

TORONTO'S
RETAIL
EMPORIUM

A PLAIN STATEMENT OF FACTS

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Before opening our capacious Establishment we desire to make a plain statement of facts concerning our methods, manners and merchandise.

We have adopted the modern way of doing business. We look after our customers interest first, our own afterwards; we find it pays us eventually. We want your permanent patronage, and shall aim to win it by every fair transaction of to-day.

We will demonstrate to the public in deeds rather than in words, our position as the equal of any mercantile establishment in this Dominion of Canada that caters to a similar line of trade. Namely:

FINE DRY GOODS, HIGH-CLASS CLOTHING & FURNISHINGS.

Welcome!
Welcome!
Welcome!

We extend a most cordial invitation to all who are interested in Fine Dry Goods and High Class Clothing to attend our opening on

Saturday,
Sept. 1st, 1894.

We mean by this that you are welcome to wander at leisure through our vast exhibition rooms without further thought than that of enjoying the beautiful things that greet you on every turn.

Our florist has added graceful touches to this bower of beauty, while for the further entertainment of our guests sweet music will be furnished afternoon and evening.

Silks=
Black and Colored
Dress Goods.

We take special pride in calling your attention to these departments, which will be the largest and most complete in every detail in the city of Toronto. We lay special claim to novelty in style, variety in pattern and reasonableness in price. We promise you to keep this department up with the time and make them a striking feature of the store.

CORSETS.

Our Corset Department will be very complete, containing all the best and most popular makes, upon which we place a price that will make the department a favorite one for ladies.

AMERICAN MAKES
A SPECIALTY

Opening
Saturday,
Sept. 1st, 1894

GLOVES.

We shall keep in this department a line of gloves that shall leave no possibility of failure to suit our customers either on the score of Sizes, Shades, Styles or Prices. You should not leave our store without looking through this department. Gloves warranted and fitted to the hand; then they will

Fit Well, Wear, and
Look Well.

Linens.

You may come expecting to find this department a grand one and you will not be disappointed. In this branch of our store we will merit the praise of every housekeeper, and let it be understood that the prices will be a feature well worth your careful consideration.

Clothing.

We here direct your attention to our Clothing Room—the largest, best equipped and best lighted in the city. You will find in this department piles of clothing for men, youths and children of the very latest style, perfect in fit and finish.

The big attraction will be the very low prices for high-class goods.

Hosiery and Underwear.

We shall make a specialty of these goods in all weights and grades, and it will be a pleasure to show such goods as are included in our new stock. Do not let any consideration of trouble hinder you from looking through this Department, which will always be an attraction for bargain seekers. English and American makes a specialty.

GENTS' FURNISHINGS.

All the latest styles and newest makes in Gents' Ties, Collars, Shirts, etc., will be shown in this Department. Gentlemen who are close buyers and like Nobby Goods will find this Department very interesting.

Music
Afternoon and
Evening

COTTONS and SHEETINGS

In these standard staples we aspire to be absolute leaders. We especially invite the attention of careful buyers to this Department, confident that we can offer better goods for lower prices than buyers are generally offered in these lines.

In our efforts to secure patronage only legitimate means will be used. If we cannot win your confidence we do not want your trade. The success, primarily, of any business is gauged by its money-making capabilities. There is, however, something behind that, namely, a reputation for commercial integrity. **WE ARE HERE TO STAY.** In Toronto's growth we want mirrored our own. We realize that it takes time, ability and hard work to reach the zenith of success. In mercantile life the public as a rule are extremely critical, zealous of their rights. We do not expect all the business in Toronto. We do expect, however, the lion's share of it. Our reasons for expecting it are easily demonstrated. When we open our doors, Saturday, Sept. 1st, our entire store will be absolutely packed with the latest and most desirable lines of merchandise the market affords. The present times are very prolific in bargains to the shrewd buyer. Our position is such that we are enabled to take advantage of every opportunity that presents itself for close purchasing. The fruits of our good buying will be ready for your inspection on our opening day. We have no old stock at ante panic prices to work off on our customers. There will positively be no doubt about our prices being less than elsewhere. Every article in our store will be marked in plain figures and there will be no deviation from that price. Our goods will be represented to you just as they are: no better, no worse. Your money will be cheerfully refunded if not satisfactory. Trusting to merit a share of your patronage. We are, yours to please,
O. S. HERBERT.

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C. S. HERBERT,

219 and 221 YONGE STREET.

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