

TORONTO'S  
RETAIL  
EMPORIUM

# AN EVENT TO BE CHRONICLED

TORONTO'S  
RETAIL  
EMPORIUM

THE OPENING OF OUR NEW STORE

## 219-221 Yonge-st., Corner Shuter

ON SATURDAY, SEPTEMBER 1ST, 1894.

### OUR OPENING

Means something to you, means something to Toronto. We expect our name to be as well known as the city's. Why? because it will be talked about as often. If you secure a benefit you are only too glad to tell it.

A most cordial invitation is extended to the people of Toronto and vicinity to visit and inspect our ideal modern establishment, where the expectation of your patronage rests in having the goods best worth your buying at the fairest of fair prices.

Our new store is a brilliant example of the accomplishment of purpose. Perseverance and energy have played conspicuous parts. And these untiring elements of success shall make our standard of excellence progressive.



### OUR OPENING

Will undoubtedly prove wonderfully attractive. If you are skeptical about it call and we will show you how a modern up-to-date store is conducted. That your dollars will have double purchasing power here should prove amagnet of wonderful force.

We have diverged from the time-worn paths of conservatism and this will be a new store.

It will always be a new store. We will never let it grow old. There will be new blood, new methods, new ways, new everything to urge it to greater greatness. Why not?

In emphasizing all the points of a perfect store service, and in aiming to serve you only in the best and most substantial way your pleasure, profit and convenience have been so thoughtfully considered that we expect our capacity for serving you will be taxed to the fullest extent.

And therein lies the sweet solace of our labors.

**Our Buying Powers are thoroughly Efficient.  
Our Stock is Vast and Comprehensive,  
And our Prices will Always be the Lowest.**

In seeking to secure your patronage these principles invariably guide us:  
1st--Handling only the Best Goods at the Very Lowest Prices.  
2nd--Placing promptly upon our counters all that is new and desirable, thus making each department a living advertisement of modern enterprise.  
3rd--Aiming by our fair methods of doing business to gain your confidence--a trust which will never knowingly be abused.

**REMEMBER OUR OPENING DAY---SATURDAY, SEPT. 1ST, 1894.**

Trusting to merit a share of your patronage.

Yours to please,

## C. S. HERBERT.

**MUSIC**

Will Be Rendered AFTERNOON AND EVENING.

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