

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

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York Annexation to Come Up Again for Discussion

Transportation Fares Present Problem.

Another meeting of the Board of Control to discuss the annexation of York and East York Townships will be held shortly, to be called by Mayor Stewart. The date was not fixed, but was left to his Worship. The meeting is occasioned by a report from Works Commissioner Harris to the Board of Control that it would be impossible for him to prepare a detailed report on annexation, as requested by the Board some weeks ago, before Council departed on its vacation.

Controller Ramsden remarked that he was not keenly interested in the question of annexation at the present time, and Controller Hacker stated that if he had known what was involved in the preparation of reports he would not have joined the Board in asking for detailed reports, which would be expensive and take considerable time.

Mayor Stewart suggested that the Works Commissioner secure the point of view of the residents of the townships on the payment of two carfares, and if they were opposed to the payment of two fares on annexation, to learn what increase the car-riders of the city must pay if annexation took place on the basis of a single fare.

"To come in on a common basis and enjoy the benefits of other citizens," said Commissioner Harris, in reply to a query from the Mayor, who asked the Commissioner what the attitude of residents of the township was toward the payment of double fares.

While appearing before the electorate last year, Mayor Stewart made it clear that annexation would not take place at the expense of the car-riders of the city.

Appointments Made to Architects' Registration Board

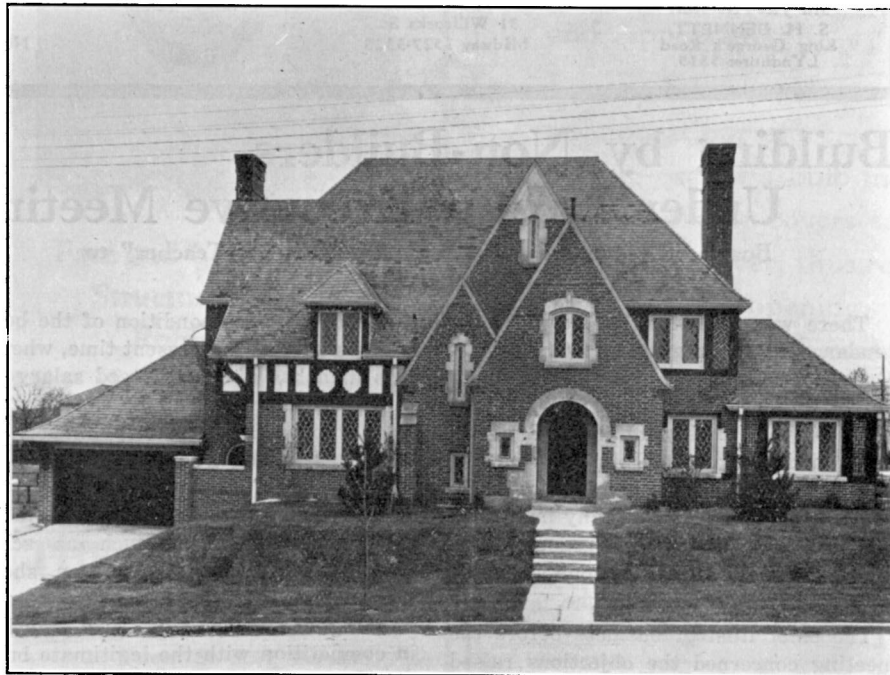
J. H. Craig and J. P. Hynes Are Toronto Members.

Ontario Association of Architects this week selected three members for appointment to the Board of Registration, authorized under an Act of the Legislature at its last session.

The Board will have power to deal with all matters appertaining to the misconduct or practices of architects, to make regulations for admission to the ranks of architects in Ontario and to prescribe examinations.

The three members appointed: James H. Craig and J. P. Hynes, of Toronto, and W. B. Riddell, of Hamilton. The two other members of the Board yet to be appointed will represent the University and the Lieutenant-Governor-in-Council.

BEAUTIFUL FOREST HILLS HOME



This splendid residence is situated at the corner of Chadwick Avenue and Vesta Drive, Forest Hill Village, and is throughout from basement to attic, one of the most attractive homes ever erected in Toronto. Forsey, Page & Steele, architects, 20 St. Clair Avenue West, have provided a design in which no smallest detail has been overlooked—a design which has been excellently executed by W. H. Clarkson, 330 Bay Street, the general contractor. Standard Red Stock brick, supplied by the Standard Brick Company, 500 Greenwood Avenue, was used throughout in its construction.

QUANTITY SURVEYING AND ESTIMATING

Quantity Survey Can Serve Any and All Bidders On Any Project.

Editor's Note: The following article has been received from the Institute of Quantity Surveyors. Quantity Surveying has been an established practice in Great Britain for many years, where it is used to give an accurate cost of construction. Then the Quantity Surveyor is retained by the builder to prepare an absolutely accurate cost of construction so that the builder may offer his bid intelligently, or sometimes the Quantity Surveyor is retained by the architect to check all bids. There are several members of the Institute in Canada who feel that the system might well be more widely used here.

Quantity Surveying and Estimating are two separate and distinct functions in the preparation of a bid in the construction industry, and whereas a Quantity Survey can and should serve all bidders in common, an estimate of cost or bid on the other hand should and must be individual or separate for each bidder.

The American Institute of Quantity Surveyors was organized in 1926. Four years previous to this, or in 1922, a report and recommendation on Quantity Survey was made by a Joint Committee, representing the American Institute of Architects, the Associated General Contractors of America and the Federated Engineering Societies. This report approved the Quantity Survey and recom-

mended a more or less specific system for adoption. With this report and recommendation the work of this Joint Committee was completed, but as there was no agency in existence at that time to further the project there was no concerted movement to advance the suggestion made by the Joint Committee.

In the meantime, and probably without regard to Joint Committee and report, a number of individuals and firms established themselves as Professional Quantity Surveyors in various parts of the country. Due, no doubt, to previous training and experience, and also due to existing conditions in localities where these Quantity Surveyors had established

(Continued on page 7)

Alternative Plan Is Considered for New Avenue Rd.

Would Circumvent Upper Canada College Grounds.

The latest suggestion put forth in an effort to surmount the difficulty found in the attitude of Upper Canada College in connection with the extension of Avenue Road is that the new thoroughfare be built around the College grounds, with northbound traffic passing along Oriole Parkway and back to Avenue Road north of the College, and southbound traffic going westward to Forest Hill Road and thence back along Lonsdale Road to Avenue Road, just south of the College. This suggestion was made by Tracy de LeMay, City Planning Commissioner, to the Council following that body's tour of inspection of proposed civic improvements and public works at present in progress.


Difficulty has been encountered in getting the Upper Canada College property, through which the new thoroughfare was originally intended to pass, the price wanted by the College being too high in the opinion of the city, and this alternative is suggested as a solution. The work could be completed and the new motor artery installed under this arrangement at a much lower cost than if the College property were purchased, according to Mr. LeMay. Works Commissioner Harris expressed his tentative approval, and Alderman Donald McGregor will recommend the new plan to Council.

The widening of Lonsdale Road and Oriole Parkway will be necessary if the new plan is to be executed, and the widening of Avenue Road from St. Clair Avenue to Lonsdale Road will also be undertaken, Mr. LeMay stated. In this way adequate provision for handling the very heavy traffic at the busy hours of the day will be made, and curves will be rounded off as much as possible to facilitate speedy traffic movement.

The charter of Upper Canada College gives the school very wide powers, and in addition school properties are exempt from expropriation, with the result that some alternative to the original plan appears at present to be necessary, said Controller Ramsden. "The College," he said, "is just sitting tight in expectation that the city will be forced to take the property at any price."

Another suggestion was made, namely, that Oriole Road be widened and the jog removed where it meets the Parkway at Lonsdale Road. Thus a parallel artery would be established to Avenue Road, and the rest of the proposed plan could be carried out as outlined.

F. C. LANKIN, 89 Nealon Avenue, is plastering two detached residences on the west side of Marlow Avenue, East York Township. They are two-storey solid brick dwellings on concrete block foundations, and will be completed at an estimated cost of \$4,500 each.



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Building by Non-Builders Under Fire at Executive Meeting

Board of Education Refer Case of "Building-Teacher" to School Principal

There was almost a 100 per cent. attendance at the regular meeting of the Executive Committee of the Toronto Home Builders' Association held at the office of the Weekly Building Reporter last Monday evening. In the absence of President W. E. Maybee, 1st. Vice-president D. C. Kay presided. Many important matters were up for discussion and it was nearing the midnight hour when the motion for adjournment came.

The chief item of business before the meeting concerned the objections raised by the Association to certain teachers and other civic employees participating in the building business as builders "on their own." This matter had been before the Association some months ago and Secretary C. M. Pelton had been instructed to write the Board of Education complaining of this practice on the part of teachers in general and on the part of one teacher in particular.

The complaint concerned a teacher on the staff of the Shaw Street School of Commerce, who has been actively engaged in building operations for over a year. The stand taken by the Association right along has been that these civic employees who receive their salaries out of the taxes paid by the public including the builders have no moral right to engage in building or any other business outside of their chosen profession.

A reply to Secretary Pelton's letter from the Board was received stating that the complaint of the Association would be considered by the Advisory Vocational Committee of the Board and this committee reviewed the situation at their meeting Tuesday evening. The result of the committee's discussion was that the principal of the school should "talk it over" with the teacher involved.

The letter sent to the Board by Secretary Pelton covered the case in point very thoroughly and left no doubt as to the builder's strong opposition to such extra-mural activities on the part of employees of the Board. Referring to the case the letter from our Association stated in part as follows:

"He has been building for at least a year on a large scale in Forest Hill Village and around Avenue Road district. At present he is building a large house for sale on Elton Ave., near several of our members' houses, and one on Silverwood Avenue. He has only recently sold a house on Ava Road and also one last Fall on Vesta Drive.

"Our members are very incensed over this case. Particularly are they vexed

on account of the condition of the building business at the present time, whereas this man has his guaranteed salary and is also grabbing off all he can from the man who needs it to keep himself and family alive and who helps pay his salary at school."

"The Home Builders' Association feel that public servants, such as school teachers, firemen and policemen, should not be devoting part of their time to building houses for sale, as a side line, in competition with the legitimate builder who pays his taxes to support them and incidentally depends on the building profession for a livelihood."

Others Doing Same Thing.

Several members of the Executive pointed out that more than teachers were engaged in building operations as side-lines to their regular business. Incidents and particular cases were quoted where policemen, doctors, and others were going ahead with building. It was stated that even some officials of companies in certain branches of the building supply business were right at the moment carrying on building operations competing with the builders to whom they looked for support to carry on their regular business. Of course in these cases, where the "offenders" were not civic employees, it was recognized that nothing could be done to stop the practice until the licensing of legitimate builders had been secured.

Has Man "Building for Himself" Advantage Over Builder in Compensation Matters?

Another important question brought before the meeting concerned responsibility under the Ontario Workmen's Compensation Act. It was reported that any man building for himself and who hired the carpenters was not liable for compensation in case of accident to any of these men, whereas the builder erecting a house or building for sale was responsible for all compensation. It was decided to request a definite statement from the Compensation Board in regard to a stated case.

Reports were received from the various committees and all departments of the Association were found to be well organized and making good progress. R. D. Wood and J. W. Rowlinson for the Picnic Committee said that the committee was making every effort to make the 1931 Picnic a big success. Announcements as to place and date would be made shortly.

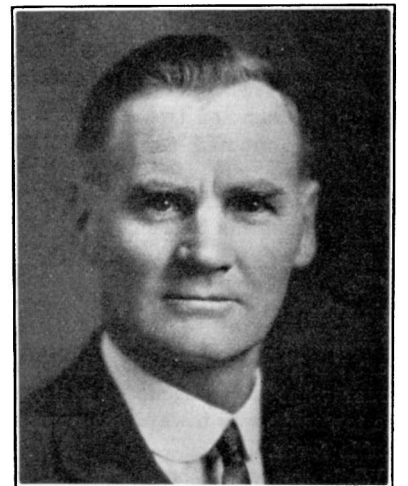
Several new members were recorded in the membership roll for the month.

LET'S GET ACQUAINTED

H. C. CARD

Another member of the Toronto Home-builders' Association well known to builders throughout the city of Toronto is H. C. Card, who, for twenty years, has been engaged in the construction of Toronto homes.

