.
F. A. Turner, 60 Bay Street.
Turner & Hamilton, 60 Bay Street.
McClung & Burns, 58 Bay Street.
The J. T. B. Lee Company, 50-54 Bay Street.
James A. Grant, manufacturers' agent in the Temple Bld.

THE BUNTIN REID COMPANY

Wholesale Paper Dealers

and Envelope Manufacturers

Begs to inform their customers that pending the erection of their new warehouse they have secured commodious quarters at

7 King Street East, Toronto

Where a full line of all grades of Book Papers, Flat Papers, Cover Paper, and miscellaneous lines are in stock. Everything New, New Goods, New Ideas, New Supplies, New Friends.

Gordon, Mackay & Co, Limited

FRONT STREET WEST, TORONTO



WE
MANUFACTURE



Blouses, Underskirts, Whitewear, Knitted Underwear,
Umbrellas, Parasols, Braces, Overalls, Smocks, Working Men's Shirts,
Eider and Cotton-filled Comforters, Pillows and Cushions.

GORDON, MACKAY & CO.

LIMITED

International Ad-

ronto

W. E. Cooper
Don M. ...

TORONTO'S GREATEST FIRE

Compliments of

A. A. ALLAN & CO.



MADISON
FILING FOLDER
No. 323
MADE IN CANADA



Gordon, Mackay & Co.,

Limited

WHOLESALE DRY GOODS
JOBBERS AND MANUFACTURERS

SPEED
ACCURACY
INTELLIGENCE

...Toronto, Ontario

Best
Mail Order
House
Canada

THIS FACT may not be admitted by all our competitors, but we hear it stated so frequently by retail merchants, who claim to have all-round experience, that we are led to believe it ourselves.



OUR AIM is to keep on moving, never relax our vigilance, and while our system is the best we know of, it is constantly being improved, and we always adopt a new idea if it commends itself to us.



A RETAIL BUYER best knows retail requirements. We have in connection with our **LETTER ORDER DEPARTMENT** four expert retail buyers who give their entire time to this work. Every doubtful order receives intelligent consideration, and if mistakes occur they are at our risk, for we guarantee the work done by this department.

Gordon, Mackay & Co., Limited.

The Allcock, Laight & Westwood Co., Limited

Needles. Smallwares. Fishing Tackle.

Temporary Warehouse, 9 Jordan Street

Rods

Reels

Lines

Barts

Flies

Etc.



Manufactory Redditch, England. Established 1800

Needles of every
description

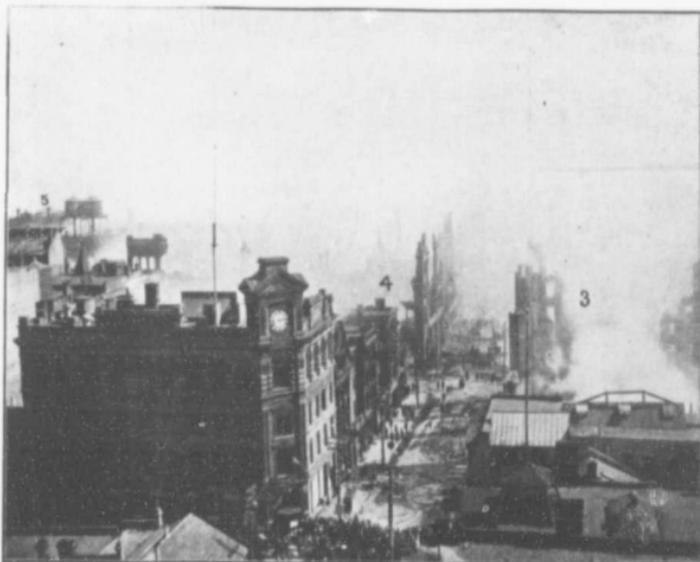
Dressing Combs

Hair Novelties

Pearl Buttons

Jewellery, Notions etc.

We will occupy our new five-storey warehouse on our old site, 78 Bay Street, about September 1st, where we will carry a much better and larger assortment of new goods.



Looking down Bay Street into the heart of the fire area.

3. The Brock Building. 4. The Wyld Darling Building. 5. The fire limit on Front Street, close to the Custom House.

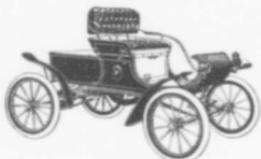
Toronto's Greatest Fire.

TORONTO, on the morning of Wednesday, April 20th, 1904, faced a fire loss of from \$12,000,000 to \$15,000,000, and saw its wholesale district an area of awful ruin. From eight o'clock Tuesday night till four on Wednesday morning the fire raged practically unchecked. North, south, east and west the flames spread; the fire department, pitiful in their utter helplessness, battled doggedly against the destroying element.

From a blaze which had a beginning serious looking to be sure, yet not necessarily heralding the commencement of a great conflagration, thousands of citizens watched the flames sweep resistless, here and there, devouring everything within reach.

.. Hyslop Brothers ..

Canadian Agents for the



Oldsmobile

Oldsmobile

The best thing on wheels. Nothing to watch but the roads. You see them wherever you go. They go wherever you see them. The Run-about the world knows about.

Cadillac

The practical business vehicle for all-round service, with detachable tonneau.



Cadillac, Model B



Daimler

Daimler

The great family car. Powerful enough to go where any car can go, speed enough, style enough, but at a price much less than any car of its class.



Hyslop Bicycles have ever been to the fore, and their record is part of the history of cycling itself. They give the rider and dealer the utmost satisfaction. Inspect them before buying. Catalogues of Autos, or Bicycles sent on application.

HYSLOP BROTHERS

Toronto, Canada

BRANCHES: Hamilton and Montreal



Between the broken walls of two large factories; looking from the Esplanade.

