

A REMARKABLE GROWTH

"Astonishing!" you
"Old Boys" will say
when you come and see
this store and think
what the average Tor-
onto Store was like
when you were young.
"Astonishing!" you will
say again when you see
a store this size flour-
ishing in a city of only
250,000 inhabitants.
"Astonishing!" you will
repeat when you see the
completeness of every-
thing: the largest
private electric plant
in Canada, a cold stor-
age plant, two complete
elevator plants, belt
parcel carriers, factor-
ies, bakery, laundry,
press room and stables
and many other things.

*We want you to
come and see our store.*
If you would like to
go through the whole
thing, go to the Mana-
ger's Office and a guide
will accompany you
thence to the most in-
teresting points.

The first thing you
will ask is

Weather Probabilities?

If it rains, we have
Silk Umbrellas;
if it shines
Silk Sun Shades.

(Main Floor, Yonge St. Entrance)



The Toronto Coat of Arms

on a Cushion Top—
let your mind rest on it.

(Main Floor)

To Combine a Rich Souvenir with a Profitable Investment

we would suggest
the purchase of a *genuine*
Diamond Ring.

(Main Floor, Yonge St. Entrance)

Our **S**olid
silver
souvenirs
of Toronto
are made in Canada.

(Main Floor, Yonge St. Entrance)