Herman Card was born on a farm in King Township, Ontario, and lived there for eight years, after which he moved with his family to Nashville, Ontario, where his father entered the general lumber and millwork business. When he had finished school, he began to work with his father and during the years spent at this trade Mr. Card became well acquainted with carpentering and general millwork.



H. C. CARD

Twenty years ago Mr. Card came to Toronto and began building here.

He has built many houses during the past two decades, and has confined his operations entirely to North Toronto and to the city's west end. Mr. Card has always built a first-class home; those erected in the northern parts of the city have ranged in price from \$9,000 to \$16,000 and those in the west end have sold at prices ranging from \$7,000 to \$19,000. His most recent activity has been in Kennedy Park and the Kingsway district. He has two splendid houses nearing completion on the Kingsway at present and intends to proceed with the erection of others there before long.

Mr. Card is a member of Prince of Wales Masonic Lodge, A.F. & A.M., and is one of the earliest members of the Toronto Home Builders' Association, being a member of the executive of that body.

In his younger days Mr. Card was an enthusiastic bicycle racer and he possesses a number of splendid trophies won at this sport.

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AMONG OUR MEMBERS

C. A. ROBERTS, 11 Grenadier Road, will start work in about a month on the erection of a large Colonial residence on King George's Road, between Dandridge Avenue and Lambton Avenue, in the Kingsway. It will be a centre-hall dwelling, containing five bedrooms and will have three storeys. Of solid brick construction, it will be completed at a cost of about \$12,000.

HARRY JENKINS, JR., Tarlton Road, is putting the finishing touches on a fine Elizabethan residence on Walmer Road, just south of Eglinton Avenue. It was designed by Forsey Page and Steele, architects, 20 St. Clair Avenue West, and is two and a half storeys of stone and stucco construction. The selling price of this home is placed at \$17,800.

E. FRYER, 320 Keewatin Avenue, will begin excavating at the first of the week for the erection of two duplex residences on Hillsdale Avenue East, near Yonge Street. They will be two-storey solid brick structures, each containing two suites of five rooms. Frigidaire, tiled bathrooms and gumwood trim will make these very attractive dwellings. The estimated cost is placed at \$10,000 each.

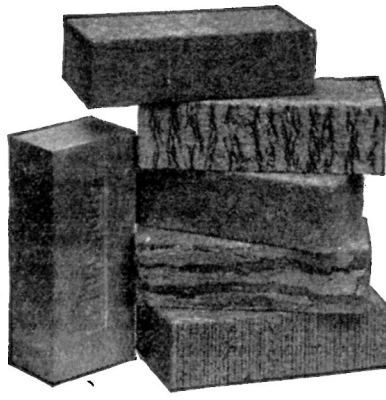
HARRY JENKINS, SR., 284 Glencairn Avenue, is roofing a large residence of English design on Elton Avenue, facing Deverall Avenue, Forest Hill Village. Hugh L. Allward, architect, has provided the design for this dwelling, which is two and a half storeys of solid brick. The exterior has been treated with Scarfe's Art Cement, and Mr. Jenkins states that the effect achieved is most unique and pleasing. The house contains eight rooms and two bathrooms and will be completed at a cost of about \$10,000.

B. B. KENNEDY, 314 Vesta Drive, has three splendid homes under way on the west side of Vesta Drive, near Robinwood Road, Forest Hill Village. One of these is of French Provincial design, another is Old English and the third Colonial. They will contain nine rooms and three bathrooms, and each is being built to sell at \$23,000. The cellar is out for one, another has reached the first floor joists, and the third is at the second floor joists.

A. CORNELL, 29 Hollywood Crescent, has a detached dwelling ready for trim on the west side of Duvernet Avenue, near Woodbine Avenue. This is a square plan six-room dwelling of solid brick construction and contains two storeys. It is being built to sell at \$6,500.

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6.15 p.m.
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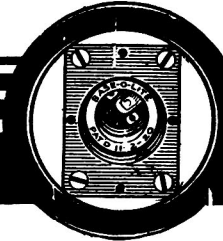
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LAMB AND VALE, 150 Cedric Avenue, are roofing two detached residences on the west side of Harvie Avenue, south of Eglinton Avenue. These are one-storey bungalow dwellings of solid brick construction on concrete block foundations, and will be completed at an approximate cost of \$8,000 for the pair.

BARTHOLOMEW AND ROUNDELL, 758 St. Clair Avenue West, will start work early next week on the erection of a detached residence on the south side of Maplewood Avenue, near Pinewood Avenue. It will be a two-storey solid brick dwelling on concrete block foundations and will be completed at an estimated cost of \$6,000. It will contain six rooms, and there will be hardwood floors throughout, with gumwood trim and hot-water heating.

PETER WATSON, 64 Ravina Crescent, holds general contract with W. McMillan, 147 Blythewood Road, for the erection of a duplex residence on Sherwood Avenue. It will be a two-storey solid brick dwelling containing two suites of five rooms each and all modern conveniences. The estimated cost is \$10,000.

D. RIDDELL, 212 Belgravia Avenue, has walls going up for a detached residence on the south side of Belgravia Avenue, near Dufferin Street, York Township. It will be two storeys of solid brick construction on concrete block foundations and will be completed at a cost of about \$6,500.

GENERAL REALTIES LIMITED, 320 Bloor Street West, intend to commence work shortly on the erection of two stores on the east side of Church Street, near Wellesley Street. There will be two storeys of brick and steel construction on brick foundations. The cost is estimated at about \$15,000.

O. WILLETTS, 245 Donlands Avenue, has walls under way for the erection of a detached residence on the east side of Donlands Avenue, near Sammon Avenue. It will be a one-and-a-half storey dwelling of solid brick construction on concrete blocks. The estimated cost is \$4,500.

J. W. BURROUGHES, 84 Bowie Avenue, has walls to second floor joists for the erection of a detached residence on the north side of Bowie Avenue, York Township. It will be a one-and-a-half storey dwelling of solid brick construction on concrete blocks, and will be completed at an estimated cost of about \$4,500.

REDFERN CONSTRUCTION COMPANY, Limited, 45 Front Street West, have been awarded general contract for the new addition to the Ontario College of Education Building at the corner of Bloor Street West and Spadina Avenue. Plans prepared by Darling and Pearson, architects, 2 Leader Lane, call for three storeys of brick construction.

R. C. SUTHERLAND, general contractor, 561 Durie Street, holds general contract with the owner, Chas. Wilson Limited, 519 Sherbourne Street, for making an addition to the factory of that company at the above address. N. A.

Armstrong Company Ltd., architects and engineers, 7 King Street East, have supplied plans for the new structure, which will be completed at an estimated cost of \$4,000.

N. J. HINES, 26 Breadalbane Street, holds general contract with the owner, H. Walker, 3 Wyndham Street, for the erection of two pairs of semi-detached residences on Waverley Road, near Kingston Road. They will be one-and-a-half storey dwellings of solid brick construction on concrete block foundations and will be completed at an estimated cost of \$6,500 per pair.

WM. HAYLEY, 500 St. Germaine Avenue, has foundations in for the erection of a detached residence on the south side of Fairlawn Avenue, near Elm Road. This will be a two-storey solid brick dwelling on concrete block foundations and will be completed at an estimated cost of \$5,500.

A. RIMMER, 445 Soudan Avenue, has been awarded general contract for the construction of Dr. Herbert Bruce's new residence on Bayview Avenue. John M. Lyle, architect, 230 Bloor Street West, has prepared plans for this splendid new home, for which work will proceed shortly.

HENRY MASSIE, 452 Danforth Ave., will commence work within a few days on the erection of a pair of semi-detached residences on the north side of Millwood Road, Leaside. They will be two-storey dwellings of solid brick construction on concrete blocks and will be completed at an estimated cost of \$6,000.

CHAS. GIBB, 461 Manor Road East, is plastering a detached residence on the west side of Cadorna Road, East York Township. This is a two-storey solid brick dwelling on concrete blocks and will be completed at an approximate cost of \$4,500.

VAUX CHADWICK, architect, 132 Church Street, has prepared plans for the new warehouse to be erected by Buntin Reid Company Ltd., 15 Colborne Street, calling for a two-storey brick and steel structure costing \$175,000.

HARRY PETERS, 810 Lakeshore Road, will begin work within a few weeks on the erection of two stores and apartments on the north side of Lakeshore Road, New Toronto. M. Sacks, 61 Sullivan Street, architect, has prepared plans for this structure calling for two storeys of brick and wood joist construction, to be completed at an approximate cost of \$30,000.

HAWKIN & KELLY, 61 Dovercourt Road, have been awarded general contract for the erection of the new funeral parlor of the Trull Burial Company at 1098 Danforth Avenue. It will be a two-storey brick and steel building and will cost in the vicinity of \$20,000.

CHAS. LEGG, 120 Barrington Avenue, has foundations in for the erection of a gasoline service station on Barrington Avenue, near Doncaster Avenue. Harry D. Martin and Son, architects, 59 Barker Avenue, have prepared plans for this structure, calling for one storey of solid brick construction on concrete blocks.



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AT THE BUILDERS' EXCHANGE

Current Happenings at Exchange Headquarters and Among the Trades of Toronto Builders' Exchange.

W. B. Sullivan, President.
Geo. Gander, Secretary.

**Builders' Exchange
Loses Well-Known Member**

A. D. Grant, Plastering Contractor Passes.

There passed away at the Weston Hospital on Monday, May 11th, Mr. Alfred D. Grant, plastering contractor, 35 Baby Point Crescent.

Of the late Mr. Grant we can speak in the very kindest manner, for by his gracious disposition he had endeared himself to great number of friends.

Born and educated in Cardiff, Wales and coming to the country as a young man, he was not long in gaining the confidence of architects and contractors. A craftsman of no mean ability to whom the artistic side of his work appealed more than the commercial.

The thoroughness of his work was perhaps brought to him by his earnestness in the lessons taught him in the Technical Schools of the old land, and those lessons were supplemented later in life by advanced night classes.

His work in Toronto, Montreal, and other cities was always marked with thoroughness, honesty, and despatch, which stood him well as a person to be depended upon, and from that course he never deviated.

Of his popularity formed among his many friends, and from his very cheerful disposition—Of his charitable feelings one never know his limit. We know of his willingness to help the workman, and of his earnestness and interest which enabled the apprentice to become a thorough mechanic. This was commendable in every way.

Through his good work in promoting the interests of his trade, as also for his long service as a member and officer of the Exchange, we shall miss him, with his very timely, and sound advice.

To his widow and daughter do we extend our deepest sympathy in the loss of a loving helpmate, and father, and ourselves a friend whom we had learned to respect.

GEORGE GANDER,
Secretary,
Toronto Builders' Exchange.

**House-Warming Party
— and How!**

Reg. Whittemore Receives Warm Welcome at New Home.

Last Saturday, May 9th, was moving day for a good many Torontonians including Reg. Whittemore of the Weekly Building Reporter. Saturday morning, Reg. completed the moving of family, furniture, cats, dogs, etc., etc., to his new home at 14 Alvin Avenue, and having seen everybody and everything, as he

thought, safely landed, came down to the office to attend to things here.

As Reg. left to go home at noon, the odd joke was cracked among the boys about staging a house-warming party for "the boss" in the new domicile (having in mind Reg.'s fondness for parties in general) but no one ever imagined that the stage was all set for a real party and royal welcome home, for as Reg. turned the nose of his Buick up Alvin Avenue he was met by the sight of three or four fire trucks, ladder wagons and about all the Balmoral Avenue firemen surging in and around his home. Fire, apparently caused by a defective chimney and burst out in the roof of the three storey structure, and before subdued had done considerable damage. Reg. says the one thing the party needed to make it a real bang was Jim Easton singing "Fireman, Save My Child!"

**New Toronto Manager
For Ten/Test**

International Fibre Board Limited Appoints F. W. Kischell, Jr.

Recent announcement is made by International Fibre Board Limited of the appointment of F. W. Kischell, Jr., as manager of the Toronto District. International Fibre Board Limited are manufacturers of Ten/Test Wall Board, well known and widely used insulating material, which was formerly handled in Toronto by W. A. Argue and Son, 2368 Dundas Street West. This firm was recently purchased by International Fibre Board Limited, and Mr. Kischell informs the Weekly Building Reporter that the warehouse on Dundas Street will be closed immediately, and that henceforth all warehousing will be done in the Terminal Warehouse, while the sale of Ten/Test will be handled entirely through dealers in the city.