The fire had its beginning in the building occupied by the E. & S. Currie Co. on Wellington Street West, and fanned by a high northerly wind the flames made rapid headway and were soon beyond control. The heat from this building was so great that Suckling & Co.'s premises to the west and Brown Bros' warehouse opposite were soon afire. The fire now spread in an easterly direction attacking the building belonging to the Dignun & Moneypenny Co., and the warehouse of the Alcock, Laight & Westwood Co. on the corner of Bay and Wellington Streets. These buildings, though of a modern and fire proof design, seemed mere playthings for the flames, and in an incredibly short time Wellington Street from Suckling's building to Bay Street on the north side and Brown Bro's, on the south side, was a mass of flames. The Gale Mfg. Co's factory, in the rear of the Ansley building, was the next victim, and soon the flames had leaped across to the east side of Bay Street and attacked the warehouse of the Office Specialty Co. The offices of the Telegram adjoining this building were now in great peril, but by dint of much effort, both on the part of the fire brigade and the staff of the Telegram, it was saved after two hours hard fighting. This building proved to be the northern limit of the fire.

The strong wind carried the flames and burning embers southward, and with startling rapidity the fire ate its way through from the rear of Brown Bros. building to Front Street, and many fine structures on both sides of this street were reduced to tottering walls and hundreds of thousands of dollars worth of merchandise of every description destroyed. Among the heavier losers



W. B. Hamilton Shoe Co.
Limited
TORONTO.

W. B. HAMILTON SHOE CO., LIMITED
TORONTO

The Largest Combined Manufacturing and Shoe Jobbing House in the Province.

We carry the Largest and Best Assorted stock of Rubber and Leather Footwear in the West.



The wreckers at work clearing away the mass of fallen brick and stone on Bay Street, two days after the fire.

about \$600,000 worth of general dry goods destroyed. The Gutta Percha & Rubber Mfg. Co's warehouse opposite, on the south of Front Street, was the next victim and while it lasted provided the fiercest conflagration of the night. The fire working its way up Bay Street, destroyed rows of offices and warehouse buildings, leaving nothing but blackened and twisted walls, and smoking piles of debris of what had been in the morning imposing buildings filled with valuable stocks.

It was here that one of the peculiar vagaries of the great destroyer was exhibited when sheets of flames burst from the W. R. Brock Co's warehouse on the corner of Bay and Wellington Streets. This building was at first thought to have escaped, but it was soon manifest that the interior had been on fire for some time.

here were the Copp Clarke Co., \$175,000; Warwick Bros. & Rutter, \$200,000; W. J. Gage & Co., \$250,000; Brereton & Manning, \$125,000; Chas. Cockshutt & Co., Wm. Croft & Sons; Ames Holden & Co.; \$35,000, and the Gutta Percha and Rubber Mfg. Co., \$500,000. These figures can necessarily only be approximate but they serve to show the tremendous loss of stock in this section. Fortunately most of the losers were well covered with insurance. A small park separating the Queen's Hotel from the Warwick building proved the salvation of this hostelry, although the western wall of the hotel was subjected to the heat and flames for over an hour. This building on the north side of Front Street, and the A. R. Williams Co's warehouse on the south side marked the western boundary of the fire.

The flames now commenced their work of destruction on Bay Street north from Front, first attacking the large warehouse of the Gordon Mackay & Co. This building, one of the most substantial in the business district, was soon a mass of flames, and



A wooden cottage in the heart of fire swept district which escaped injury.

proved the stopping place of the fire at this point, although it was at one time thought the flames would not cease west of Yonge Street.

The efforts of the firemen were now directed to preventing the fire crossing Yonge Street at Front Street. The Custom House on one side of the street and the Minerva Building on the other, were taken by the fire brigade as vantage points from which to direct their efforts. It was thought at this time that nothing would save either buildings, and with their fall many more blocks of mercantile establishments, both on Front Street east and Yonge Street, must perish. A small strip of ground on the west side of the Custom House aided greatly the efforts of the firemen, while the thickness of the western walls of the Minerva Building, unpierced by windows, and the generally substantial

The fire, meanwhile, despite the efforts of the firemen, working in the face of a terrible heat and blinding smoke, had attacked the rows of warehouses on both sides of Front Street, east of Bay Street, and in their turn Darling's woolen house, The Merchants Dyeing and Finishing Co., Gilletts establishment, The Eddy Paper Co's warehouse, The Jenner Sauer, Bannerman Co's dry goods house, and many others on the north side had been gutted. On the south side the warehouses of The H. S. Howland Sons & Co., The Dodds Paint Co., McMahan & Broadfield, and the Dodge Pulley Co. were burned, the intensity of the fire being increased by the inflammable nature of their contents. Only a partial list of the losers in this section can be given here, but some idea may be had of the devastation when it is mentioned that the loss here was about \$3,000,000.

The fire had now worked southward destroying all the buildings on the Esplanade from Lorne Street east to the Custom House, and had placed many large steamers and the docks along the waterfront in great peril. To the north on Wellington Street the premises of the Wyld, Darling Co., Buntin Reid, Kilgour Bros., and A. Bradshaw & Son were in rapid succession demolished by the flames. The Union Bank on Wellington Street, adjoining Kilgour's Box factory

Destroyed in the Night.

That was our record after the great Toronto fire of April 19th and 20th, 1904. Our offices and warehouses were levelled to the ground, but our factories were not in the fire district and by noon of the 20th, our office staff was busy in new premises and we were shipping goods as usual.

Revived by Noon.

"Maltese Cross" Goods

stand unrivalled in the rubber trade of the Dominion of Canada.



"Maltese Cross" Goods

will be as usual of the highest quality and widest range.



"Famous for Fit and Quality."

