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TORONTO, SUNDAY MORNING, MAY 1 1910

PRICE EILAN

THE LUMSDEN BUILDING =



THIS BUILDING IS BEING SHOWN AS AN EXAMPLE OF MODERN SKY-SCRAPERS, ONE THAT IS A CREDIT NOT ONLY TO TORONTO BUT A WORTHY EXAMPLE OF THE VERY FINEST AMERICAN ARCHITECTURE. THIS BUILDING IS REMARKABLE IN MANY WAYS; PROBABLY THE OUTSTANDING FEATURE WAS THE EXPEDIENCY WITH WHICH IT WAS ERECTED. THE FIRST PIECE OF STEEL WAS PLACED IN POSITION DURING THE MONTH OF SEPTEMBER SERVICES AND THE GROUND FLOOR OF THE BUILDING WAS READY FOR OCCUPANCY APRIL 1. IT IS ABSOLUTELY FIRE-PROOF THROUGHOUT, AND CARRIES THE LOWEST RATE OF INSURANCE FOR ANY OFFICE BUILDING IN TOPONTO.

THE ROYAL