

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

Vol. 7—No. 17.

TORONTO, APRIL 25, 1931

Price 10 Cents

York Township's Advantages are Heard Over Air

Industrial Commission Organizes Radio Campaign.

In an effort to stimulate interest in York Township and to advertise its numerous advantages to the public at large, the Radio has been brought into use, and to date two broadcasts have been conducted by the York Township Industrial Commission with this end in view.

J. J. Robbins, York Township Industrial Commissioner, and Ed. Tijou, well-known York Township real estate broker and also a member of the Commission have been in charge of these programs, and Mr. Tijou, seen this week by the Weekly Building Reporter, expressed the opinion that these broadcasts would be instrumental in attracting the attention of builders, prospective home buyers and builders, industrial concerns, commercial enterprises and investors to the Township in a way that has never been done before.

Convenience of the Township's location, its attractive building by-laws regarding homes, apartments and industrial and commercial buildings, and the excellence of transportation facilities were stressed in these broadcasts. The variety in the township's residential sections were pointed out and it was shown that here were suitable locations for the homes of executives and working-men. Of interest to the builder is the fact that within the bounds of the Townships are contractors for almost every trade, including bricklayers, carpenters, masons, plumbing engineers, etc. The excellence of schools was also stressed as a factor of importance.

Another broadcast in this series will be on the air next Tuesday night over station CKCL at 6.45 p.m.

Start Excavation on Bank Building

New Dominion Branch to Rise on Avenue Road.

Steam shovels commenced excavation work this week as a preliminary to the erection of a new branch of the Dominion Bank.

Designed by John M. Lyle, architect, who is now working on the design of the new Bank of Nova Scotia skyscraper for the northeast corner of King and Bay Sts., the new branch of the Dominion Bank will be erected at the southeast corner of Avenue and Davenport Roads.

The building will be a one-storey structure of brick and stone and will be flood-lighted when completed. Canadian bird and animal motifs will be embodied in the stone carving, it is learned. The masonry contract has been awarded to E. Teagle and Son, 261 Avenue Rd., and the cut stone contract to Scott Brothers, 36 McGee St.

TORONTO BIBLE COLLEGE



This attractive structure is the new Toronto Bible College, situated on Spadina Road, Toronto. It was designed by Mathers & Haldenby, registered architects, and constructed by Thomson Brothers Limited, contractors. John Price Brick, manufactured by the Toronto Brick Company Limited, 897 Bay St., was used throughout in its construction.

Some Observations on Reinforced Brickwork

As Presented by R. S. Tilden, of the Common Brick Association to the Convention of the Building Officials Conference This Week

The day is not far distant when you as Building Commissioners will be frequently approached with requests for approval of various forms of what is popularly termed "reinforced brickwork," and it is the intention of this paper to provide, in non-technical language, some general information concerning the history, development, use and characteristics of this type of masonry. It should be noted that this is not intended to be a complete presentation of the subject, but rather one which it is hoped will sufficiently stimulate your interest so that you may, at your later convenience, acquire the detailed information which will be necessary in order that you may intelligently pass upon the applications which will be presented.

Reinforced brickwork or, as it has sometimes been termed "adhesive masonry," is a combination of brick and steel with mortar, acting as a unit, the steel being inserted in a suitable position in the mortar so that it may give additional tensile strength to the masonry and the tension may be chiefly overcome by the steel reinforcement while the compression will be withstood by the brickwork. It is generally admitted that few if any forms of masonry have greater resistance to loads causing direct compression than brickwork, and the addition of steel providing adequate tensile strength for the masonry not only opens a very wide range of new uses but will result in constantly increasing demands for use of this type of masonry.

The reinforcing is generally inserted in the form of rods which may be plain, round or square or of almost any type of deformed bar. Rods may be placed in one direction only or be reinforced in more than one direction, similar to the placing of reinforcing in reinforced concrete. In some cases the use of other forms of metal, such as mesh or wire, is indicated, but in any case the reinforcing is so placed as to provide tensile strength for the masonry.