Our Factories are turning out goods to fill all orders. We can supply all demands for our products.



The Gutta Percha and Rubber Manufacturing Co., of Toronto, Limited

OFFICES: 15 EAST WELLINGTON ST. TORONTO, CANADA.

BRANCHES: MONTREAL AND WINNIPEG.



The Meaning of a Trade Mark

In Buying Silverplate
Remember this.

YOU can tell nothing of the wearing qualities of an article from its appearance, a light plate of silver will produce just as good results, *as far as looks go*, as a heavy and reliable plate will. But the light plating will soon wear off and dissatisfaction will be the result.

For your protection you must depend on the article bearing the Trade Mark of some well known and reputable Factory.

WE GUARANTEE every article bearing our Trade Mark to prove satisfactory and we authorize your Jeweler to replace *Free of charge* any of our goods, which with fair treatment, do not prove entirely satisfactory. Do you want a fairer proposition?

Ask for our goods when purchasing silverplate.

Standard Silver Company, Limited

TORONTO, CANADA



Corner of Bay and Front.
Ruins of the Gutta Percha and Rubber Manufacturing Co's building.

Their warehouse, which was completely destroyed, was erected in 1873, and although a spacious building their trade has increased to such an extent that an addition was necessary, and the scaffolding was in place for the building of another storey, at the time of the fire.

Their new five story warehouse, the foundations of which are nearly complete, will be of a most substantial fireproof design. They have acquired the adjoining lot on Front Street, which will give a frontage on that street of 110 ft., by 127 ft. on Bay Street. The main entrance will be from the corner of Front and Bay Streets, and just inside the door will be the departmental offices, while the business offices will be at the rear of the first floor. The freight and passenger elevators and the stairways will be enclosed in brick shafts fitted with iron fire doors. Owing to the modern construction of this building the shipping facilities will be well nigh perfect, and the most up to date methods will be used in order to secure to their customers a satisfactory service.

From their temporary premises, No. 10 Front Street West, Messrs. Gordon Mackay are showing a well-assorted stock. Their factories,

nature of that structure, enabled the fire department to gain control of the fire here, and confine its ravages to the district it had already passed over.

The great fire was now practically conquered after sweeping over an area of fourteen acres of the business centre of Toronto; in all destroying 122 buildings and leaving about 220 firms without premises; causing a loss in stock and buildings of \$15,000,000, of which about \$8,900,000 was covered by insurance.

The scene of the burned district on the morning after the conflagration is beyond description. There was something at once tragic and commonplace about the heaps of brick and stone that had a short twenty-four hours before been spacious buildings filled with merchandise from every quarter of the globe. Piles of debris obliterated everything familiar, and jets of smoke and steam, and the flicker of red tongues of flame showed that the fire fiend, although conquered was not subdued, but ready to break forth at an instant's notice.

The work of clearing the debris from the streets and buildings was well under way the second day after the fire, and while the embers of ruined warehouses were still aglow, Toronto's business men were planning for a fresh start.

Among the foremost of these was the Gordon Mackay & Co.

Among the foremost of these was the Gordon Mackay & Co.

The Standard Vinegar Co. Limited

72 Colborne Street, Toronto

Professor Ellis' Report.

SCHOOL OF PRACTICAL
SCIENCE TORONTO,

December 23, 1902

The Standard Vinegar Co.,
Limited, Toronto, Ont.

Gentlemen,—I have carefully analysed a sample of your "White Wine Vinegar" made from "English Concentrated Vinegar, and I have found it by chemical and microscopical tests to be pure, free from all injurious acids and micro-organisms.

I remain,
yours sincerely,

(Sgd.)
W. HODGSON ELLIS,
Government Analyst



RUINS ON FRONT STREET WEST

Dr. Pyne's Report.

A. R. PYNE, M.B.,
Toronto University
Assay and Chemical Laboratory,
261 263 Gerrard St. East,
TORONTO, Dec. 26, 1902

The Standard Vinegar Co.,
Limited, Toronto, Ont.

Gentlemen,—I have made a careful analysis of your "White Wine Vinegar" and find it to be absolutely pure, free from all pathogenic micro-organisms and mineral acids and fully up in standard to any Spirit Vinegar on the market.

Yours truly,
(Sgd.) A. R. PYNE, M.B.,
Dominion Analyst

Manufacturers of
PURE CONCENTRATED GRAPE VINEGAR

Importers and Manufacturers Agents of
MALT AND CONCENTRATED VINEGARS

The Monarch Life Assurance Company

HEAD OFFICE, TORONTO

Capital - - - \$2,000,000

Composed of 20,000 Shares at \$100 Each.

THE PROVISIONAL DIRECTORS

Will be Chosen from Among the Following and Other Gentlemen:

JAS. COCHRANE, M.P.P.,

Ex-Mayor of Montreal, Capitalist.

MATTHEW WILSON, K.C., Chatham

Capitalist, Director of the Union Trust Co., Toronto.

D. A. GORDON, Wallaceburg.

President and managing Director of the Wallaceburg Sugar Refinery; President of the Sydenham Glass Works, and President the Wallaceburg Coöperage Co.

EDWARD D. BROWN,

Managing Director of the Dominion Brewing and Malting Company, Toronto.

HENRY HAMILTON,

President of the Hamilton Co., Wholesale Dry Goods, Montreal.

T. H. GRAHAM, D.D.L., Toronto.

GEO. STEVENSON,

Managing Director and Secretary of the Anglo-Canadian Steel and Iron Co., Toronto.

CHARLES HART,

Of the Hart & Tuckwell Co., Wholesale Fruit Exporters and Importers, Montreal.

WM. SCOTT,

Principal of the Normal School, Toronto.

