

THE WEST END'S BIG DRY GOODS EMPORIUM



SOME twelve years ago citizens of the West End received their first invitation to visit what has since become their leading dry goods establishment.

The advancement of this part of Toronto was then an assured thing, and Mr. Botsford needed no prophetic knowledge to indicate that the establishment of a first-class house, with the best methods, enterprise, integrity and broadmindedness as the principles of merchandizing would succeed. The rapid growth of his store in the face of what people call "hard times and dull seasons," must have a cause underlying—which can be readily seen in the confidence of the people.

Everything has a beginning, and the beginning of Mr. Botsford's popularity may be traced to the first day his store was thrown open to the public, and his goods displayed for sale.

Based upon the strong foundation of "Cash and one price only," in direct dealings with the public, and the ruling determination to go direct to the manufacturers for the goods sold, from the starting of this store it was known that everything kept in it could be depended on, and that the values were the best, so that the record of daily business is one of continuous improvement and growth, the steady progress having resulted in that monopoly which is always accorded by wide-awake people to the establishment where they get the best value for their money.

The general plan of the building is basement for carpets, oilcloths and general house furnishings; the ground floor for dress goods, fancy goods, men's furnishings and staple goods. First floor for mantles, millinery and millinery workrooms; the top floor for dressmaking, fitting rooms and lunch rooms.

Throughout the entire building every modern convenience to facilitate the handling of the goods and promote the comfort of the custom-

er has been adopted; and the thorough system employed makes shopping a pleasure.

The adoption of the most approved basket system does away with the noise and bustle of cash boys. The system is a simple one, and for that reason the more to be admired. At the counter where the customer makes the last purchase the salesman places the goods with bills in a wire basket which, by means of a pulley, is raised to the

measured, neatly wrapped up and returned to the right person with the right change, in a few seconds. Dry goods and millinery of foreign makes are imported direct to this store from the manufacturers. Mr. Botsford does his own buying, and for this purpose makes yearly trips to the European markets.

Years of experience—the accessory of success—with the privileges arising from a high commercial standing, backed by a thorough business tact, aid him in the choice of the goods, so that nothing inferior or trashy ever crosses the ocean for his store; and, as a consequence, the goods displayed for sale are always bright, new and reliable.

The high reputation of his DRESSMAKING DEPARTMENT is so widely known that further comment is scarcely necessary. Nothing is asked to be taken for granted, and every dress and mantle turned out of the department has a guarantee to it that style, fit and finish will be perfect. Nor is the scope of its work confined to Toronto alone. For people from ocean to ocean dresses are made; the difficulty of measuring being got over by means of a system of "Illustrated Instructions on Self-measurement" established by this store, by which directions people can measure, and from which the fit of the dress is guaranteed, so that "Botsford's for my dressmaking" is the motto of many of the best people all over Canada.

These are days of advancement surely. Our grandmothers would have laughed at the idea of buying even the commonest of staple goods by letter! and now if one visits the shipping part of Mr. Botsford's MAIL ORDER DEPARTMENT, what may he see? Probably the careful packing of an elegant and costly wedding trousseau for the belle of one of the Dominion's most populous towns, or a bale of warm blankets, flannels and winter clothing for the trapper and his family, who have to brave the cold of the extreme North-West, or it may be little bundles of samples, some of which are destined to win the appreciation of a thrifty housewife of the Lower Provinces, and others to illustrate the latest styles to the family whose nearest neighbours live perhaps on an Indian Reservation. This is an illustration of the mail order business, which may be seen in Botsford's every day, and is a striking sample of how centralization of trade has made Toronto one of the greatest cities on this continent.

To aid his customers in ordering, who have their wants supplied by mail, Mr. Botsford publishes a catalogue annually. This year's book is sensibly written, gives necessary information on letter-ordering, is illustrated with the season's styles in millinery, mantles, costumes, etc., contains the instruction on self-measurement mentioned above, and a compendious price list of the goods. The book is mailed free to applicants; and is so useful that it may be said, without hesitation—it should be in every home.



Decorative flourish.

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