The offices of the Toronto Branch of International Fibre Board Limited are now located in the Federal Building, Richmond Street West.

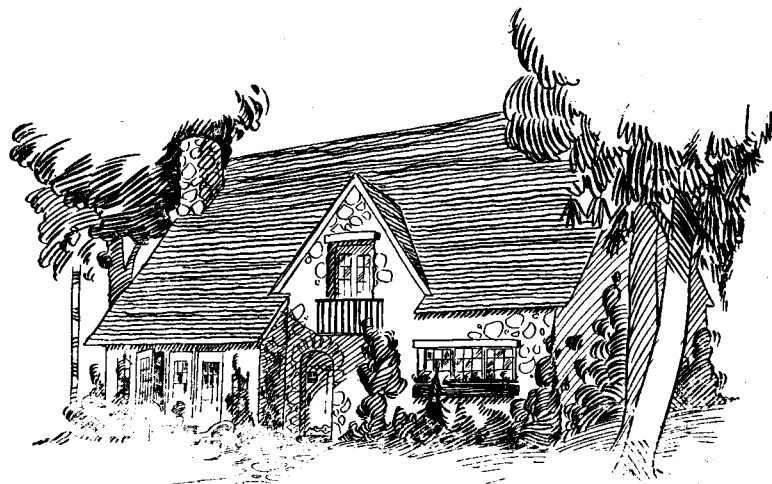
**CITY ARCHITECT RECEIVES TOKEN
OF APPRECIATION.**

City Architect J. J. Woolnough was recently presented with an address of appreciation by the committee which had charge of the recent Building Officials' Convention. The presentation was made at a banquet held in the King Edward Hotel last week, when Mr. Woolnough was tendered the thanks of the committee for his work in promoting the success of the convention. Ald. J. R. Beamish was at the same time presented with a wrist watch by the committee.

NEW HYDRO HEAD OFFICE BUILDING.

The Ontario Government has approved plans for the construction of a large addition to the present Ontario Hydro-Electric Power Commission building on University Avenue. The new building, which will cost approximately \$1,500,000, will adequately house the present head office organization of 800, of which only 240 are accommodated at present in the Hydro building, the balance occupying temporary quarters in the vicinity.

GLENDONWYNNE RD., s.s., west of Glenlake Ave., vacant lot, 25 x 102.8, John M. Walkey to Edgar J. Moore. Sale price, \$1,750.

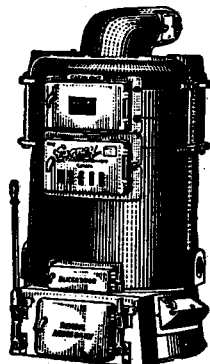


**BUILDERS SAY
"Gurney Heated Homes
Sell More Readily"**

The comfort and convenience built into a house transform the shell into a habitable dwelling.

For more than eighty-eight years, Gurney has manufactured dependable heating equipment, making Canadian home-owners conscious of the high efficiency of Gurney Products.

Because Gurney Heating Equipment is better known, Gurney heated homes are easier to sell.



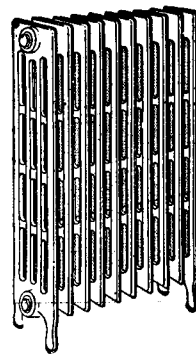
The Trojan Boiler

Almost a century's experience in heating equipment design and manufacture has produced, in the Trojan, the factors essential to the perfect boiler. Its features ensure quick heating, ease of operation, fuel economy and durability — points which appeal strongly to the prospective home-owner.

**The
Copley Radiator**

Gurney Copley Radiators combine a new efficiency and beauty which are appreciated in any home.

The greater heating surface which they expose to the air means faster, more effective heating . . . their slender, graceful lines harmonize with the modern trend of interior decoration, and they are easily kept free from dust.



**The
GURNEY FOUNDRY
Company Limited**

6 Junction Road

TORONTO

CANADA

The
Name
That
Represents
Heating
At Its
Best

TORONTO DISTRICT PERMITS

TORONTO PERMITS.

282 CLINTON ST. near Page St. Harry Nachtigal, 68 Bellevue Pl., make interior alterations to store and dwlg. and alter same into two family dwlg.

S.S. FAIRLAWN AVE. near Greer Rd. Harold Warburton, 3158 Yonge St., build one det. brick dwlg., \$50,000.

S.S. CASTLEFIELD AVE. near Avenue Rd. Mrs. W. J. Scott, 330 St. Clements Ave., build det. private res., \$5,000.

109 STRATHALLAN BLVD. near Avenue Rd. S. J. Lane Co., 109 Bloor St. W., build one det. private res. with garage attached, \$10,000.

S.S. HALTON ST. near Givens St. Morris Sher, 297 Crawford St., build one pr. semi-det. dwlgs., \$9,500.

310 CRANBROOKE AVE. near Elm Rd. Fredk Beston, 351 Davisville Ave., build one det. two-storey brick dwlg., \$4,000.

7 BRAEMORE AVE. near Chaplin Cres. Chrisbert Builders, 382 Margueretta St., build one det. two-storey brick two family dwlg., \$8,000.

242 McCaul St. near Baldwin St. Henry Mutiger, 242 McCaul St., build a stockroom addition to factory, \$600.

116 BANFF RD. near Eglinton Ave. Beverley B. Carter, 11 Cardiff Ave., build one det. brick dwlg., \$3,500.

2 FERNWOOD AVE. near Lake front. Mrs. M. J. Matthews, 326 Lake Front, make alterations and build addition to two family dwlg., also brick veneer existing dwlg., also build private garage, \$3,500.

164 CASTLEFIELD AVE. near Rosewell Ave., Hector M. McLean, 138 Castlefield Ave., build det. two family dwlg., \$7,500.

106 GLENGOWAN RD. near Jesse Ketchum Ave. Fred W. Bankham, 76 Glengowan Rd., build det. private res. with private garage attached, \$12,500.

S.S. QUEEN ST. E., opp. Coxwell Ave. Morris Schoichet, 220 Beverley St., install two 1,000 gal. gasoline tanks and one 500 gal. tank, also four 10 gal. meter pumps, \$950.

1906 DUNDAS ST. W. near Sterling Rd. Matthews Bros., 1906 Dundas W., replace existing sprinkler tank with tank of same size and capacity on factory roof, \$1,000.

226 OLD ORCHARD AVE. near Greer Rd. Arthur W. Brown, 154 Wanless Ave., build one det. brick dwlg. and one private garage, \$5,000.

194 GEORGE ST. near Queen St. Jas. A. McLeod, 30 Craighurst Ave., build additional storey over garage and workshop to be used for mfg. of fire doors, \$3,000.

263 YONGE ST. near Dundas St. Famous Players Corp., 1201 Royal Bank Bldg., make interior alterations to theatre, \$7,000.

134 GLENMANOR DR. near Isleworth Ave. R. Forrest Telfer, 410 Lake Front E., build one det. private res. with garage in basement, \$7,000.

15 MANSFIELD AVE. near Manning Ave. E. O. Smith, 1109 College St., underpin rear portion of dwlg. with 10 in. con. found., \$900.

1008 BLOOR ST. W. near Westmoreland Ave. Lee Leen, 17 Elizabeth St., make alterations to moving picture theatre, \$3,500.

E.S. JANE ST. near Colbeck St. W. H. Little, 596 Rushton Rd., build two pr. semi-det. two family dwlgs. and four attached garages, \$34,000.

228 JANE ST., n.w. cor. Lessard. C. A. Beamish, 228 Jane St., build addition to rear of store and cut new window in south wall of kitchen, building to be occupied by two families only, \$1,500.

89 WINCHESTER ST. near Metcalfe St. Mrs. B. Clendenning, 89 Winchester St., build four attached private brick garages, \$500.

70-2 BANFF RD. near Eglinton Ave. Frank Sharp, 1425 1/2 Bloor St. W., build one pr. semi-det. brick dwlgs., \$6,000.

53 BEVERLEY ST. near Grange Rd. Elsie Cooper, 80 Beverley St., alter two family dwlg. to four suite apt. house, \$1,500.

1229 QUEEN ST. W. near Gwynne Ave. Equipment Mfg. Co., 1229 Queen St. W., repair fire damage to factory, \$1,500.

2 NORMA CRES. near Glendonwynne Rd. Morrison Small, 236 Annette St., build private brick garage with sunroom and balcony over, \$800.

136 HILLSDALE AVE E. near Mt. Pleasant Rd. Mrs. J. Urquhart, 136 Hillsdale Ave. E., build addition and alter dwlg. for two families only, \$2,000.

36-48 DUNDAS ST. W. near Yonge St. Kerk and MacLachlan, 36-48 Dundas St. W., install gasoline tank and pump, existing tank and pump to be removed, \$500.

E.S. MORSE ST. near Queen St. E. Board of Education, 155 College St., remove three portables from Eastern High School of Commerce and Gen. Mercer School and re-erect at Morse St. School, \$3,000.

E.S. PRESTON PLACE near Wanless Ave. Mrs. Jean C. Watson, 27 Preston Pl., build one pr. semi-det. two family dwlgs., \$14,000.

31 ALEXANDRA BLVD. near Duplex Ave. Wm. Storey, 31 Alexandra Blvd., one-storey addition to rear of dwlg. for dining room, also remove non-bearing portion in living room \$600.

W. S. RAWLINSON AVE. near Eglinton Ave. Thos. Manning, 86 Walmsley Blvd., build one det. brick dwlg., \$3,750.

25-27-29 GLASGOW ST. near Cecil St. Ben. Wetstein, 91 Brunswick Ave.,

underpin three attached dwlgs. with 14 in. brick found. and brick veneer same, \$1,200.

166 CALEDONIA RD. near Innes Ave. Percy Brookes, 166 Caledonia Rd., build addition to rear of dwlg. for bedroom and sunroom, also cut doorway on 2nd floor, \$850.

43-45 MARMOT AVE. near Eglinton Ave. E. Percy Rutappel, 3201A Yonge St., two det. dwlgs. and one pr. semi-det. garages, \$7,000.

324 DUNDAS ST. E. near Sherbourne St. Est. of Wm. Street, 117 Pembroke St., alter and build store front addition to dwlg. \$500.

15 BLOOR S. W. near Yonge St. Chas. T. Roddy, 158 St. Clair Ave. E., alter store front, \$1,000.

TURNER RD., s.w. cor. Tyrell Ave. Philip H. Foster, 996 Dovercourt Rd., build det. dwlg. with private garage attached, \$8,000.

341-3 CRANBROOKE AVE. near Greer Rd. Henry Guettara, 336 Logan Ave., build two det. brick garages, \$8,400.

22 NORTHCLIFFE BLVD. near Regal Rd. Abraham Bueiman, 22 Northcliffe Blvd., addition to dwlg. and alter same for two families, \$2,000.

48 FRONT ST. W. near Bay St. Gordon Mackay Ltd., 48 Front St. W., replace sprinkler tank on roof of warehouse with tank of same size and capacity, \$600.

162 CASTLEFIELD AVE. near Rosewell Ave. Hector McLean, 138 Castlefield Ave., one det. two family dwlg. and garage, \$7,500.

5-7 LAWRENCE AVE. W. near Yonge St. Harry Davidson, 610 Concourse Bldg., one pr. semi-det. two family dwlgs., \$14,000.

S.S. WANLESS AVE. near Ronan Ave. Mrs. Emily Bailey, 72 Boon Ave., four det. brick dwlgs. and two pr. semi-det. garages, \$22,000.

N. S. BROADWAY AVE. near Rawlinson Ave. Abraham Grace, 15 Rusholme Dr., one pr. semi-det. two family dwlgs., \$18,000.

N.S. DOUGLAIS AVE. near Elm Rd. Arthur A. Holson, 543 Merton St., one pr. semi-det. brick dwlgs., \$7,500.

166 HILDA AVE. near Ranleigh Ave. James Bain, 34 Valewood Ave., one det. brick dwlg., \$4,000.

N.S. CASTLEFIELD AVE. near Avenue Rd. Geo. Page, 461 Millwood Rd., one pr. semi-det. brick dwlgs., \$7,000.

N.S. BEAUMONT RD. near Glen Rd. T. H. C. Proctor, 18 Toronto St., build one det. private res. with private garage attached, \$50,000.

W.S. CLENDENAN AVE. near Idlewood Cres. Arthur S. Whitefield, 534A Annette St., one det. brick dwlg., \$6,000.

