

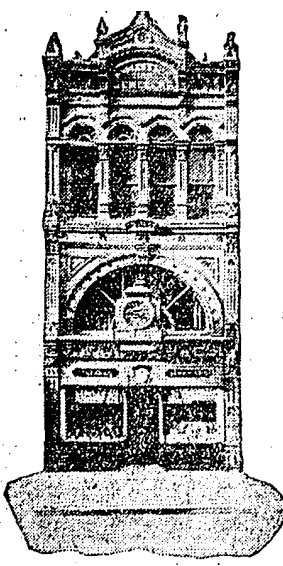
TORONTO'S OLDEST JEWELRY HOUSE.

The Progressive Firm of **John Wanless & Co., Yonge St., Toronto.**

The firm of John Wanless & Co. is the oldest jewelry concern in Toronto to-day, having been established here in 1840. Their first store was on Church street, early opposite St. James' Cathedral, which portion of the city was at that time the centre of the business district.

In 1846 they moved to their present location, and since then they have been at 168 Yonge street; the growth of their business has been one steady forward march of progress, and each year has seen the amount of business done greater than the preceding one. There has been no retrogression at any time.

Our attention was drawn to Messrs. Wanless' establishment owing to the fact that they have just had an entirely new and up-to-date front put in their store. Upon enquiry one of the members of the firm advised us that they found it necessary to have the front remodeled about every ten years, in order that they may keep abreast of the times, and not lose their position in the front rank of Toronto jewelers. The new front, as will be seen from the accompanying illustration, is one of the very latest designs, and is certainly a credit to the store and to those who executed the work.



The interior decoration of the store is of a very high order, and is artistic in every sense of the word; there is certainly nothing of a gaudy nature about it. An air of conservatism is here found that is only to be found in the well and long established business house.

The lighting of the store is somewhat unique, individual incandescent lamps being arranged in the very ornamental plaster ceiling, so that after the lights are turned on the store has a very attractive appearance, and the decorated ceiling is shown up to advantage.

The ground floor is given up entirely to jewelry and silverware, of which latter Messrs. Wanless make a specialty, although the other departments on this floor are by no means below standard. Attention may be drawn to the very beautiful sterling silver tea sets that range in price as high as \$1,000 per set. A well assorted stock of plated ware is also carried, including tea sets running as high as \$25. Sportsmen and others will be interested to know that silver trophies of all kinds are kept on hand, such as prize cups, shields, etc. People who take a delight in Scotch goods will find in this store an assortment that cannot be found elsewhere in Toronto, as this firm has made a specialty of these goods.

On an intermediate floor is to be seen a fine stock of clocks, English oak goods, useful articles in leather, and gentlemen's walking sticks. The second floor is given up to the optical department and a line of art goods, such as bronze statuary and other ornaments of various kinds, of which there is a large assortment to choose from. The optical department is supplied with the most modern appliances and a first-class optician is in constant attendance, so that it is possible for this house to furnish the very best glasses.

The third floor is devoted to manufacturing entirely. Here was found a fully equipped watch and clock repair department, with a number of workmen putting the indicators of time in good order. They have also a complete plant for the manufacture of jewelry of all kinds, and at the time of our visit we had the pleasure of seeing the mechanics rolling a piece of gold preparatory to turning it into pieces of jewelry.