Reinforced brickwork slabs or arches may be constructed on forms and the rods placed in the mortar joints at the time of laying the brick, or these slabs or other forms of construction may be precast and then placed in the structure as a unit. Other types of construction, such as retaining walls, bridge arches and similar forms may be erected without the use of any forms whatsoever, which is, of course, a distinct advantage over other types of reinforced masonry.

Reinforced Brickwork an Old Form of Masonry

While reinforced brickwork is generally considered to be a new form of masonry, it is in reality one hundred years old. One of the earliest records of the use of this type of construction was what is known as the "Nine Elms" beam which was constructed by Mark J. Brunel in 1836. Mr. Brunel, who was born in France, came to America at the age of 24 and was well known in this country in the early part of the 19th century as the designer of the famous

(Continued on page 8)

Building Officers' Convention a Most Successful Event

Delegates Declare It a Satisfactory Combination of Business and Pleasure.

The seventeenth annual convention of the Building Officials' Conference of America which came to a close at the King Edward Hotel yesterday was among the most successful and generally enjoyable of these annual affairs in the history of the organization. At noon on the first day of business sessions the registration was well over the hundred mark, with new arrivals still coming and while at time of going to press final registration figures are not available, an official informed the Weekly Building Reporter that about one hundred and fifty delegates are expected at this year's session.

Following the address of welcome by his Worship Mayor Stewart, Tuesday morning's session was taken up by the reports of the various committees. Among these was a paper on "Uniform Building Code" by C. M. Stegner, Director of Buildings, Cincinnati, Ohio. The address of R. S. Tilden, of the Common Brick Association, Grand Central Terminal, New York, was presented at the afternoon session and appears in full elsewhere in this issue, the subject being "Reinforced Brickwork."

Following the presentation of each subject, the meetings were thrown open for discussion, and numerous points of interest were brought up and discussed by those present.

Wednesday's business sessions were of a similar nature, two of the most interesting addresses being "Recent Test of Building Materials" by S. M. Ingberg, Principal Engineer of the U.S. Bureau of Standards at Washington, and "City Planning and Encroachments" by T. D. le May, City Planning Commissioner and City Surveyor of the City of Toronto.

Equally interesting sessions were largely attended by delegates on Thursday and Friday and the addresses presented on those days were both interesting and informative. The discussions were of a constructive nature and served to add greatly to the value of the matter presented to the meetings by the speakers.

The convention was not by any means, however, a strictly business affair. Luncheon at noon on Tuesday provided a splendid opportunity for the delegates to get together and renew old acquaintances as well as to make new ones. The ladies were entertained by a trip through Eaton's new store, followed by luncheon on Tuesday, a bridge and luncheon again on Wednesday. Again on Friday the ladies were driven about the city visiting points of interest and ending up at the Granite Club for tea. A smoker and entertainment was held on Wednesday evening, and on Thursday, the big night

(Continued on page 14)

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Association Receives Numerous Entries in Radio Letter Contest

Replies Reflect Interest of Listeners-in.

That the public is taking an interest in the Radio broadcasts featuring the 1931 Home Builders Annual, Official Year Book of the Toronto Home Builders' Association, is evidenced by the numerous enquiries that continue to come to the Association as a result of the radio broadcasts of the past few weeks. Numerous entries have been received each week in the "Why I Own a Home" contest, in which a prize is awarded by the Association each week for the best letter on a subject pertaining to home ownership.

The winner this week is Miss Joyce Trusty of Newmarket, Ontario. Miss Trusty has surpassed all others in the excellence of her reply, which follows:

Why I Would Like to Own My Own Home

Being a girl of nineteen and having interest in new homes, in old-fashioned homes and real happy homes, it gives me a privilege to try and answer your broadcast question on "Why I Would Like to Own My Own Home."