CASTLE KNOCK RD., s.e. cor. Elwood Blvd. T. Fred Stevens, 454 Briar Hill Ave., four det. brick dwlgs. with private garage attached to corner house, \$22,250.

121 YONGE ST. near Adelaide St. Samuel Bookman, 400 Rushton Rd., alter store front, \$800.

BAY ST., n.w. cor. Lake Ave. Shell Co. of Canada, Federal Bldg., install two 500 gal. gasoline and two electric gasoline pumps, \$600.

N.S. LAKE ST., w. of Bay St. C.N.R., 460 Union Station. dem. factory, \$2,000.

76 ROSE AVE. near Wellesley St. Reg. Burgoyne, 28 Spruce St., alter store and dwlg. to two family dwlg., \$1,200.

199 OLD ORCHARD GROVE near Joicey Blvd. Robt. Walker, 119 Old Orchard Gr., repair fire damage to dwlg., \$2,000.

927 AVENUE RD. near College View Ave. Mrs. Irene Moore, 20 Highbourne Rd., one det. two family dwlg., \$13,900.

W.S. BILLINGS AVE. near Athletic Ave. Chris Parsons, 775 Coxwell Ave., three pr. semi-det. brick dwlgs., \$18,000.

YORK TOWNSHIP PERMITS.

HARVIE AVENUE, west side, near Rogers Road. J. Allan, 339 Boon Ave., raise and veneer house and porch. \$1,200.

ROSENEATH GARDENS, west side, near Glenhurst Avenue. Geo. Groves, 450 Concord Avenue, build three brick, two-storey dwellings and garage. \$14,000.

WESTON ROAD, south side, near Regent Street. T. Capinski, 752 Weston Road, build a brick store front to house. \$1,200.

MIRANDA AVENUE, west side, near Eglinton Avenue. Argyle Construction Company, 598 Rushton Road, a one-and-a-half-storey brick dwelling. \$3,000.

HOPEWELL AVENUE, south side, near Locksley Street. B. Claxton, 35 Rochdale Avenue, a one-storey, brick dwelling. \$3,500.

BATHURST STREET, west side, near Tichester Road. H. E. Thomas, 101 Belsize Drive, two four-storey apartment houses with underground garage. \$160,000.

DUFFERIN STREET, east side, near Eversfield Road. H. Hawley, 2067 Dufferin Street, add veneer to store and dwelling. \$1,000.

VAUGHAN ROAD, west side, near Inglewood Avenue. J. Rosenberg, 1580 Bathurst Street, a one-storey brick store. \$8,500.

RAYENALL STREET, west side, near Henrietta Street. H. Townsend, 34 DeLisle Street, add a top storey to present house. \$2,500.

AMHERST AVENUE, north side, near Glenholme Avenue. W. Houston, 55 Peterborough Avenue, add a top storey of frame and stucco to dwelling, veneer lower storey and build porch and verandah at front. \$1,800.

ELEANOR AVENUE, north side. A Lord, 51 Raymond Avenue, one pair of two-storey brick dwellings. \$3,300.

EAST YORK TOWNSHIP PERMITS.

DONLANDS AVENUE, near Mortimer Avenue. A stucco and brick dwelling and garage. \$3,600.

MARLOW AVENUE, near Sammon Avenue. F. Lankin, 89 Nealon Avenue, one pair of brick and shingle dwellings. \$6,000.

SAMMON AVENUE, near Coxwell Avenue. Mrs. Williams, 238 Gainsborough Road, a solid brick bungalow. \$2,500.

CADORNA AVENUE, near Cosburn Avenue. Chas E. Gibb, 64 Cadorna Avenue, one solid brick dwelling and garage. \$3,600.



It helps to sell
the houses
you build

Home-buyers want the comforts and conveniences that only a well-wired home can give . . . they buy "Red Seal" homes.

TORONTO HYDRO-ELECTRIC SYSTEM

225 YONGE ST.

TORONTO

KEEP CANADA PROSPEROUS—BUY GOODS MADE IN CANADA



'Arry: "S-K sure makes the grade O.K. Don't it?"
Bill: "Wot grade?"
'Arry: "Never lets you down on quality an' never lets you down on delivery."

SEAMAN KENT COMPANY LIMITED
Largest Producers of Hardwood Flooring in the British Empire

WALLACE AVENUE, TORONTO Phone LLOYDbrook 3101

CREWE AVENUE, near Meagher Avenue. S. L. Creighton, 31 Crewe Avenue, one solid brick bungalow and garage. \$2,100.

SWANSEA PERMITS.

ELLIS PARK ROAD, west side, near Bloor Street. C. J. Ralph, 548½ Delaware Avenue, a detached dwelling. \$6,000.

BLOOR STREET, south side near the Kingsway. Imperial Oil Limited, a gasoline service station. \$9,000.

ETOBICOKE TOWNSHIP PERMITS.

WILLIAMS AVENUE, F. H. Chambers, 6 Emerson Avenue, a block and brick residence, \$8,500.

LAMBTON ROAD. Cummings Bros., 2426 Bloor Street West, a brick and stucco residence. \$7,000.

DIANDRIDGE AVENUE, J. B. Currie, 6 Dandridge Avenue, a block and brick residence. \$5,000.

Quantity Surveying and Estimating

(Continued from page 1)

themselves, diverse methods of approach were used by each to introduce the Quantity Survey.

Another development in Quantity Survey, due largely perhaps to the influence of the Joint Committee report, was the organization of Quantity Survey Bureaus by various Contractors' Associations, both General Contractors and Sub-Contractors.

Unfortunately, both for the Profession of Quantity Surveying and for the Construction Industry, there have also developed some practices, both in Contractors' Bureaus and among Professional Quantity Surveyors, which are not in the best interests of either of these, or of the public.

Among the Contractors, some Associations after a time used their Quantity Survey Bureaus to cover up; either pooling of bids, fixing of prices, paying of rebates or dividends of one kind or another, etc. The natural result has been that in most cases deserved failure has overtaken them, but unfortunately they have also, for a time at least, brought Quantity Survey in disrepute in their respective communities. Other Contractors' Associations used their Quantity Survey Bureaus for legitimate purposes and have had beneficial results.

Among some Professional Quantity Surveyors there developed a practice of furnishing Quantity Surveys including estimated unit prices with extensions to a recommended bid. In other words, in addition to the service furnished as a Professional Quantity Surveyor there was offered also service as a Professional Estimator. As the latter service was considered incompatible with the service and purpose of Quantity Surveying, the American Institute of Quantity Surveyors at its annual convention in 1928 adopted a resolution condemning such practice.

The Associated General Contractors of America have also gone on record on a number of occasions condemning the practice of Estimating Companies, who offer for sale, to any and all bidders, a Quantity Survey together with an estimate of cost and recommended bid.

Every other group or organization in the construction industry, as well as Owners and Architects, must for obvious reasons feel the same way.

A Quantity Survey can be made to serve any and all bidders on any project, and in that fact lies the essence of value and efficiency of the Quantity Survey System, because the multiplicity of Surveys required under the present system is eliminated with the consequent large saving of time and money.

An Estimate of Cost, on the other hand, cannot be made to serve all bidders, but a separate estimate must of necessity be made by, or for, each bidder.

This is proven every day, particularly on public works, where every bidder will accept unqualifiedly as a basis of his contract the Quantity Survey furnished by the Engineer but will insist on preparing and quoting his own unit prices.

No reputable contractor will use unit prices prepared by anyone except by himself or by his organization. So we say the Estimator has no place in the construction industry except it be in the contractor's employ.

While the Professional Quantity Surveyor can serve all bidders on any project, equally, fairly and well, it must be agreed that neither he, nor any one else can price a job, or make a bid on any job for more than one bidder.

It may be assumed that if the Quantity Surveyor made up a bid for one bidder only, that such procedure would be perfectly theical and proper; but, is it not likely in such a case that there should arise in the minds of his clients a suspicion or fear that he might be prejudiced in favor of the one client for whom he made a bid, and so destroy the confidence in his impartiality which is essential to his success?

If and when a Quantity System is adopted in this country it will and can be, only, after it shall have been demonstrated to the complete satisfaction of the Owner or Public, the Architect and the Contractor that it is not only sound in principle but is also in the interest of all concerned.

The Professional Quantity Surveyor can and will meet these conditions, whereas we submit the Professional Estimator can not.

Another New Industry For Toronto

The Toronto Industrial Commission announces an important new industry for the city, the Schlegel Company Canada Ltd. Application for a Dominion charter has been made and approximately 13,000 square feet of floor space leased at 163 Dufferin Street, through L. G. Ross & Co. The parent company is the Schlegel Manufacturing Co., of Rochester, N.Y., manufacturers of automobile body trimming materials and other textile products, and has a net worth of over a million dollars.

WOULD PAVE BAYVIEW AVENUE.

The Works Commissioner this week asked the Works Committee to enter into an agreement with the Town of Leaside to pave Bayview Avenue, north from Merton Street to Eglinton Avenue. This work, if completed, would provide a much greater measure of comfort and convenience for residents of this section, and land values here would, no doubt, be favorably affected.

Best Available Sites for Duplex or Double Duplex Avenue Road Near Eglinton

\$60 per foot, 120 feet—30 foot restrictions, all improvements. Will divide.

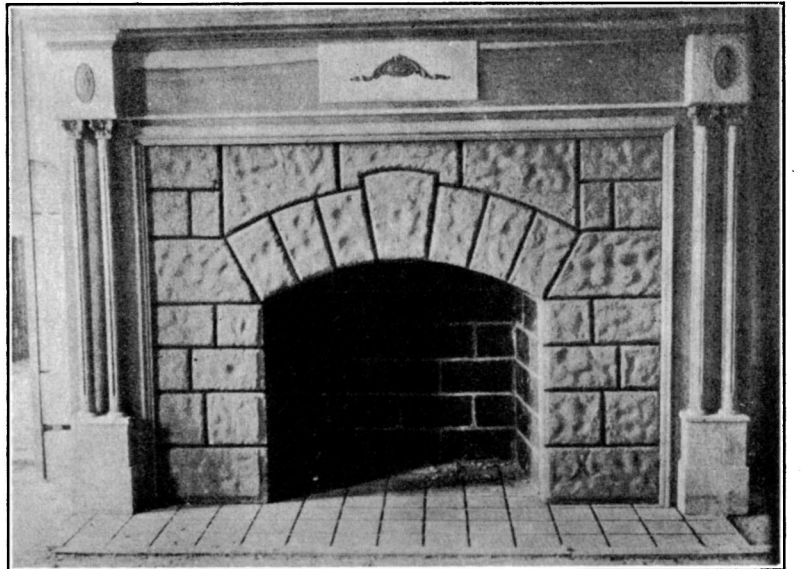
BLACK & CAMPBELL

15 St. Clair W.

HYland 3500

Evenings—HYland 5032

CLASSIC DESIGN NO. 2—Rock Faced Stone, with an opening of 29" x 30". Can be made any desired size. Suitable for open fire or electric.



The friendly, restful dignity bestowed on any room by a Classic Mantel means so much more than just the original cost of the mantel. There is a Classic Mantel for every room or scheme of interior decoration. Write us for prices and literature.

"See the Classic Line before buying"

Classic Mantel & Stone Co. Ltd.

69-75 Sherbourne St.