D. W. LIVINGSTONE, Toronto.

Publisher; Vice-President British-Canadian Crockery Co., Limited; Vice-President Real Estate Agency, Limited.

ALEX. C. HUTCHINSON,

Of Hutchinson & Wood, Architects and Valuers, Montreal.

T. P. COFFEE,

Managing Director, The Trust & Guarantee Company, Toronto.

DR. SYLVESTER,

Medical Director, Toronto.

T. MARSHALL OSTROM,

Prov. Managing Director, Toronto.

...Trustees...

THE UNION TRUST CO.,
TORONTO.

...Bankers...

THE SOVEREIGN BANK OF CANADA,
TORONTO.

...Architects and Valuers.

(Province of Quebec)
HUTCHINSON & WOOD,
MONTREAL.

...Solicitors...

ROSS & HOLMSTEAD,
TORONTO.

ATWATER, DUGLOS & CHAUVIN,
(Prov. of Quebec) MONTREAL.

Chief Medical Examiner.

(Province of Quebec)

GEO. FISK, M.D.,
MONTREAL.

...Notary...

GEO. R. LIGHTHALL,
of Lighthall & Lighthall, MONTREAL.

This Company have the sole right to use a series of special insurance plans. Similar plans in other companies have proved exceptionally large returns to shareholders. This Stock is preferable to Bank Stock—being void of "Double Liability."—Consider the increase of value of other Life Insurance Company's stock. Should you desire to make a safe investment, it is necessary to apply at once before the subscription list is closed. Any further information can be obtained by applying to

T. MARSHALL OSTROM,

Provisional Managing Director.

THE MONARCH LIFE ASSURANCE COMPANY,
32 CHURCH STREET.



TAYLOR'S SAFES in Toronto Fire

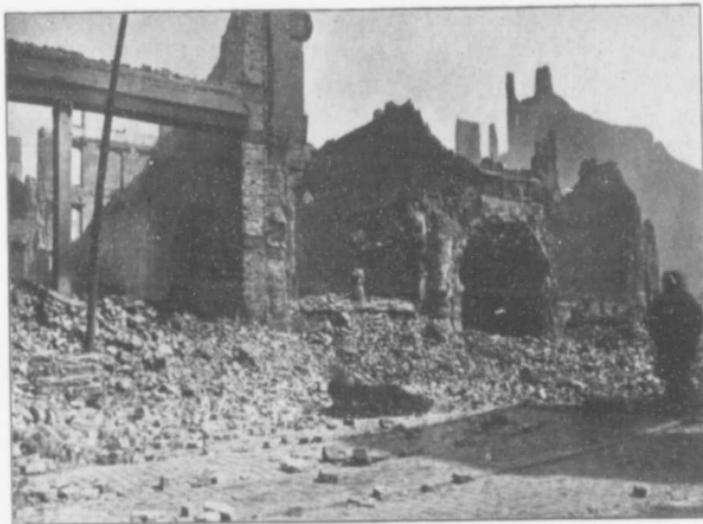
Read this extract from the "Evening Telegram" an uninfluenced public opinion.

"About thirty safes have been returned to Taylor's Safe Works and they have the satisfaction of seeing that every one of their fire-proof safes has stood the test of the fiery furnace."

It is always the
"TAYLOR" Safe

Over **SEVENTY TAYLOR'S** Safes and Vault Doors were in the Fire and came out with contents intact, and we sold over **FORTY** Safes within **THREE WEEKS** after the fire in the city of Toronto alone. Does this not show confidence? It is such fires our Safes are made to stand. Look at the illustrations in this book and try to imagine the intensity of the heat to which our Safes were subjected.

J. & J. Taylor **TORONTO SAFE WORKS**
TORONTO



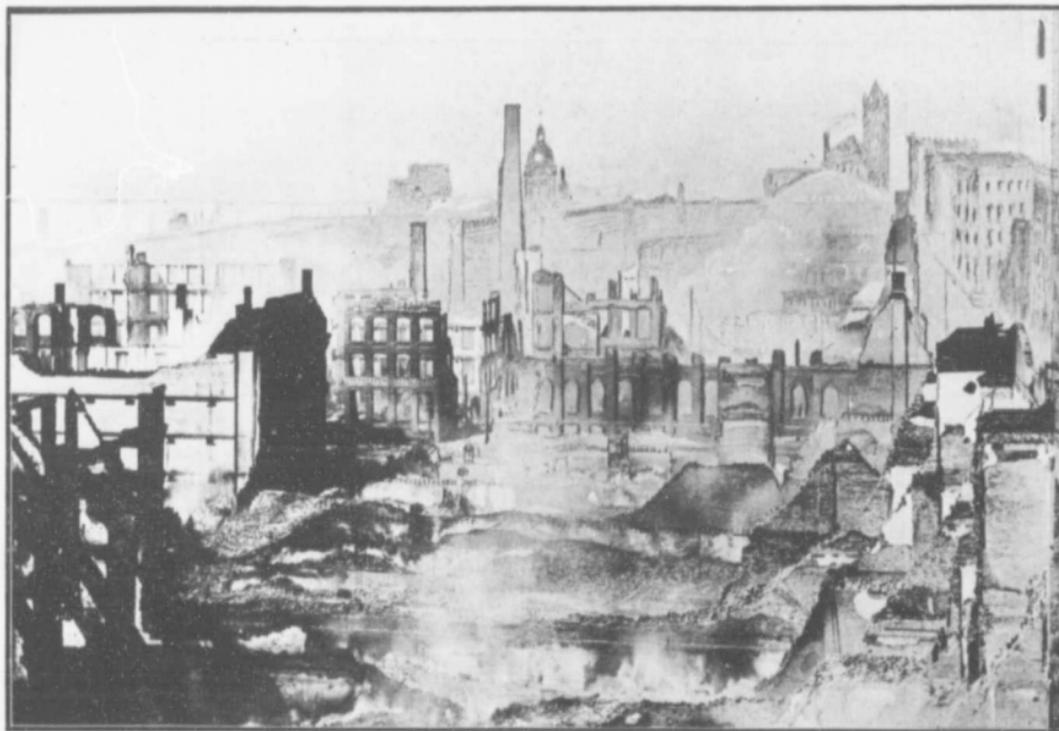
The onetime doorways of Business.

stock to meet all demands, and within a few days after the fire were busy letting contracts for new machinery, and looking for a suitable location to erect an up-to-date warehouse.

