



IN THE FANCY GOODS DEPARTMENT.
A GREAT CANADIAN HOUSE.

special feature of "Morgan's" is the ladies' parlour, beautifully furnished with easy chairs, etc., and having a magnificent mantel, ornamented with Danish pottery. It overlooks St. Catherine street and the square, being in every way a place where ladies can rest, read or write,—books and other requisites being provided. On the west side are the general offices, two sample rooms, and the private offices of Mr. James and Mr. Colin Morgan.

Ascending once more by the elevator we reach the third floor, and see on our right the furniture department, consisting mostly of imported goods from Grand Rapids, Michigan. Here beautiful bedroom, dining-room and parlour suites delight the eye, while dispersed around are single pieces of individual excellence. English bedsteads are also handled. Next we come to the curtain and upholstery section, in which the range is very wide, from the cheap to the highest priced goods. We now enter the carpet room, which is in four divisions, according to the quality, and comprises the products of English, Scotch, French and Dutch factories in carpets, rugs, mats, matting, etc.



AMONG THE DRY GOODS.
A GREAT CANADIAN HOUSE.

Lastly we visit the fourth and last floor, divided into upholstery, mantle-making, dressmaking, millinery, tailoring and carpet work-rooms. This latter is the finest in America, 75x60 feet in dimensions, having a portion, 54x26 feet in size, divided into square feet for fitting carpets, while in every way the arrangements are most complete. From this height we can view the different floors through the central well.

In order to gain a just perception of this great enterprise let us descend by the stair-case and thus view each floor from a point of vantage. On our way we pass the mail order department, which is steadily becoming very important and rapidly increasing, while in connection with this Messrs. Henry Morgan & Co. are now issuing a catalogue of their prices. Strictly retail, the business extends from Halifax, N.S., to Vancouver, B.C., and, while Montreal contributes largely to the annual trade, that from the country shows a steady growth. In all there are about 500 employees, each department being under the superintendence of an experienced head, who is himself directly subject to the management. The members of the firm deserve the highest praise from their fellow citizens, for they have built up and established, upon the most solid basis, an enterprise which has not its equal in Canada. Mr. James and Mr. Colin Morgan are now the active partners, though Mr. Henry Morgan, the original founder of the firm, is still to be met with during business hours by his many friends.

IN A HOUSE OF JEWELS.

Probably one of the most trustworthy indications of the prosperity of any country is the expenditure of money for jewellery and articles of vertu for personal and household adornment. It is characteristic of highly civilized peoples, that in such matters they invariably prefer quality rather than quantity, and quiet elegance than dazzling conspicuousness. In no branch of business that we know of can the increase of wealth and refined taste be more readily detected than that of the jeweller and silversmith. The transition from the village jewellery store, with its small and inexpensive stock of jewellery, watches and clocks, to the palatial warehouses of our large city jewellers is not a thing of a day, but a gradual development which quietly keeps pace with the growth of the community.

With such thoughts as these in his mind the visitor to the immense establishment of Messrs. Jas. E. Ellis & Co., of 3 King street east, Toronto, cannot fail to be struck with the magnificent display of diamonds, watches, clocks, jewellery, bronzes, and art goods of all kinds shown by that enterprising firm in their new warehouse. Here, under one roof, are brought together the choice productions of the best home and foreign manufacturers, and there are but few of the civilized countries in the world that have not been laid under tribute in order to add to the beauty and effectiveness of the display.

The connections of this house since their foundation nearly a third of a century ago have always been of the highest character. They import all European novelties direct, having a special agent in London and Paris, who is always on the alert to secure the newest and most desirable goods as soon as they are placed upon the market. The display of diamonds and other precious stones, watches, fine jewellery, sterling silverware, plated ware, French clocks, bric-a-brac, statuettes, bisque ornaments, etc., are not excelled in Canada. Diamonds, rubies and other precious stones are carried loose, and set to order in any special design. Their stock of sterling silverware is very extensive, as they are agents at this point for the Gorham Manufacturing Co., the most celebrated manufacturers in this line in the world. A specialty is made of the manufacture of presentation plate and medals, which are executed in the highest style of art and the most finished workmanship. The line of watches shown embraces all the leading makers of Europe and America. All their fine watches as well as their manufactured goods are made expressly for their trade and bear the imprint of the firm, and the public in purchasing from this house receive the guarantee of their long and honourable career.