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HARDWOOD FLOORING

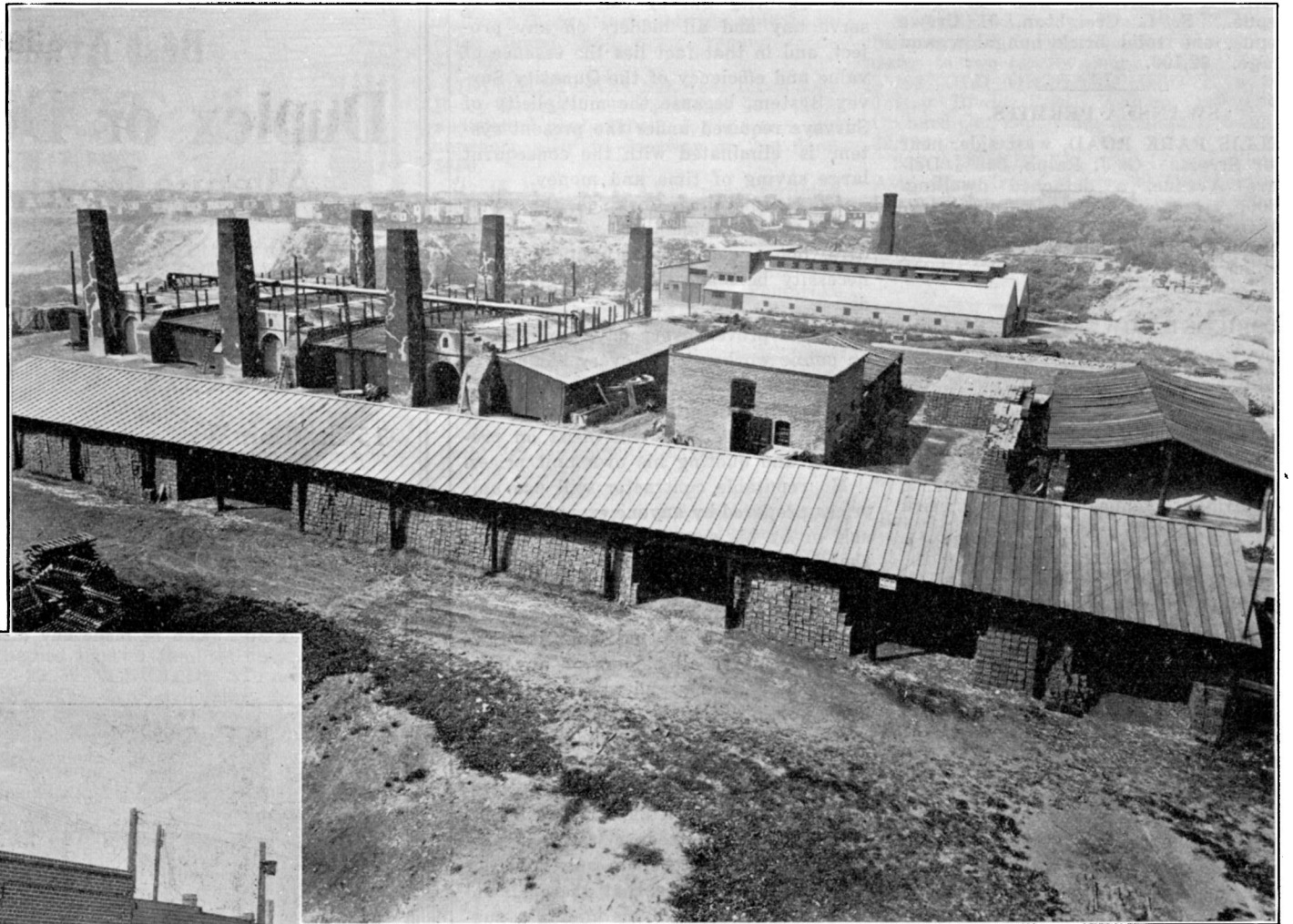
All kinds and grades in stock.

Our stock of plain and quarter cut Red Oak has to be seen to be appreciated.

A trial order will convince you.

SEAMAN-EATON FLOORING CO. LTD.
410 HOPEWELL AVE.
KENWOOD 1336-7

Below — The office of The Standard Brick Company at 500 Greenwood Avenue. The close proximity of the company's office and plant makes possible a maximum of efficiency in giving prompt attention to orders, as well as in other details associated with the management of the business.



Above—A general view of the plant of The Standard Brick Company at 500 Greenwood Ave. It is within a mile of this plant that the raw material for the manufacture of Standard Brick is obtained, and has been obtained for the past twenty-two years.

Right — Dr. G. J. Steele, president of The Standard Brick Company, and organizer of the Company in 1909.



Modern Methods and Specialized Equipment are Features of the Manufacture of Standard Brick

Twenty-Two Years' Experience in the Manufacture of Stock Brick Results in Production of Fine Product

Twenty-two years ago Dr. G. J. Steele decided, after careful consideration of all the details, to enter the brick manufacturing business, and in 1909 was granted an Ontario charter to operate the Standard Brick Company with office and plant on the west side of Greenwood Avenue, a short distance south of Danforth Avenue. In those days this was far out in the country, Toronto not then having grown so far eastward, but research proved that the deposits of clay to be found in this immediate vicinity were of excellent quality and entirely unique in this country, there being no similar raw material deposits in the Dominion of Canada. Thus it was that the Standard Brick Company came into being. Since that time great changes have occurred. The plant has been enlarged on several occasions. Modern methods have been introduced. Despite the changes that have come with the years, however, the location is still the same and the raw materials for the manufacture of all Standard Brick is taken from the ground within a mile of its original location.

The original equipment of the Standard

Brick Company consisted only of outside and scooped kilns. At this time it was possible to dispose of poor brick made with this type of kiln, because there were practically no substitutes. After a few years this system proved disadvantageous in several respects, and it was found necessary to make changes. About three years ago it was decided that if the brick was to be burned evenly it would be necessary to construct underground flues, including tunnels, in which men could walk, so that the fire could be drawn for some distance below the bottom of the kiln. This work was completed, and to it was added a blower system which served to keep an even pressure of air on the fire at all times. Thus the Standard Brick Company is possessed of one of the most efficient and up-to-date systems of kilns in existence in Canada.

A great deal of experience in this field has been gained during the past years, and they have evolved a process whereby an exceptionally high quality brick is made. The clay is mixed in the pit with varying proportions of sand, governed by the kind of brick which is to be made.

This clay goes through a crusher, then through a pug-mill, and is mixed until it becomes very plastic. When the desired degree of plasticity is achieved the clay is fed into a machine which presses it into moulds. The moulded bricks are removed from this machine by gravity, and the jar has been reduced to a minimum. They are then placed upon steam racks.

A low-pressure system feeds the pipes, and condensation is drawn off by vacuum. These pipes, if placed end to end, would total approximately five miles in length—a fact which gives a very graphic idea of the vast size of this branch of the plant.

The use of this system makes possible the even shrinkage of all parts of the brick, due to the even distribution of heat and thus prevents cracking, making a more uniform product. This method of drying used by the Standard Brick Company is entirely new in the Dominion of Canada, and this is the only dryer of its type in the country. The process has, however, been fairly well established in the United States, where it has been used successfully over a period of

years. Fifteen to sixteen hours per day are required by this process.

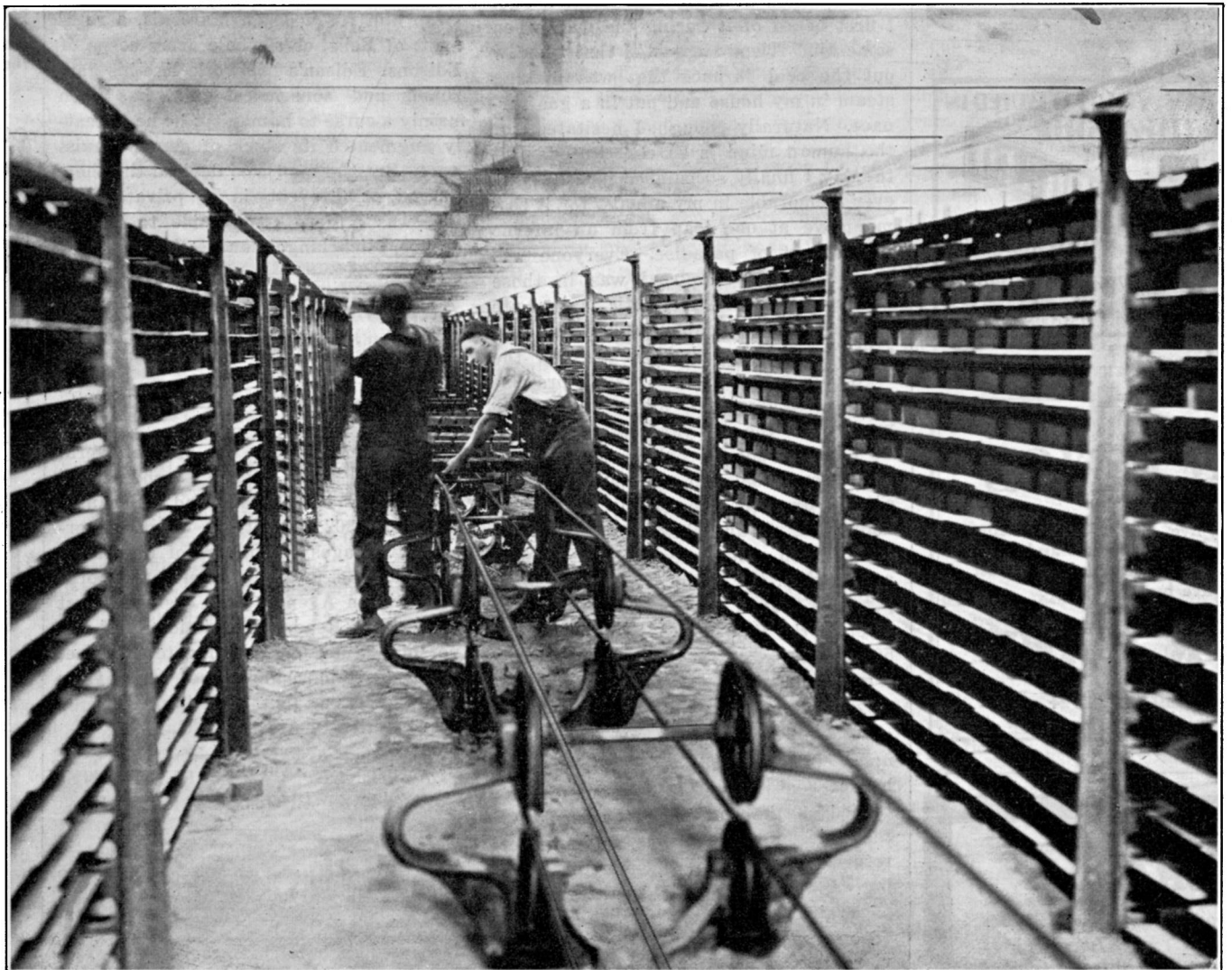
When the kiln is opened there are three or four different shades of brick. Tests of these brick made when taken from the Standard Brick Kilns show that the darker brick run a crushing strength of 10,180 to 11,160 pounds per square inch, and with a very small percentage of absorption. The lightest bricks test from 1,900 to 2,500 pounds. Thus it may be seen that the quality of the brick varies according to the way it is burned. Unless equipment is sufficiently accurate to ensure continual uniformity the burning of brick is largely a matter of good, bad or indifferent judgment.

While the Standard Brick Company specializes in stock brick a few words pertaining to the manufacture of wire-cut brick and of pressed brick may prove interesting. In the manufacture of wire-cut brick the clay goes through a crusher, then a pug-mill and is finally forced through a die by an auger machine. It is then cut into bricks by a wire. The face may be roughened by one of several manners to form a rough texture or rug

(Continued on page 14)

WHY STANDARD BRICK IS *ALWAYS* STANDARD

SECTION OF DRIERS,
STANDARD BRICK
COMPANY.



You will be a
welcome visitor
at our plant at
any time.

THE above illustration of a section of the modern brick driers at our Toronto plant, Greenwood Avenue, tells part of the story—but a most important part — “Why Standard Stock Brick is **ALWAYS** Standard.”

A brick is only as good as the drying process used in its manufacture, and the method of drying used by the Standard Brick Co., while entirely new in Canada has been in successful operation in several of the larger brick plants in the United States and Great Britain.

A low pressure steam system feeds the pipes, and condensation is drawn from the coils by a vacuum system. The steam pipes in this drier, if placed end to end, would approximate five miles in length. Heat is thus evenly distributed to all parts, and temperature control assures an even heat, giving equal shrinkage throughout each brick, making an absolutely uniform **STANDARD** product.

THE STANDARD BRICK CO., LIMITED

500 GREENWOOD AVE.

GLadstone 3552-3

Nights: RAndolph 4445

\$42
CORTLEIGH BOULEVARD
50 x 135

Attractive lot close to model home. Price greatly reduced for quick sale.

GARTON & HUTCHINSON
120 Victoria St. - ELgin 4281

IT WILL PAY YOU TO BUILD IN YORK TOWNSHIP
FOR FACTORY, APARTMENT OR HOME SITES

ASK E. T. JOU & CO.
HILLCREST 7795
80 VAUGHAN RD. TORONTO
WE SPECIALIZE IN YORK TWP. PROPERTIES

SACRIFICE

Seventy-five feet, improvements in, convenient to stores and street cars. Eight hundred dollars, cost twenty-five hundred.