These are but instances of the recuperative powers shown by Toronto firms who found themselves on the street without building, machinery or stock. The Allcock, Laight & Westwood Co., whose warehouse, one of the most modern structures on Bay Street, had been completely destroyed, expect to occupy new premises on their old site about July, and to have their new building stocked with a much larger range of goods than ever. They are supplying their trade at present from temporary premises on Jordan Street.

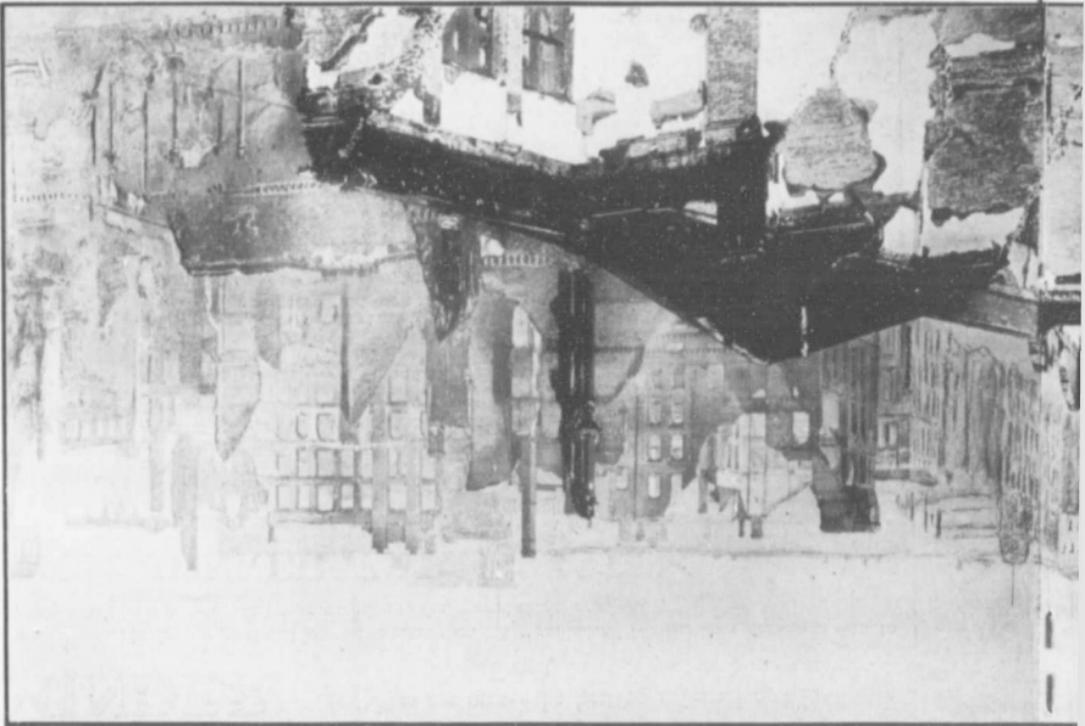
which fortunately were not in the fire district, are supplying them with goods as quickly as possible. As only experts are entrusted with the work of their order department, their many friends throughout the province may be assured that their requests will receive prompt and intelligent treatment, and that goods not in their stock will be procured if possible. Their travellers are now showing not only a good range of fall samples, but a well assorted range for present delivery. In fact their sales for the month following the fire were more than 50% of the same month last year.

For some days after the fire the City suffered from a small sized paper famine, but the merchants connected with this business met disaster bravely, and went to work with a will to gather together a fresh stock. The Buntin Reid Co., whose warehouse on Wellington Street was completely destroyed, suffered a loss of over \$100,000, which was fortunately well covered by insurance. This firm quickly gathered together a sufficient



A bird's eye view

view of the ruins.



A REMINDER

"Men are men—the best sometimes forget."

Forgetfulness is part of human nature.

We sometimes forget what would be for our good and interest to remember. A "reminder" is sometimes necessary even to the man with the best memory. We have before called your attention to the general efficiency of

OUR DINNERWARE SYSTEM

As a CASH TRADE-GETTER and CASH TRADE-HOLDER.

We again wish to "remind" you of its great value as a means of winning new cash trade and turning old credit trade into cash trade.

The offering of this beautifully and artistically designed Dinnerware as a Premium serves as a most effective means of promoting Cash Purchases. People are attracted by the beauty of design and nicety of finish of the set and pay cash rather than lose the opportunity to secure so desirable an article.

Why not adopt this method of establishing a large and permanent cash trade?

Let us give you the exclusive right to our goods in your city. By this means you are enabled not only to obtain new trade, but to retain old trade. Your customers can only get our beautiful Dinner Set, piece by piece, through purchasing of you.

Let us know if you are interested—we will be glad to tell you more about this "TRADE-GETTING SYSTEM" of ours. Further information and details gladly forwarded upon application.

The British Canadian Crockery Co.
Limited

25 Melinda Street - - Toronto.

"Take time by the forelock." Get the exclusive right to our goods now—before the "other fellow" gets ahead of you.

Remember 2,000 merchants endorse our system.

"This is a great Advertising Plan."