First of all, I have discovered that the man who owns his own home appears to sort of rest at ease, and he always looks happy and contented. Was it not the contentment of owning his own home that inspired the man to write the song "My Little Grey Home in the West"? Especially when it rings: "There are hands that will welcome me in,

There are lips I am burning to kiss,
There are two eyes that shine, just because they are mine,
And a thousand things other men miss.

It's a corner of heaven itself,
Though it's only a tumbledown nest,
But with love brooding there,
Why no place can compare,
With my little grey home in the west."

Therefore, I would like to own my own home because it causes perfect harmony and true love to last a lifetime.

In families where the home is paid for and the fear of foreclosure or vacating does not be forever upon the parent's



shoulders, it proves to the children and everyone that dad is always a "good provider", and mother "a good manager". A mother in a home is a sort of a shrine. She is loved and adored because of her patient ways, her tender words and her skilful hands, but if she has cause to worry through not owning her own home she is often subject to thoughts of anxiety and trouble, and thus cannot be forever putting in a cheerful word to everyone and making everyone comfortable. Therefore I would like to own my own home so the mother of the family can be truly happy and thus with her lovely influence inspire and help all about her to be cheerful and happy and comfortable.

Home is the place where the younger generation or kiddies seem to "spring root", as it were, or home is the place where the background is laid for the country's future. To have a little love nest as the robins and all the birds do, all of one's very own, is to satisfy the desire of man's wish, and thus the next generation has a chance for a greater education and are further advanced in worldly affairs. So I would like to own my own home so the children may obtain the fullest advantages of receiving the foundation for life at its fullest.

If one owns their own home there are so many little reasons why everything seems so wonderful. Mr. Wood in his new book, "Chuckles from Home", in one of his poems, says "One is free to do as they please". When the home is owned it is a pleasure to invite friends in and to entertain them. It is very nice to think that your home is a comfortable spot that many may enjoy. Everyone in the family seems to have the feeling of true ownership, and they can feel free to enjoy home comforts such as good music, quiet evenings at home, and true happiness.

When one needs a new fixture in the home it is a pleasure to buy it yourself. In fact it is far nicer to buy things and say they are all your own instead of having to coax and coax the landlord a month or so to get the house newly papered or painted.

In the evening father can come home and put on his house slippers and hide behind the paper with the thought of rest and comfort after his daily drudgery at the office, and can read peacefully with no definite worries of how he is going to meet the mortgage or rent.

If one owns their own home they can have a little flower garden about it, all of their own.

The boys of the family can swing on the fence and garden gate without com-

TORONTO HOME BUILDERS' ASSOCIATION

REGULAR MONTHLY BANQUET AND GENERAL MEETING

MONDAY EVENING, APRIL 27, PRINCE GEORGE HOTEL

7 p.m. Sharp

The Speaker of the evening will be Mr. Collier C. Grant, B.A., Barrister, who will speak on the subject:

"CREDIT STABILIZED"

Mr. Grant has specialized on credit matters in the building industry for several years and his remarks will be of great value and importance to all who wish for better financing in the building industry.

GOOD EATS — PEPPY PROGRAM — INSTRUCTIVE ADDRESS

plaints of the neighbors and other tenants.

And perhaps in later life, when the old married couple are nearing Life's End, they may look back and see their own home, the home they worked for, saved for, lived for and enjoyed. They might turn and say "It has been our very own". Thus at Life's Gate to own one's home leaves peace, and thus an everlasting smile on one's face when they are crossing the bar. The reassuring smile is caused from the thought of owning one's own home and leaving the other one provided for.