G. R. DANE
ELgin 3174

CALEDON SHALE BRICK
1167 Bay St. - KINGSDALE 1431

RICE-LEWIS & SON, LIMITED
19 Victoria St., Toronto
(Established 1847)
Phone AD. 9281

Complete Line of Hardware
"From Excavation to Interior Finish"

For Prompt Service
Nights, Sundays and Holidays, Phone
WES. DAVIS, AD. 9281

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QUALITY and SQUARE DEALING

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MCKAY CUT STONE

"Natural Stone for Permanence and Beauty"

Flagstones Stepping Stones
Boulders Rock Face and
Rubblestone and Sawn Faced Ashlar
Coursing Mantels and Trim

Yard—Hilltop Road and Belt Line
Village of Forest Hill HYland 3959
Address mail to 210 SILVER BIRCH AVE.

On Heating With Gas

Thermostat Greatest Aid to Home Comfort.
(H. L. Mencken in "The American Mercury").

Of all the great inventions of modern times, the one that has given me most comfort and joy is one that is seldom heard of, to wit, the thermostat. I was amazed, some time ago, to hear that it was invented at least a generation ago. I first heard of it during the war, when some kind friend suggested that I throw out the coal furnace that was making steam in my house and put in a gas furnace. Naturally enough, I hesitated, for the human mind is so constituted. But the day I finally succumbed must remain ever memorable in my annals, for it saw me move at one leap from an inferno into a sort of paradise. Everyone will recall how bad the coal was in those heroic days. The patriotic anthracite men loaded their culmpiles on cars, and sold them to householders all over the east. Not a furnace-man was in practise in my neighborhood; all of them were working in the shipyards at \$15 a day. So I had to shovel coal myself, and not only shovel coal, but sift ashes. It was a truly dreadful experience. Worse, my house was always either too hot or too cold. When a few pieces of actual coal appeared in the mass of slate the temperature leaped up to 85 degrees, but most of the time it was between 45 and 50 degrees.

The thermostat changed all that, and in an instant. I simply set it at 68 degrees, and then went on about my business. Whenever the temperature in the house went up to 70 it automatically turned off the gas under the furnace in the cellar, and there was an immediate return to 68. And if the mercury, keeping on, dropped to 66, then the gas went on again, and the temperature was soon 68 once more. It would take the limber, vibrant, air-cooled tongue of a Rabbi Stephen S. Wise, nay of a William Jennings Bryan, to describe my relief and comfort. I began to feel like a man liberated from the deathhouse. I was never too hot or too cold. I had no coal to heave, no ashes to sift. My house became so clean that I could wear a shirt five days. I began to feel like work, and rapidly turned out a series of imperishable contributions to the national letters. My temper improved so vastly that my

family began to suspect sense changes. Moreover, my cellar became as clean as the rest of the house, and as roomy as a barn. I enlarged my wine-room by 1,000 cubic metres. I put in a cedar closet, big enough to hold my immense wardrobe. I added a vault for papers, a carpenter shop, and a praying chamber.

For all these boons and usufructs I was indebted to the inventor of the thermostat, a simple device but incomparable. I'd print his name here, but unfortunately I forget it. He was one of the great benefactors of humanity. I wouldn't swap him for a dozen Marconis, a regiment of Bells, or a whole army corps of Edisons. Edison's life-work, like his garrulous and nonsensical talk, has been mainly a curse to humanity: he has greatly augmented its stock of demand nuisance. But the man who devised the thermostat, at all events in my private opinion, was a hero comparable to Shakespeare, Michelangelo or Beethoven.

Alexandra Gardens Possesses Varied Advantages

Prices Range from \$50 to \$80.

Alexandra Gardens, one of the several first-class real estate subdivisions handled by the Trusts and Guarantee Company, 302 Bay Street, offers numerous advantages to builders of high class homes. The property is situated north of Eglinton Avenue, both east and west of Avenue Road. Restrictions call for not more than one dwelling to fifty feet in most sections, and prices range from \$50 to \$80 per foot. All improvements are installed in Alexandra Gardens.

LAWRENCE PARK RESIDENTS AGAINST PROPOSED BRIDGE.

Lawrence Park residents are about to circulate a petition against the proposed bridge to link Mount Pleasant Road with that district, the Works Committee was informed in a letter from J. B. Bickell, who is opposing it. About 75 per cent. of the cost of the work would be charged against the residents of the vicinity. The letter was ordered filed along with others to the same effect.

Young Lady Motorist: "It's snowing and sleeting and I'd like to buy some chains for my tires."
"I'm sorry—we keep only groceries."
"How annoying! I understood this was a chain store."

ALEXANDRA GARDENS

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Property Transfers

EGLINTON AVE. W., n.s., east of Hedington Ave., vacant lot, 50 x 100, the Devonshire Apt. Ltd. to Nellie H. Lilloco and Robert W. Lilloco. Sale price \$4,150.

PHIN AVE., e.s., south of Chatham Ave., vacant lot, 25 x 100, John A. Phin to Harvey J. Barron. Sale price, \$1,250.

CAMPBELL AVE., w.s., No. 216, 20.7 x 125, Alexander D. Crook et al to Mary E. Robson. Sale price, \$1,000.

SHIELDS AVE., w.s., south of Rose-lawn Ave., new house, 23.10 x 110, Nathaniel Hussey to Edith Bassil and Louis Bassil. Sale price, \$6,800.

ROSEWELL AVE., e.s., No. 311, 33 x 100, 2 x 111.4, Joseph A. Kennedy to Gwennet C. Watt and James H. Watt. Sale price, \$7,350.

BARTLETT AVE., w.s., No. 400, 16.1 x 134, Nellie Hayes to Charlotte MacBain and Matthew MacBain. Sale price, \$3,700.

GLENFOREST RD., s.s., No. 193, 25 x 125, Edward J. Anderson to Georgina I. Densen and Russell A. Densen. Sale price, \$4,500.

ELWOOD BLVD., s.s., No. 25, 30 x 130, Thomas F. Stevens to Margaret L. Forster and Frederick W. Forster. Sale price, \$9,000.

ELWOOD BLVD., s.s., No. 25, 30 x 120, Thomas F. Stevens to Thomas N. Smythe. Sale price, \$8,750.

ALBERTUS AVE., n.s., No. 38, 25 x 134, Ernest E. Cleaver to Mabel E. Patton. Sale price, \$6,800.

HILLHURST BLVD., n.s., No. 44, 50 x 134, Mabel E. Patton to Ernest E. Cleaver. Sale price, \$14,500.

GLENDONWYNNE RD., w.s., north of Bloor St., vacant lot, 31.10 x 116 aver., Janette Kennedy to Morrison Small. Sale price, \$2,088.

MANNING AVE., w.s., No. 696, 16.11 x 90, Mary Feeny to Reva Simon and Aleck Simon. Sale price, \$4,000.

GLENCAIRN AVE., n.s., No. 282, 50 x 124, Henry Jenkins et al to Bessie D. Stewart. Sale price, \$14,500.

PICKERING ST., w.s., No. 50, 25 x 140, John Duncan to Wm. N. Duncan. Sale price, \$1,800.

POPLAR PLAINS CRES., n.s., No. 8, 40 x 110, the Boake Mfg. Co. Ltd. to Arthur D. Deverall. Sale price, \$21,850.

LAWTON BLVD., w.s., No. 94, 30.2 x 109, Burke Investments Ltd. to Margaret J. Welsman. Sale price, \$11,000.

OAKWOOD AVE., w.s., No. 78, 24.10 x 118, Margaret Jamieson to Martha E. Whitman. Sale price, \$6,800.

DOVERCOURT RD., e.s., No. 1139, 25 x 132, Belle MacDonald to Wm. H. Smith. Sale price, \$1,625.

ELWOOD BLVD., n.s., west of Avenue Rd., vacant lot, 29.9 x 115, Chartered Trust and Executor Co. to Geo. W. Nicholson. Sale price, \$2,000.

ELWOOD BLVD., n.s., west of Avenue Rd., new house, 29.9 x 115, Geo. W. Nicholson to Albert V. Glands and Crissie G. Glands. Sale price, \$8,700.

RIVERDALE AVE., n.s., No. 312, 17.10 x 105.9, Estate of Joseph Russell to John French. Sale price, \$3,500.

WOBURN AVE., n.s., No. 252, 20 x 120, James Whitton to Edna S. Locke. Sale price, \$3,400.

HEATHER ST., w.s., No. 6, 30 x 120, Thos. F. Stevens to Florence G. Lynch. Sale price, \$10,750.

GEARY AVE., n.s., No. 84, 26 x 114, Jessie A. Hopkins to Edward H. William. Sale price, \$5,000.

BINGHAM AVE., w.s., No. 242, 24 x 100, Fred'k J. Cornell to Elizabeth Pitt. Sale price, \$4,800.

EMERSON AVE., e.s., No. 165, 16.7 x 118, Jennie Wilson et al to Clara A. Parker and Sarah M. Parker. Sale price, \$4,500.

CHRISTIE ST., e.s., No. 97, 16.9 x 133.10, Florence Ibbotson to Garnett E. Wardell. Sale price, \$2,500.

HURON ST. w.s., No. 734, 7.4 x 130, 17.8 x 106, Matilda Morrow et al to National Trust Co. Ltd. Sale price, \$7,000.

ALBERTUS AVE., n.s., No. 28, 25 x 134, Mabel E. Patton to Daniel V. Dowler and Jane Dowler. Sale price, \$6,500.

KENNEDY PARK RD., e.s., No. 69, 20 x 125, 20 x 100, Cecil M. Norris et ux to Arthur G. Pinard and Elsie C. Pinard. Sale price, \$9,450.



Kennedy Park is Scene of Activity

Garton and Hutchinson Report Sales.

A number of house sales are reported in Kennedy Park during the last two weeks; also several lots have been purchased for immediate building.

Chas. E. Walkey sold No. 43 Kennedy Park Road for \$13,500. This was a fine centre hall plan house containing eight rooms and two bathrooms, with private drive and garage. The purchaser was Mr. D. McGill, who will occupy the house at once. Mr. Walkey is completing two other fine houses on Kennedy Park Road, and has the foundation in for the third house.

Arthur Slightham has completed the sale of the two houses on the east side of Kennedy Park Road. One of them, a centre hall plan house to an out-of-town purchaser for \$13,000. John S. Lee was the purchaser of the other house, which sold for around \$11,000. Mr. Slightham has the foundation in for another centre hall plan house immediately adjoining those sold.

Morris Small, builder, has the contract for two houses on Norma Crescent, one is up to the second floor and the other to start immediately. Mr. Small expects another contract job to be closed this week on the same street.

R. A. Anderson sold No. 48 Kennedy Park Road. This is a fine detached square plan house with seven rooms and breakfast room, and finished in walnut.

Messrs. Garton & Hutchinson, Realtors, 120 Victoria Street, are the agents for Kennedy Park and report that approximately one hundred and fifty attractive homes have been completed and sold in this section since it was subdivided. The ideal surroundings and convenience of this district to splendid schools and shopping centre all tend to make this section highly desirable to owners of good homes.

KEEWATIN AVE., n.s., No. 200, 30 x 203.8, Peter Y. Spears to Morris Levine. Sale price, \$9,000.

INDIAN GROVE, w.s., No. 160, 17.8 x 116, Leslie Malcolm to Egidio Verso. Sale price, \$6,000.



These very attractive homes are typical of the many dwellings that have been constructed during the past two years or so in the McMaster Heights property north of Eglinton Avenue and west of Avenue Road. They are situated on the north side of Castlefield Avenue, west of Avenue Road. Land prices here are very reasonable in view of the numerous advantages offered to the builder of moderately priced homes, and much activity is prevalent in this section at present. The Chartered Trusts & Executor Company, and W. T. Rogers, Lumsden Building, both handle the sale of property in McMaster Heights subdivisions.

Land Specials

- \$35 ft.—Davisville Avenue, 125 feet.
- \$40 ft.—500' for semi-detached, near Eglinton.
- \$50 ft.—Moore Park, 50 feet.
- \$65 ft.—Forest Hill Village, highly restricted.

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Avenue Road Widening Commenced

T.T.C. Will Remove Car Tracks.

