

THE MODERN STORE.

MODERNISM along architectural lines is finding greater expression in store fronts and interior fittings of exclusive retail establishments, than in any other form. This is indeed an age when the progressive retailer is seeking the stamp of individuality in



UNIQUE DISPLAY FRONT OF A. E. REA AND COMPANY'S STORE, TORONTO.

his place of business, and the great transformation which has taken place in the shopping districts during the past ten years has carried us through a number of successive changes.

Stock fixtures and fittings of antiquated pattern are being superseded by those of special design, and the old style store with its sash windows and plain interior is fast becoming but a memory. To-day the display windows are more attractive, more alluring in every way, while the interior is far richer in its general tone and more inviting in appearance. In the accompanying illustrations, showing exterior and interior views of the new store of A. E. Rea & Company, Yonge street, Toronto, can be seen the character of the work designers are at the present time accomplishing in this line.

While the attractive front, with its unique display windows and overhanging canopy, stand out in striking contrast with other stores in the shopping district, it does not in any way transcend the splendid character of the interior with its modernly equipped appointments. Here the wall cases and silent salesmen, together with the trying-on cabinets at the rear, show that discrimination and care in detail and arrangement which gives the whole an individual and yet an extremely refined appearance. All the woodwork is of mahogany, highly polished, while the heavy glass of the silent salesmen and

wall cases is of the very best quality. In design, detail and workmanship, these fixtures are of the very highest type.

The entire contract for this interior was executed by the Toronto Show Case Company, 5-21 Defries street, Toronto, and the despatch and thoroughness with which this firm carried out the work, is certainly a credit to Canadian enterprise and ability. The manner in which the old store of Wanless & Company was converted into this modern establishment, seemed to have an element of the magic of fairyland. At no time has Toronto seen work of this kind carried out in a quicker or more thorough manner, nor has it anything more attractive in general interior appointments. The Toronto Show Case Company's splendid organization makes it possible for them to execute and instal interior fittings and fixtures according to architects' details and specifications, on short notice. Their workshops are excellently equipped and they employ only the best skilled labor.

BAKER & JORDAHL.

MESSRS. BAKER AND JORDAHL, general contractors, Manning Chambers, Toronto, are evidently securing a fair portion of the season's business. They have recently been awarded several contracts for Government improvements, including the construction of a magazine at Toronto, and a rifle range to be built at Niagara-on-the-Lake. While making a specialty of fireproof building construction for factories, mills and warehouses, and also the designing and erection of reinforced concrete buildings and structural steel work, this firm is equipped to carry on general building construction in the full meaning of the term. At the present time they are, in addition to executing other work, making the foundation test pits for the proposed new building which is to be erected in Toronto, for the Bell Telephone Company.

Another contract which has lately been awarded them, is for a residence to be built at Niagara-on-the-Lake for Mr. W. P. Chapman.



INTERIOR OF A. E. REA AND COMPANY'S STORE, TORONTO, SHOWING THE MODERN STORE FIXTURES INSTALLED BY THE TORONTO SHOW CASE COMPANY.