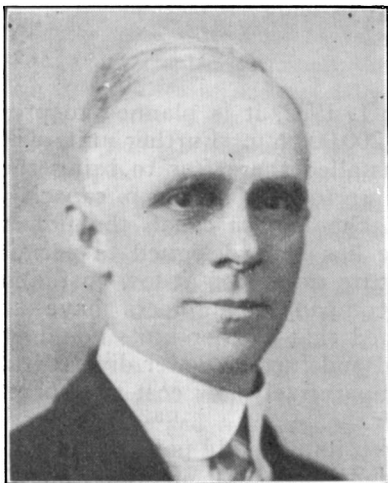
Therefore I would like to own my own home because I believe the most wonderful thing life has to offer is a little home and its ownership. It seems to be the greatest achievement one could ever gain.

Sincerely yours,
(Miss) Joyce Trusty.

LET'S GET ACQUAINTED

R. MUIR

Born in Glasgow, Scotland, R. "Bob" Muir, came to this country in 1904 and settled in Toronto. Before entering the building business, Mr. Muir was a carpenter and practised this trade for many years both in the Old Country and after coming to Canada. About twenty years ago he decided to enter the building field and forthwith began the construction of homes in the Danforth district. Since



R. Muir.

that time he has erected about three hundred and fifty homes in that section,—homes priced at about \$5,500 and which have sold quickly and satisfactorily.

About two years ago Mr. Muir decided to change the scene of his activities to North Toronto; the district offered many advantages not to be found in the eastern portions of Toronto. He has built a number of homes there already, and has found this to be an active and fast growing section of the city. These houses have been priced around \$7,000 to \$8,000.

Mr. Muir is an active member of the Toronto Home Builders' Association and takes a keen interest in matters of importance to that body. He is also a member of Queen City Masonic Lodge, the Grotto, and Riverdale L.O.L. No. 2097. He has of late taken an interest in lawn bowling and is a member of the Riverdale Bowling Club, where he is able to forget, for a time at least, the numerous worries that surround a builder of homes.

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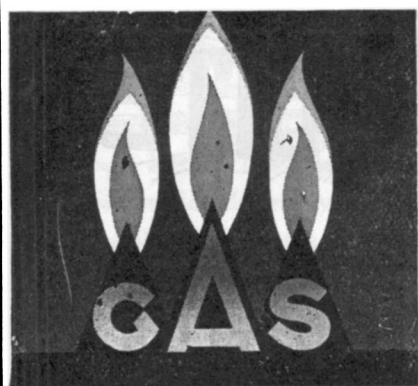
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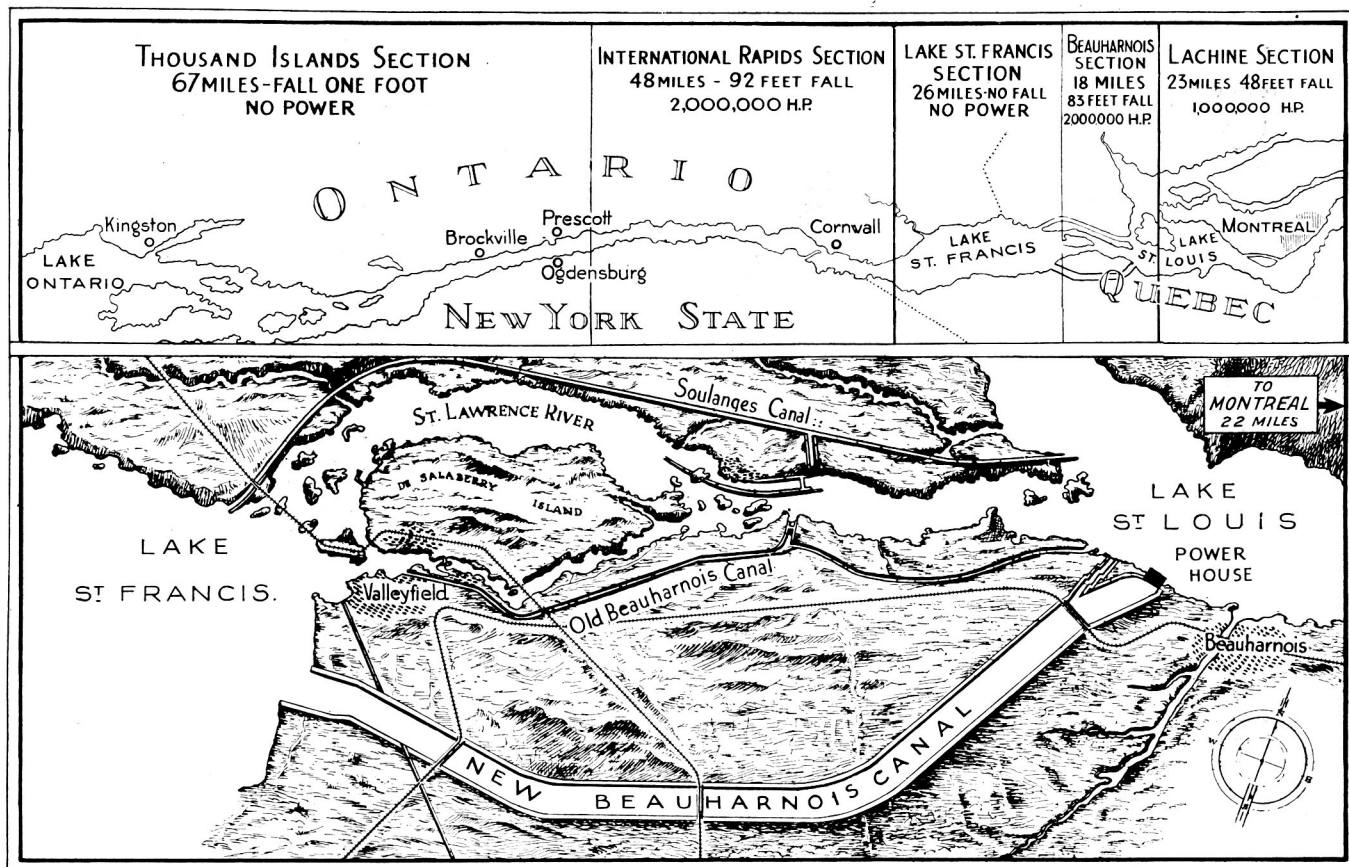
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Sketch map showing relationship of new Beauharnois Canal to St. Lawrence River, and to other power producers in the area.