G. LAWRENCE & Co.,
Creemore, Ont.

"I consider your system of Premiums the best that could be invented. It has not only induced many of my customers to pay cash, but has also drawn a great deal of new trade to my store.

I have had your Premium working in my store now, for over a year, and find that my customers are as anxious to-day to collect a handsome dinner set, piece by piece, as the day I started."

H. SANDWICK,
Massey, Ont.

"Your plan is a splendid idea; we consider any merchant securing control of same in the town in which he is doing business very fortunate. It is certainly a trade winner."

THE MIDLAND MERCANTILE & TRADING CO., LTD.,
Midland, Ont.

"Your advertising plan for getting people to pay cash is unique. We find it very successful both as an advertiser and cash trade-getter."

GREEN BROS.,
Peterboro, Ont.

"I have used your advertising plan for over a year, and have given it my best attention, the results are very satisfactory, it brings new cash trade, and holds it. It is certainly a paying way of advertising."

W. R. STEWART,
66-67 Queen St., E.,
Toronto, Ont.

"We have found your advertising system a great attraction, our trade has certainly increased. We endorse the dinner set system thoroughly."

BRICKER & DIEDEL,
Waterloo, Ont.

"Reply to your favor of recent date asking us to give our experience of your "Coupon System." We are pleased to state that we find it by all odds the best trade-bringer we have yet tried.

Given fair play, it is bound to bring satisfactory results."

JOHN J. MULLIN & Co.,
Bedford, Que.

"We have used your advertising plan since October, the 15th, 1921, having given it our best attention. We are glad to say that we have very satisfactory results from it. It is the best plan we have ever tried, because it keeps the customers to our stores, and makes them anxious to get the complete dinnerware."

N. LANGMUIR & FILS.,
Point Lewis, Que.

"New ideas of this kind when sprung on a Community often take well at first, but afterwards loose ground. I have waited for this to take the same course, but it is not going to do any such thing. I find it attracting the people more every day.

I must say I am well pleased with it, and am sure it has increased my cash trade, therefore lessening the credit system, which is a curse to any merchant."

A. B. HAY,
Hopewell Cape, N.B.

"We believe your advertising plan to be the best on the market to-day."

KING AUSTIN CO.,
Sussex, N.B.

"We have found your plan working so satisfactorily in our store in Fleming, that we have decided to start it in a branch store we have, 20 miles north of here. Our business generally has greatly increased since using your system.

We might state that we are very well pleased with your goods."

B. B. GILBERT,
Fleming, N.W.T.

"Your plan has increased our cash sales, and is certainly a trade winner."

CASH BROS.,
Yarmouth, N.S.



Looking down Bay Street from the Telegram building.

Although the loss is great and a certain amount of disarrangement of business will result, neither should be exaggerated. The spring and summer trade had been fairly well completed, and in most cases the customers of the fire sufferers have fairly complete stocks. The A. A. Allan Co. were particularly fortunate in having stored in a safety vault, under the street, a considerable quantity of valuable skins and made-up garments. These were taken out as soon as possible after the fire, and found to be in an excellent condition. This firm are carrying on their business from a temporary warehouse on Wellington Street West.

The Gutta Percha and Rubber Mfg. Co., whose warerooms and offices were situated on the corner of Bay and Front Streets, having large factories in the western portion of the city, are among the more fortunate. Although their downtown establishment was completely destroyed they are able to keep pace with their trade without inconvenience, from their manufactory where they carry a large and well-assorted stock,



The Standard Cap Company, Limited

Cor. College Street and Brunswick Ave.

Wholesale Manufacturers of

High-class Cloth Hats and Caps

*Have secured premises at the above address, and will be in a position
to fill orders immediately.*



The telephone and telegraph companies suffered heavily through their wires and poles being destroyed.

List of Losers.

Dry Goods, Woollens, Neckwear, Fancy Goods, etc.

- Standard Cap Co., 14 Front Street.
Bradshaw, Macdonald & Co., 18 Front Street.
F. Robertson & Co., 20 Front Street.
Prime and Rankin, 22 Front Street.
Jenner, Sauer, Bannerman Co., 24 Front Street West.
Caulfield, Burns Co., 17-19 Front Street.
Cuthbertson, McCann & Co., 25 Front Street.
Wm. Bryce, 31 Front Street.
H. E. Bond & Co., 51-53 Front Street.
Johnston and Sword, 55 Front Street.
Anderson and Macbeth Co.
Robert Darling & Co., 44 Front Street.
Gordon, Mackay & Co., 48-50 Front Street.
Boulter and Stewart, 13 Front Street.
Novi-Modi Costume Co.
Charles Cockshutt & Co., 57-59 Front Street.
Wm. Croft & Sons, 61-63 Front Street.
Hachborn and Sheridan.

Gordon, Mackay & Co.

Front St. West, Toronto

LIMITED



Silk Blouses

We are well prepared to meet the demands of the trade for SILK BLOUSES.

Our factory is running at full speed, and orders for these numbers will be shipped same day as received.



No. 214—Fine Quality Taffeta Silk (lined) in all leading shades. This is one of our daintiest and most stylish blouses.

Price, \$4.25

**Dainty
Designs**



Silk Blouses

No between seasons with our line. We are always adding new numbers, and it will pay you to keep in touch with us if you want popular up-to-date Waists.



No. 220—Japan Silk in white and cream. Three rows of insertion in yoke, front made in small tucks and finished with silk Medallions. Artistic in every detail.

Price, \$3.50

**Perfect
Fit**



No. 213—Heavy Taffeta Silk lined in all leading shades. This blouse is piped on back, cuffs, band on sleeves, tabs on shirtwaists, and the insertion is underlined with shade blending with color of blouse.

Price, \$3.50



Looking west on Front Street from the Minerva building, temporary premises of
The Gordon, MacKay Co.

