

THE EVOLUTION OF CANADIAN COMMERCE. (Seven Pictures)



No. 7--North Facade of the Robert Simpson Company's Stately Toronto Store in the Age of Steel, Practically Complete, 1909.

"Civilization, seed of Jacques Cartier, has blossomed in this the yester limit of known lands."

ON TUESDAY, SEPT. 7TH, 1909, THE ROBERT SIMPSON COMPANY, LIMITED

INVITES THE CITIZENS OF TORONTO AND THE STRANGERS
WITHIN HER GATES TO THE

Formal Opening of the New Store

IN THE AGE OF STEEL

WHEN the first log store was built upon the site of Toronto men wore moccasins and women draped themselves in blankets. To-day in Toronto the new fashions of Paris rule almost from the first day they are born. The produce of practically every country on the face of the globe gathers into cars and ships addressed "Toronto."

When in Canada men traveled by snowshoes and canoes, stage coaches and Sedan chairs conveyed travelers in Europe. To-day, the electric railway of Toronto compares with any street tramway in civilization. Steam railroads span the continent; modern trains are sped to serve the queenly city's needs. Horses and vehicles of all descriptions throng the streets. Automobiles flash by on asphalt. Bicycles criss-cross and wiggle through the press of traffic. The other day an airship circled the City Hall Tower and passed high above the crowding roofs.

When on the site of Toronto men traded in log stores,

brick and mortar housed the commerce of Europe. To-day, in the age of steel, a Store in the heart of Canada ranks as the largest building of steel-framed construction in the British Empire. Bounded by four streets—Yonge, Queen, James and Richmond—it is a complete cage-block of rolled-steel girders and beams, swathed in terra cotta and concrete, faced with Roman brick and chiseled masonry. Its seven floors contain over eleven acres. Its roof shelters a trade of dollars counted in millions. Its stock includes practically all the personal and domestic needs and luxuries of civilized humanity.

Modern, brilliant, flashing with sunlight or electricity, tier upon tier of living windows, keen as though with perception, stands this great creation of steel and terra cotta in the heart of a beautiful city. About it surges the life and business of a third of a million men, women and children—people with the complex wants of developed society—open-eyed, alert, front-ranked in the march of the world. Civilization, seed of Jacques Cartier, has blossomed in this the yester limit of known lands.

- New Offices
- New Waiting Rooms
- New Toilet Rooms
- New Restaurant
- New Goods

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