Beauharnois—A Great Canadian Development

With Ultimate Potential Capacity of 2,000,00 H.P., Beauharnois is
Largest Single Power Development in World With Navigation
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THE Beauharnois Power Corporation is developing 500,000 h.p. on the St. Lawrence River. To a construction engineer or to an electrical technician, such a statement signifies a very great deal indeed, but it is to be feared that the average Canadian is becoming so accustomed to announcements of new and greater power developments in this Canada of ours, that another—even if of such magnitude as Beauharnois—makes but little impression on his mind. This may be due to the fact that we Canadians are becoming so "power conscious" that electrical energy becomes as the very air we breathe and therefore just as ordinary and common-place. In many ways, this is to be greatly regretted, for the tremendous strides that our country is making in the construction of huge power projects, if duplicated elsewhere, would be the wonder and admiration of all of us and would receive columns of publicity and striking rotogravure illustrations in our newspapers.

Location of Project

As the St. Lawrence leaves the international section of the river near Cornwall, Ontario, it enters the Province of Quebec, where it widens out into Lake St. Francis. Twenty-five miles further down the river narrows into a series of four rapids (Coteau, Cedars, Split Rock and Cascades) and drops 83 feet into another wide reach known as Lake St. Louis. This drop occurs in what

is known as the Soulanges, or Beauharnois section of the river, and it is this section which the Beauharnois Power Corporation is canalizing for power and also for navigation.

Seventeen miles further down, the river narrows again at Lachine, a suburb of Montreal.

The New Canal

The entrance of the new canal is on the southern shore of Lake St. Francis, a mile or two from the city of Valleyfield, Quebec. The route chosen follows a wide curve along the most favorable contours of the territory. The canal enters Lake St. Louis near the town of Beauharnois, where the power house is being erected.

