

Retail Store, Fairweather's Limited, Toronto

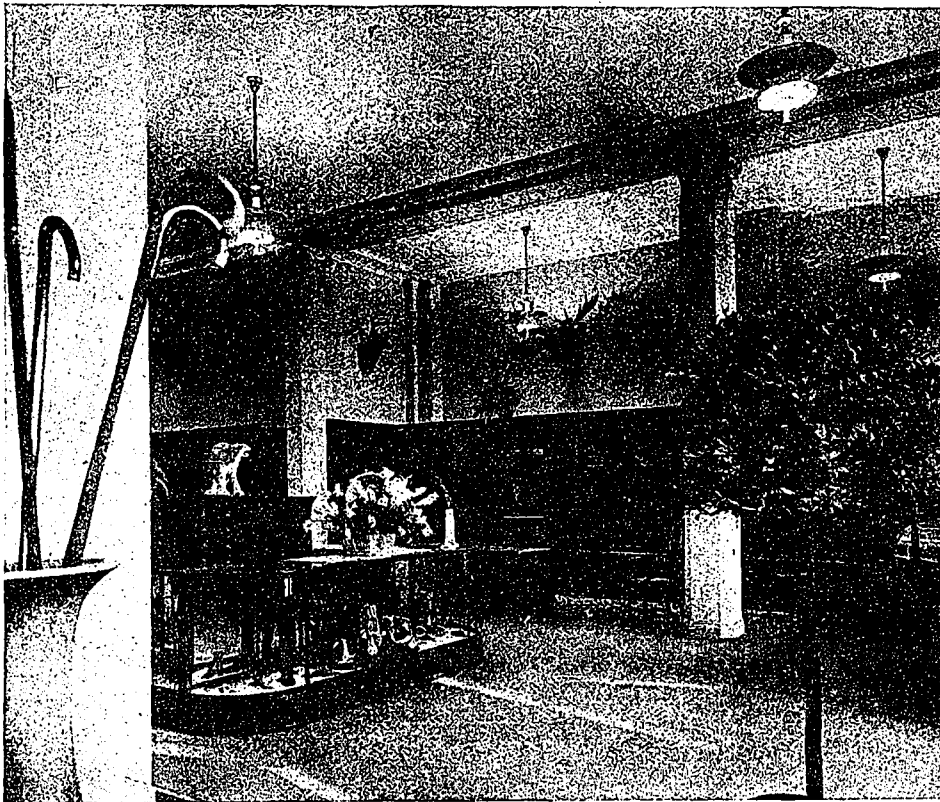
THIS establishment carries on a specialty business in ladies' fine furs, and other wear, and suggested in many ways a refined architectural treatment to serve as a fitting background for the display of merchandise of rather a luxurious character. The building was consequently planned with this idea in view, but, of course, limited by considerations of cost.

The exterior on Yonge street is constructed of buff Indiana limestone, the detail being reminiscent of the Italian Renaissance. Cast bronze is employed for the ground floor show window trim combined with a black and gold marble

A mezzanine gallery is carried around the rear of the ground floor, providing office space, and from which can be observed the operations of the entire floor below.

Artificial stone is used on the ground floor for the wall surfaces. The floors are of cork tile and quartered oak. All of the furniture was specially designed to correspond to the general treatment.

On the second and third floors are the departments devoted to millinery, women's suits, coats, and lingerie. Enamel in putty color, gray, and ivory is used on the trim.



GROUND FLOOR VIEW: FAIRWEATHERS, LIMITED, TORONTO.

architrave around the main entrance. The cornice of the building is decorated in bright colors and can be illuminated.

In the economical construction of the building, which has a frontage of 42 ft., it was decided to have a 22-ft. central bay with eleven-foot side aisles. This arrangement has resulted in an interior of considerable architectural character, the side aisles providing ample space for wardrobes, the general scheme being to keep the merchandise under cover in contrast with the usual massed display of the departmental store. The central bay of the selling floors is left quite clear for selling space.

The trim of the show windows is African mahogany stained brown, while that of the ground floor is of birch of a similar finish.

The fourth floor comprises the work-rooms abundantly lighted and in close contact with the selling floors below to give satisfactory service.

All the various departments are connected with a modern tube system, and the general mechanical features are up-to-date throughout.

The general construction of the building was first designed for reinforced concrete, but was finally changed to mill construction, it being found that due to the very large amount of insurance which had to be carried on the stock, necessitating automatic sprinklers in any event, that the annual saving in insurance on the reinforced concrete building with sprinklers simply amounted to the carrying charge on its increased cost.

The cost of the completed building was ap-