

❖ Permanent ❖ Exhibition of **M**anufactures. Toronto.

NICHOLLS & HOWLAND, PROPRIETORS.

THE undersigned are now prepared to receive applications for space in the PERMANENT EXHIBITION OF MANUFACTURES.

A special building is being erected for us and is expected to be ready for occupation by January next. The structure, which is to be a very handsome one, will have a frontage of 92 ft. by a depth of 105 ft. and will contain the following accommodation :--

A lofty, well-lit basement, having large doors opening on a lane at back, at such a level as to facilitate the handling of heavy weights : the ground or main floor a few steps above the level of Front street, with a height of ceiling under the galleries of 14 ft., while the central portion, up to base of dome skylight, will be 29 ft. high. On this floor, in the north-east corner, immediately adjoining the entrance vestibule, will be the general and private offices of the management, and adjoining them a number of small private offices or consulting rooms for the use of exhibitors, besides comfortable lavatory and sanitary appliances. A gallery floor 23 ft. wide will extend around the four sides of the building, and will be used for exhibiting the lighter classes of manufactures. A special feature of the building will be the good lighting, for in addition to the rows of large windows in front and rear, there will be a large dome skylight in the centre. Access to the various floors will be by ample staircases, and by a large elevator. The building will be heated by steam.

It will be located on Front street (nearly opposite the Queen's Hotel), convenient for both boats and railways, for shipping and for visitors.

Some of the advantages likely to accrue to manufacturers exhibiting may be briefly summed up as follows :

1. The Exhibition will be free to all and open throughout the year.
2. It will afford all the advantages of a Toronto branch establishment at a very moderate cost.
3. Exhibits will be seen by large numbers of business men who would not be apt to visit a private branch office unless on special business.
4. The Exhibition will be extensively advertised and made very attractive, and as almost every variety of machinery and manufactured goods will be on view under the same roof, it will certainly become an important mercantile exchange.
5. Competent salesmen will be in charge for the purpose of explaining the merits of each exhibit to interested visitors.
6. Exhibitors can have printed on their office stationery "When in Toronto call and see sample of our goods at PERMANENT EXHIBITION OF MANUFACTURES." This may afford prospective purchasers an opportunity of personally inspecting goods, who would not be apt to visit outside towns for that purpose.
7. Exhibitors can appoint us selling agents, or can have their own representatives in charge. In the former case, every endeavor will be made to establish profitable trade.
8. Machinery can be shown in motion, as shafting and power will be provided.
9. Office accommodation will be provided for the convenience of exhibitors and their agents.

Further information will be promptly furnished.

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Office of Canadian Manufacturers' Association
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