- Minerva Mfg. Co., 10-12 Front Street.
R. B. Huitchison & Co., Jessop Building, Bay Street.
Digmun, Monypenny & Co., 70 Bay Street.
Maurice Helpert, 69 Bay Street.
Garland Mfg. Co., 76 Bay Street.
E. & S. Currie, 58-60 Wellington Street West.
W. R. Brock & Co., 64-68 Bay Street.
Mark Fisher Sons & Co., 60 Bay Street.
John C. Green & Co., 56 Bay Street.
Drake, Hambly & Cockburn, 58 Bay Street.
Boulter & Co., 56 Bay Street.
Charles M. Home, 54 Bay Street.
Greenshields, Limited, 50 Bay Street.
Belding, Paul & Co., 50-54 Bay Street.
Canada Veiling Co., 50-54 Bay Street.
Cockburn & Rea, 46 Bay Street.
Atkinson Bros., 44 Bay Street.
Tooke Bros., 47-49 Bay Street.
W. E. Sanford Mfg. Co., 47-49 Bay Street.
Toronto Cap Mfg. Co., 51 Bay Street.
The Wyld-Darling Co., 61 Bay Street.
A. Bradshaw & Son, 25 Wellington Street.

SPECIAL FIRE NOTICE

A. A. ALLAN & CO.

WHOLESALE

Hats, Caps and Furs

18 Wellington Street West, Toronto, Ont.

We are again **in full swing** with all departments. All orders for Fall and Winter will have our early attention.

Ladies and Gents fine furs a specialty.



**Men's Fine
Tailored
Garments**



**Made in
Canada**

THE LOWNDES COMPANY LIMITED
142-144 WEST FRONT STREET TORONTO



NERLICH & CO. Escaped

The handsome warehouse opposite the Union Station, owned and entirely occupied by Nerlich & Co., Wholesale Fancy Goods, is one of the few large establishments that escaped the fire. The building, when put up four years ago, was a pioneer in the new station district, but the favorable location has since attracted a number of other firms, and the neighboring sites are almost all taken up for warehouse purposes.

Nerlich & Co.

WHOLESALE ONLY

Import and Stock Departments in
FANCY GOODS,
DOLLS, TOYS,
NOVELTIES

China and Glassware. Smallwares, Toilet
Articles, Smokers' Sundries

Special Catalogue Souvenir Articles now ready

Nerlich & Co.

Opposite Union Station TORONTO



The A. A. Allan Co., who had placed a large quantity of valuable furs in a storage vault under the sidewalk, reaped the rewards of their foresight.

Hardware.

H. S. Howland, Sons & Co., 37-39 Front St.
McClary Mfg. Co., 14-18 Bay Street.
M. & L. Samuel Benjamin & Co., 27 Wellington Street West.
The Merrick Foundry Supply Co., 50 Esplanade West.

Furs.

Breton & Manning, 52 Front Street.
A. A. Allan & Co., 51 Bay Street.

Printers and Publishers, Books, etc.

Carter, Crume Co., 28 Front Street.
W. J. Gage & Co., 54-58 Front Street.
Book Supply Co., Ltd., 62 Front Street.
Copp, Clark Co., Ltd., 64 Front Street.
Warwick Bros. and Rutter, 68-70 Front Street.
Canada Paper Co., 15 Front Street.
Davies & Henderson, 83 Bay Street.
Ritchie & Ramsay, 80 Bay Street.
Kinleith Paper Co., 80 Bay Street.
Brown Bros. Limited, 51-53 Wellington West.
Barber & Ellis Co., 45-47 Bay Street.
Buntin, Reid & Co., 27 Wellington Street West.
Kilgour Bros., 21-23 Wellington Street West.

Boots and Shoes.

T. J. Weston & Sons, 14 Front.
Ames, Holden & Co., 60 Front Street.



*Used in all the
buildings of the Worlds
Fair at St. Louis*

Everybody has felt the need of a floor brush that would sweep without raising dust, but nobody could get it until the World's Only DUSTLESS FLOOR BRUSH was placed on the market. It is guaranteed to sweep all kinds of wood or tile floors, oil cloth, linoleum, matting or carpets without raising dust. It kills germs, improves floors and brightens carpets. It is a twentieth century brush, abreast of the times, and up to the modern ideas of sanitation. On receipt of \$1.25 we will send you our No. 14 household, fibre brush, or No. 20 fibre for office or store for \$2.00. The money will be returned if the brush does not give entire satisfaction. Agents wanted.

Head Office for Canada, 29 Colborne St., Toronto. M. N. D'afon. Dep't F. S.

The Canadian Glove Mfg. Co.

OF TORONTO

Manufacturers of

**Gloves
Gauntlets and
Mitts**

We make a specialty of

Horse-hide Mitts and heavy Winter Goods

GIVE US A TRIAL

PHONE MAIN 3698

68 ADELAIDE ST. EAST

J. W. McFarlane, Mus. Bac.

20 COLLIER STREET

TORONTO, ONTARIO

Pianist and Teacher....

Pupils received for Piano Tuition

Engagements solicited for Concerts, At-home's,
Banquets, etc. etc.

Terms furnished on application

T. MORTIMER

Manufacturers Agent

Cutlery and Hardware

NEW OFFICE No. 11 FRONT STREET EAST

Wm. B. Stewart

Manufacturers' Agent and Dealer in Twine

Representing the Hamilton Cotton Co. and
The Consumers Cordage Co.

Telephone Main 94

11 FRONT STREET EAST, TORONTO, ONT.

The Dawn of a New Light.

Don't hesitate to burn air, it's free.
96% of our light is air.