The work of widening Avenue Road pavement from Davenport Road to Macpherson Avenue was commenced this week, according to the Works Commissioner. This portion of the road was recommended to be widened in 1929 from 38 feet to 46 feet and was included in a recommendation that the entire pavement from Bloor to Macpherson be widened.

The T.T.C., however, announced that when the Davenport widening was accomplished it intended to remove the tracks from Avenue Road between Bloor and Davenport. This section of the widening was therefore struck out but the portion between Davenport and Macpherson approved.

On Friday last a recommendation was approved by the Works Committee for widening Avenue Road without car tracks, from Bloor to Davenport, from 36 feet to 46 feet. The cost was estimated at \$75,085, of which \$43,799 will be assessed against the abutting properties and \$31,286 against the city at large.

Widening Hits Taxes

City Will See If Relief Can Be Given Spadina Avenue Residents.

The Civic Works Committee this week instructed the Assessment Commissioner and City Solicitor to report on what relief can be given to several owners of private residences to be assessed for the proposed widening of Spadina Avenue, from College Street, north to the Crescent.

Dr. J. B. Dullem, owner of 461 Spadina Avenue, informed the committee, that the improvement would increase their taxes excessively.

Boss: "A man is never older than he feels. Now this morning I feel as fresh as a two-year-old!"

Steno (sweetly): "Horse or egg?"
—De Laval Monthly.

MECHANIC'S LIENS

Week ending May 13, 1931.

Vokes Hardware Co., Ltd., lien No. 12385, against Geo. Jackson et al, for the sum of \$118.63.

Wilfred L. Upton, lien No. 12387, against Michael Farrel et al, for the sum of \$125.25.

Ontario Ready Mix Concrete, Ltd., lien No. 12388, against A. N. Wright et al, for the sum of \$20.39.

Culos and Co., lien No. 12389, against Chas. E. Moore, for the sum of \$75.00.

Reginald R. Baumhard, lien No. 12390, against Asaph E. Sherck et al, for the sum of \$768.

Gordon Trent and Co., Ltd., lien No. 13763, against T. B. Mothersill and Co., of Oshawa et al, for the sum of \$150.

A. H. Cedarberg, lien No. 13764, against City of Toronto et al, for the sum of \$227.

H. Griffiths and Co., lien No. 13765, against T. B. Mothersill and Co. et al, for the sum of \$564.80.

A. B. Ormsby Co., Ltd., lien No. 13766, against T. B. Mothersill and Co. et al, for the sum of \$225.

Aaron Schwartz, lien No. 13768, against Ernest Mieger et al, for the sum of \$135.

Joseph Smorhum, lien No. 13769, against Central Construction Co. Ltd. et al, for the sum of \$172.75.

Overhead Door Co. of Canada Ltd., lien No. 13770, against D. E. Bennett et al, for the sum of \$282.

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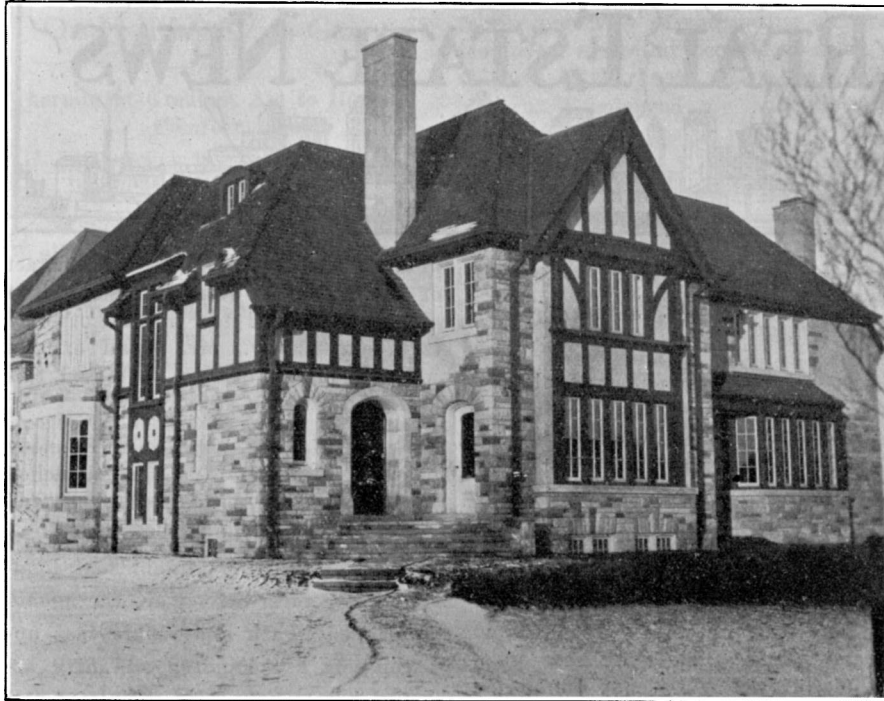
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Vesta Drive

W. E. Whitten, Builder. D. E. Kertland, Architect.

This splendid residence, a product of the combined skill of W. E. Whitten and D. E. Kertland, stands on Vesta Drive, just north of the intersection of Old Forest Hill Road and is the home of Lady Baillie.

Of attractive stone and stucco construction with half timbers its appearance is one of massive solidity and permanence, relieved somewhat by the tall chimney and artistic placing of windows.

One passes through the vestibule into a reception hall measuring 12 x 18 feet and panelled in quarter-cut oak of the highest quality. A beautiful circular staircase winds from this hall to the second floor, and is perhaps the most outstanding single feature in the house. The living-room is large and bright with a fine view to the south. The dimensions are approximately 32 x 20 feet. Next to the living-room, and also with a fine southern exposure, is the library, measuring 16 x 20 feet, and also pannelled in oak. The dining-room is large—16 x 18—and is artistically trimmed in walnut. A butler's pantry, maids' dining-room and tiled kitchen complete the ground floor.

The second floor is composed of a master's suite in which is a large bedroom, dressing-room and bathroom. The bedroom measures about 20 x 20. The bathroom is tiled in green, and a glass-enclosed shower stall is a novel feature. Three other bedrooms are on this floor and two more equally attractive bathrooms—one tiled in mauve and the other in rich ivory.

On the third floor are three bedrooms, a bathroom, cedar room and store room. A large billiard room is located in the basement, and the heating plant is an oil-burning hot-water system. The lot on which this fine dwelling stands measures 100 x 132 feet.

The Contractors Were:

- Architect—D. E. Kertland, 6 Hayden Street.
- Mason—Richard King, 211 Ranleigh Avenue.
- Concrete—M. Sylvester, 107 Hatherley Road.
- Structural Steel—Dominion Bridge Co. Ltd., 1139 Shaw Street.
- Reinforcing Steel—Dominion Bridge Co. Ltd., 1139 Shaw Street.
- Marble—General Products, Ltd., 6 Widmer Street.
- Millwork—John B. Smith & Sons, Ltd., 53 Strachan Avenue.
- Millwork—Welsh Lumber Co. Ltd., 2219 Yonge Street.
- Sheet Metal—P. Dollery, 235 Glen Forest Road.
- Electrical—Jeffrey & Chalk, 98 Atlas Avenue.
- Plumbing—C. J. Mathew, 1452 Bloor Street West.
- Heating—Robert Steen, 9 Grimthorpe Road.
- Plastering—Quality Plasterers.
- Glass—Advance Glass Co. Ltd., 92 Adelaide Street East.
- Painting and Glazing—Geo. Smith.
- Tiling—General Products, Ltd., 6 Widmer Street.
- Ornamental Iron—A. E. Freeman, 902 Yonge Street.

Materials Were Supplied by the Following:

Cooksville Company Limited, 26 Queen Street East; J. Muldoon, 1826 Yonge Street; York Sandstone Brick Company, 447 Victoria Park Avenue; General Products Limited, 6 Widmer Street; Dominion Bridge Co. Ltd., 1139 Shaw Street; Leaside Cast Stone Co. Ltd., Leaside; Welsh Lumber Company Ltd., 2219 Yonge Street; John B. Smith & Sons, 53 Strachan Avenue; Builders' Flooring and Millwork Limited, 228 St. Helen's Avenue; Geo. S. Hope & Sons, 390 Delaware Avenue; Advance Glass Company Ltd., 92 Adelaide Street East; Aikenhead Hardware Ltd., 17 Temperance Street; Armstrong Cork and Insulation Company Ltd., 522 King Street West.

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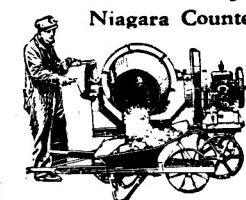
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EDITORIAL COMMENT

TIME TO CHANGE LOCAL IMPROVEMENT PROCEEDINGS

BUILDERS and realtors of Toronto are vitally interested and concerned in everything that affects the values of property or that makes for the development of the city. Many developments as is well known are undertaken under the Local Improvement Act, either by petition of the affected ratepayers or by initiation on the part of the city council. By far the greater number of such projects come under the latter class, that is they are initiated by the city authorities. So far, so good, and in the past most of the local improvements inaugurated by the city have been beneficial to the surrounding property and to the city at large. But with the growth of the city, and especially due to the tremendous increase in motor vehicle traffic, new and wider streets become necessary in various parts of the city, not for the convenience of the ratepayers living in the particular area through which the development occurs, but for the benefit of the citizens as a whole.

Last year when the charges for the Church Street widening and extension were being tabulated, the property owners "immediately benefited" objected to being taxed for the greater part of the cost and their objections were successful and the rate was more evenly distributed by the city paying a larger and more rightful share of the burden. Now the Lawrence Park Ratepayers Association and the Bedford Park Ratepayers are up in arms over the proposal to assess them for the greater part of the cost of the proposed new bridge over the Blythwood Ravine and the continuing extension from it of Mount Pleasant Road. The taxpayers there say that they do not want the extension, can get along quite well without it, but won't object to it as long as the city pays the greater share of the cost and not "soak" them 75 per cent. of the cost as has been suggested at the city hall. And the taxpayers in this section are ready to talk like Dutch uncles these days, for they are wondering how they are going to raise enough money to pay the instalments on their property taxes this year. All taxes in this area are greatly increased, owing to the new sewers and all the fine new pavements petitioned for—by whom? Yes, by whom? Why by the ratepayers you answer. Yes, but initiated and "engineered" in more than one instance it is said by representatives of interested companies.

It is high time to change our methods of applying the Local Improvement Act and also of "initiating and petitioning."

THE AVENUE COMEDY GOES MERRILY ON.

THERE is little need for the bald-headed boys to regret the passing of the old-time burlesque show as long as our city council can succeed in presenting such sparkling comedies from time to time as that which might be termed "The Avenue Burlesque" (with apologies to that famous Detroit theatre of similar name). We will not attempt to recount all the details in this farce involving the purchasing of the Amulet Realty Company's property at the foot of University Avenue on Queen Street needed for the extension of the Avenue. We gave the program for the first three or four acts of the play in these columns a few weeks ago, and since that time we have lost track of the number of acts, for there seems no finale to the show.

A touch of melodrama has now been added by some of the city fathers trying to make Assessment Commissioner Farley appear as the "villain" in the piece. Those who know Mr. Farley, know full well that he is not (to speak in language that show folk understand) so dumb as to make an offer for this or any other property "off his own bat." George Farley has had too long an experience in such matters to do anything of the kind and the Board of Control may protest as much as it likes but the public cannot help but believe that Mr. Farley was authorized by someone (either verbally or by written order) to make the company the offer that was made.

R. Home Smith and his associates are absolutely in the right in this matter, and, considering the numerous delays in accepting their previous generous offers and the cheap criticism to which they have been subjected, are now entitled to obtain all and everything they can justly get for their property.