The canal brings the water at the level of Lake St. Francis down to the shores of Lake St. Louis, where in a single stage development is concentrated the 83-foot head, or fall of water available. Thus the undertaking permits the full and most economic use to be made of the fall of water in this section of the river.

The canal is fifteen miles in length and 3,000 feet in width. Should further water become available, the new canal with its width of over half a mile with further low cost dredging, could handle further diversions up to the full flow of the St. Lawrence.

The Power House

The power plant will be built to house ten 50,000 h.p. units. By Oc-

tober 1, 1932, it is planned to produce 200,000 h.p. Further units will be installed thereafter to bring the plant up to its 500,000 h.p. capacity. Like the power canal, the power house has been designed to permit of future expansion at low cost, and the company's engineers have so planned that further units could be added and further water diverted at a comparatively low cost per horsepower.

With its ultimate potential capacity of 2,000,000 h.p., Beauharnois is the largest water power development in the world which can be developed in a single power house. The 500,000 h.p. plant will be 1,000 feet in length, and forms part of an ultimately larger architectural conception having a length of 3,000 feet and designed to utilize the entire flow of the river. The height of the power house will approximate that of a nine storey office building.

The Ship Canal

The ship channel is being excavated in the bed of the power canal, the channel lying toward the north dyke. Except for this channel, the construction work on the canal is of an embanking nature, as almost the entire route chosen lies below the headwaters of Lake St. Francis.

Two dykes, over half a mile apart have been constructed. They will lead the water from Lake St. Francis to Lake St. Louis. The sub-aqueous channel thus provided for ves-

(Continued on page 9)

AT THE BUILDERS' EXCHANGE

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

V. Vokes, President.
Geo. Gander, Secretary.

ACCIDENT REPORTS.

The following list of accidents are made from reports as forwarded to the office of the Builders' Exchange by courtesy of the Workmen's Compensation Board.

In compiling the list of trades, we note that the Laborers as usual heading the list. This is not surprising as we find more laborers are engaged than any of the marked trades. With the plumbers, the numbers seem to be out of all proportion compared to other lines of work, and many of their accidents are attributed to falls, strains and burns. With the plasterers, they were unfortunate in having so many reports as injury to the eyes caused by the dropping or splashing of materials. This is regrettable, and we do not know of any preventative for such trouble, as the occupation does not call for the use of goggles for the prevention of that trouble. In fact the use of goggles with so much movement, for the trade is by no means stationary, might possibly lead up to other troubles.

There have been three deaths. Two by lead poisoning, and the other by a fall. Evidently more care must be taken so as to avoid trouble occurring through occupational diseases, and especially that further demand might possibly be made that would add other trades to the listing.

The number of accidents for the time mentioned is evidently less, but that may be well accounted for by the slackness of trade as also more care is taken when business is not rushing. So it must appear to all, that during any great rush that the numbers are greater, also it leads up to a possible number of accidents that could easily be charged to over confidence and recklessness.

We pass on these comments to employers, yet feeling the old slogan of "Safety First" should always be well kept in the front.

Classification of Accidents. (January to April 11th).

Falls	129
Nails	9
Burns	29
Eyes	19
Falling Objects	77
Slivers	13
Serious Cuts	51
Strains	47
Total	374
Laborers	96
Carpenters	35
Painters	23
Plumbers	79
Plasterers	41
Electricians	30
B. & S. Masons	31
S. M. Workers	24
Wreckers	15

Total374
Deaths: 1 Painter, 1 Plumber, 1 Laborer.

Geo Gander, Secretary.

Good Meeting Promised for Monday Night

"Credit Stabilized" Will be Subject of Address by Collier Grant.

Monday evening, April 27th, the final banquet of the Toronto Home Builders' Association for the 1931 Spring term will be held at the Prince George Hotel at 7 o'clock.