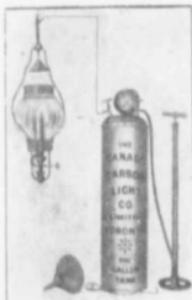
We can make your place of business as light as day at 1/2 the cost of other Lighting systems.

All our systems of lighting are permitted by the insurance companies without any additional premiums being charged for their use.

We are also Canadian agents for the wonderful D'Arco Light, The National Light System, and the most reliable and up-to-date Acetylene Machines.

We know the Lighting Business and handle only the best.

Write for particulars and catalogue.



CANADA CARBON LIGHT CO., LIMITED
104 King St. West, Toronto.

BELLE EWART ICE ...INSURES...
SATISFACTION

Quality right Delivery right Prices right It's all right

Order your supply to-day.

HEAD OFFICE:

5 MELINDA STREET

(Globe Building.)

Telephones: Main 14, 1917, 2933.

The Imperial Manufacturing Co.
33 CHURCH ST. TORONTO.

+++++

Clothing, Shirts, Overalls, etc. White Trousers,
Barber's and Waiter's Coats a Specialty.

ROBERTSON BROS.

459 Sackville Street

TORONTO - - ONT.

ALL KINDS OF

FRESH **MEATS**
and SALT

Vegetables, Poultry and Game

in Season.

Fresh Butter and Eggs

always on hand.



TELEPHONE NORTH 840.

The Boyd, Brumell Co., Limited

MANUFACTURERS AND IMPORTERS OF

... NOTIONS ...

Fancy Wools, Novelties in Needlework

Hair Ornaments, Hand Painted Novelties,
Hand Crocheted Child's Jackets, Hoods, Etc.

11 Wellington St. West

 Toronto.

We are pleased to say that our warehouse escaped Toronto's greatest fire.



Our stock is complete, therefore we are able to meet the extra demand.

FILLING LETTER ORDERS OUR SPECIALTY.



"A valuable library saved"

This scene is within a short distance from the Boyd, Brunell Co., whose advertisement appears on the opposite page.

C. H. Westwood & Co., Limited, 72 Bay St.
 Garside & White, 33 Front Street.
 Haly & Boyd Shoe Co., 29 Front Street.
 D. D. Hawthorne & Co., 71 Front Street.

Miscellaneous Wholesale Houses.

Irving Umbrella Co., 20 Front Street.
 J. L. Morrison & Co., 26 Front Street.
 E. W. Gillett Co., Limited, 32-34 Front Street.
 The E. B. Eddy Co., Limited, 38 Front St.
 Merchants Dyeing and Finishing Co., Limited,
 42 Front Street.
 McMahon, Broadfield & Co., 9 Front Street.
 Northrop & Lyman Co., 21 Front Street.
 Evans & Sons, 23 Front Street.
 Pratt Storage Co., 29 Front Street.
 R. Simpson & Co. (factory), 43 Front Street.
 Gutta Percha & Rubber Mfg. Co., 45-49 Front.
 Scott & Browne, chemists, 55 Front Street.
 Toronto Pharmacal Co., 22 Bay Street.
 Eckardt Casket Co., 24-26 Bay Street.
 Andrew Muirhead, 82 Bay Street.
 Pugsley, Digman & Co., 50-52 Wellington St.
 Toronto Coffee and Spice Co., 2 Bay Street.
 Allcock, Laight and Westwood, 78 Bay Street.
 Ontario Neckwear Co., Limited, 67 Bay Street.
 Embroidery and Quilting Co., 67 Bay Street.
 Office Specialty Mfg. Co., 77 Bay Street.

E. & T. Corset Co., 72 Hay Street.
 McLaren & Dallas, 11 Front Street.
 Wm. Jessop & Sons, 80 Hay Street.
 E. W. Gilmore & Bros., 86 Hay Street.
 W. H. Payne & Co., 86 Hay Street.
 International Brokers Limited, 88 Hay Street.
 Price Mfg. Co. pro. med., 88 Hay Street.
 Addison & Mangrove, 191 Wellington Street West.
 Kolph Smith & Co., 49 Wellington Street West.
 Consolidated Plate Glass Co., 72-73 Wellington Street West.

Flour Mills.

M. McLaughlin & Co., Hay Street.
 Royal Dominion Mills, 21 Hay Street.

Manufacturers' Agents.

D. Morrice, Sons & Co., 48 Hay Street.
 A. A. Alexander, Wm. Trout, J. P. Breen, A. J. Patterson,
 Walter Moore, James A. Grant, M. T. Lester & Co., A. H.
 Clemmen, H. C. Cooch, John Lillis, George Livingston,
 C. H. Foster.
 The above were all in the same building, 50-51 Hay Street.
 F. A. Turner, 60 Hay Street.
 Turner & Hamilton, 60 Hay Street.
 McClang & Burns, 58 Hay Street.
 The J. T. B. Lee Company, 50-51 Hay Street.
 James A. Grant, manufacturers' agent in the Temple Bld.



Wellington Street looking west from Kilgour Bros. factory.

THE BUNTIN REID COMPANY

Wholesale Paper Dealers

and Envelope Manufacturers

Begs to inform their customers that pending the erection of their new warehouse they have secured commodious quarters at

7 King Street East, Toronto

Where a full line of all grades of Book Papers, Flat Papers, Cover Paper, and miscellaneous lines are in stock. Everything New, New Goods, New Ideas, New Progress, New Friends.

Gordon, Mackay & Co, Limited

FRONT STREET WEST, TORONTO



WE
MANUFACTURE



Blouses, Underskirts, Whitewear, Knitted Underwear,
Umbrellas, Parasols, Braces, Overalls, Smocks, Working Men's Shirts,
Eider and Cotton-filled Comforters, Pillows and Cushions.

GORDON, MACKAY & CO.

LIMITED

International & Co.

Toronto