STAIRS

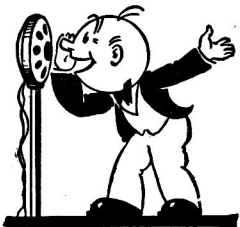
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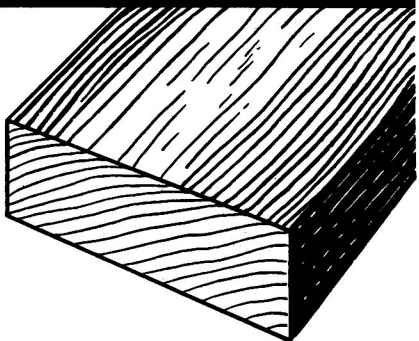
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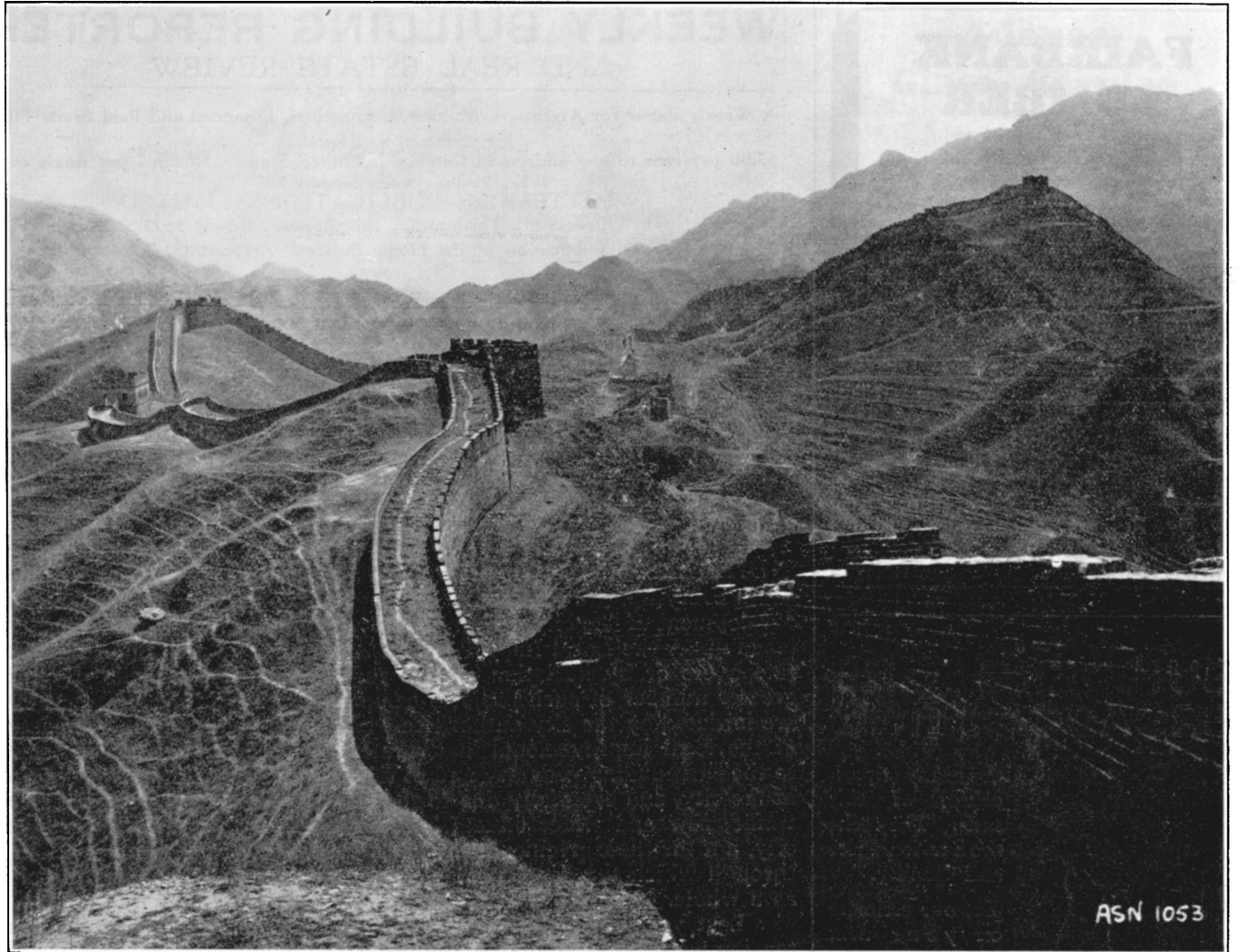
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TO BUILDERS

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The Great Wall of China was constructed about 200 B.C., to protect the inhabitants from the attacks of the Tartar hordes. It ranges from 20 to 50 feet in height and is 1,700 miles long. Loops and branches in the wall make 1,700 additional miles, making a total of 3,400 miles of wall altogether. It is still, as a whole, in fair condition, having been made by the puddled brick process of manufacture of brick approximately the same size as used to-day. Dr. Steele obtained this photo during his recent visit to the Orient.

Modern Methods and Specialized Equipment are Features of the Manufacture of Standard Brick.

(Continued from page 8)

surface. The third of the better known types is pressed brick. In this process the clay is first crushed, then screened, pressed into dies, semi-dry, and set into the kiln to burn. Pressed brick has been manufactured for quite a number of years, but rug brick and rough-surfaced brick is quite new and has only been on the market in Toronto for the past ten or fifteen years.

Stock brick is that brick which is spoken about even as far back as Biblical times. It was with stock brick that the Great Wall of China was built—the wall that has endured through the centuries since 200 B.C., and which stands grim and forbidding as ever to this day. It is with stock brick that the majority of Toronto homes are built and are daily being built. Unquestionably a good plastic brick will stand up against all kinds of hardship and punishment.

The Standard Brick Company extends a perpetual invitation to visitors, and will always be glad to welcome anyone to their plant. Whether interested in the manufacture of the bricks, in brick laying or in any other phase of the brick business, readers may rest assured that a visit to the Standard Brick Company's plant at 500 Greenwood Avenue will be time well spent and will result in an interesting and informative tour of one of the most up-to-date and efficient brick plants in Canada.



WILLIAM HAYES, well-known plant superintendent, whose long experience in the brick business and knowledge of plant management is largely responsible for the steady growth of the Standard Brick Company.

Red Seal Homes Predominate in Kingsway Large Majority of Humber Homes are "Sufficiently Wired"

According to an announcement by the Electric Service League, a recent survey of the Kingsway, Old Mill, Baby Point and Riverside Subdivisions made by that body indicates that a vast majority of builders operating in that section are equipping their homes to conform to the "Red Seal Standard". The survey indicates that of the forty-nine builders operating in these subdivisions 38 are 100 per cent. Red Seal builders

who make every house they build measure up to the standard of "Sufficiently Wired" homes. Eight others are using Red Seal wiring on some of their houses but have not yet signed up as 100 per cent. men. Three builders operating here do not employ Red Seal wiring.


The list is as follows:

Kingsway Park Builders (100 per cent. Red Seal Builders)—S. H. Bennett, The Kingsway; Sam Holt, Dandridge; H. C. Card, Dandridge; John Carrol, Sr., Strath Ave.; John Carroll, Jr., The Kingsway; G. W. Drury, Strath Ave.; G. W. Embree, Bracken; H. Graham, Berry; G. C. Harper, Dandridge; John Jolliffe, Bracken; W. J. Little, Strath; J. P. Luckhart, Silverthorn; S. A. McGivney, Silverthorn; T. W. Oke, King George's Rd.; W. Richardson, Riverside Drive; B. Dickinson, Bracken Ave.; H. J. McSherry, Jackson Ave.; C. A. Roberts, King George's Rd.; J. C. Rowan, Jackson Ave.; J. O. Scott, The Kingsway and Baby Point; E. Small, Williams and Strath; M. Small, Strath; R. J. Small, Strath; J. Thistlewaite, The Kingsway; J. A. Wellwood, Strath; H. E. Wright, Gardhouse; W. G. Argent, Mossom Rd.; W. H. Avison, Wilmot Ave.; J. R. Dixon, Mossom Rd.; A. Dormer, Baby Point; J. A. Ellis, Riverside; F. Fry, Riverside; E. Hulme, Riverside; G. A. Rome, Mayfield; A. Taylor, Wilmot and Mayfield; W. J. Turner, Methuen; W. J. Unger, Larkin; G. H. Webb, Riverside Drive.

Other Builders, Not 100 Per Cent., Making Houses Red Seal—S. Barratt, The Kingsway; R. Glover, Dandridge; F. Mahaffy, Kingsway; J. C. Rayner, Queen Mary; J. Angus, The Kingsway; T. J. Colbourne, Armadale; Bolton Estate, The Kingsway; M. Muir, Dandridge and Silverthorn.

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The Sales Spark
 A WEEKLY MESSAGE FOR SALESMEN

"THIS TERRIBLE DEPRESSION" BUNK.

Each generation believes that its pet calamities are the worst that ever befell humanity. That's perfectly natural. But it is seldom true.

You would think to hear some of us talk that the recent business depression was the first and only diminution of trade that mankind had encountered through the ages. What nonsense!

Any business statistician will display an array of graphs and charts showing a continual succession of peaks and valleys in business history. And some of those laws would make our present valleys look like small mountains!

Ten years before the Revolutionary War, when the States were yet an English colony, we find John Adams writing in his Diary, "At home this Sabbath, concerned with the great pause that has come in business."

Adams may have devoted his Sabbath to pondering, but he was too smart a man to permit "the pause in business" to become a week-day worry. Bright and early Monday morning he went out after his share. And within a year or so, this founder of a famous family was among the most prosperous men in Boston.

We might do well to emulate his example.

YOU TELL THEM!

One of the first things a student nurse learns is never to ask a chronic patient how he feels. It centers his mind on his afflictions.

Similarly, salesmen in these times will do well to guard against the thoughtless query, "Well, how's business?"

For thus we afford made-to-measure opportunity for the pessimist, the grouch and the grumbler. These malcontents need no further urging to pour forth their tales of woe. Right eagerly they will tell you just how rotten business is—and probably draw upon their imagination for a few blue-bordered details. Now just try to sell goods to a man who has worked himself up—or rather, down—into such a mood of deep despondency!

So here's a bit of advice: Don't ask how business is. You tell them! Make it your business to pick up and distribute inspiring news. It may not be quite as easy to find as the gloomy sort; but it's well worth looking for.

Nobody wants or expects you to be a little Pollyanna going around distributing sunshine. But there is plenty of genuinely optimistic news about business without resorting to pretty platitudes.

And so, concerning the state of business, as our Hebrew friends might jokingly say, "Don't esk!"

You TELL them!

LOOK TO YOUR CABBAGE PATCH!

Maurice Hindus, the brilliant young Russian analyst, tells a story of the native peasant and his cabbage crop.

Cabbage is one of the mainstays of the Russian peasant. And he has a notion that the more cabbage plants he can put

in a row, the bigger will be his crop. Of course it doesn't work out that way. The cabbages are small, stunted and wormy. The plants have no "breathing space".

Every so often agricultural experts visit the villages to tell the peasants how to grow cabbages. They explain the principle of fewer and better plants. They show moving pictures. They exhibit actual cabbages grown under improved conditions.

The peasant attends these meetings; looks on with eager interest; nods his head in approval at every point. Then he goes back to his land and proceeds to plant his cabbages precisely as his father's father's father did, a century and a half ago! He simply cannot break with tradition.

But before we laugh at the unenlightened peasant, let's make certain that we are not measurably guilty of the same sin. In this business of selling, do we always profit by the lessons of experience; or do we go stubbornly ahead following time-worn plans and policies, when it has been definitely proved to us that there is a better way?

Let's look to our own cabbage patch!

THOSE POSTPONED PURCHASES.

A railroad man remarked to a business group the other day that his line was at least a year behind normal schedule in repainting its buildings. "But we are doing the painting now," he added, "We had to preserve our property."

Just as that road put off its painting, most of us have postponed innumerable purchases. But before long we'll have to follow the example of the railroad and get busy on a renewal program. We've "made out" with makeshifts about as long as we can. We must either do some buying, or make up our minds to accept permanently lower standards of living. And that last alternative just isn't the Canadian way. Our history has been one of steadily advancing standards. After a hundred and fifty years of forward march, we aren't going permanently into reverse. It just isn't reasonable.

And so the old family bus will be replaced with a later model. New apparel, new furniture—perhaps a new home—these things are in the offing. Already there is evidence of renewed buying. And business will become increasingly better as the movement gets under way.

PERMANENT HOMES BEST INVESTMENT.

Safety of principal is of paramount importance to the investor. It is, therefore, especially desirable that the building, upon which money has been loaned, be subject to as little deterioration and other hazards as possible, thus keeping the security value unimpaired. The home buyer gains considerable advantage in purchasing a home that is permanent, fire-safe and free from heavy upkeep expense. The owner of such a home is often able to have a second mortgage discounted at a lower rate and also receive the advantage of a lower insurance premium.

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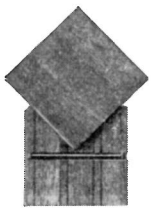

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