The address of the evening will be given by Mr. Collier C. Grant, B.A., Barrister, who will speak on the subject "Credit Stabilized." Mr. Grant has been associated with the credit departments of building supply companies for several years, and has devoted much time and study to the question of credits and financing generally in the building industry. He plans to outline a plan or system of credits, which he believes will prove a strong deterrent to the activities of the jerry builder.

Mr. Grant, who is a graduate of the University of Toronto and of Osgoode Hall, is a native of Western Ontario, where his forefathers established the settlement now known as the village of Granton in Middlesex County.

Clean-Up Campaign Will Open on May 3rd

Details of Suggested Activities During Week Outlined.

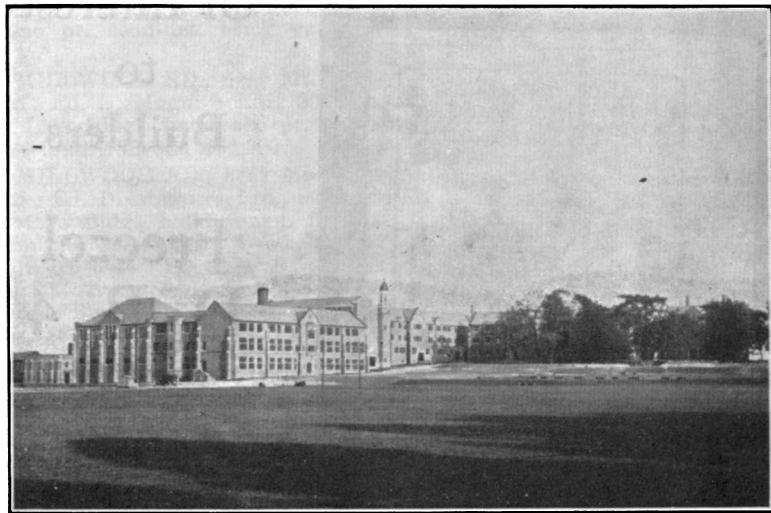
Clean-Up Week will be launched in Toronto on May 3rd, and in preparation a meeting was held at the Council Chamber at the City Hall, addressed by Dr. S. Atkinson, who outlined the plans of the campaign.

Ministers would be advised, he said and asked, to discourse upon the subject or make some reference to it in the way of announcement. Monday is set aside for School Day, and the co-operation of the Board of Education and the Separate School Board has been secured. The boys and girls will be given Crusaders' cards, containing a list of activities which are within their power, such as raking up back gardens and picking up stray paper. Women's Day, on Tuesday, will be marked by a banquet held under the auspices of the Local Council of Women in the King Edward Hotel. Wednesday is Clean Curtain Day, or, properly, Household Day. Thursday receives the special attention of the Health Department, and will illustrate the civic service of keeping factories, homes and all places clean and tidy, and consequently more sanitary. Fire Day, Friday, will bring all fire-prevention authorities into line, and emphasis will be put upon the danger of leaving oil-soaked rags and rubbish about as fire-starters. Garden Day, on Saturday, will see householders raking, hoeing, and, maybe, planting. They are also urged to carry home a bouquet of flowers to signify that spring is here.

The Retail Merchants' Association, which is active in the campaign, is endeavoring to have shops take special care with window-dressing during this week.

BRAEMAR AVE., e.s., n. of Chaplin Cres., vacant lot, 35 x 129; Land Investments Ltd. to Percy W. Hilbert. Sale price, \$2,205.

WHITEWOOD RD., w.s., n. of Davisville Ave., vacant lot, 56.10 x 125; Oak Realty Co. to Andrew Reid. Sale price, \$1,990.



The Public Appreciate Quality

A recent photograph of Trinity College School, Port Hope, showing the new building designed by Darling & Pearson, registered architects, and built by the Dickie Construction Company, Ltd., of John Price Brick, manufactured by The Toronto Brick Company, Limited.

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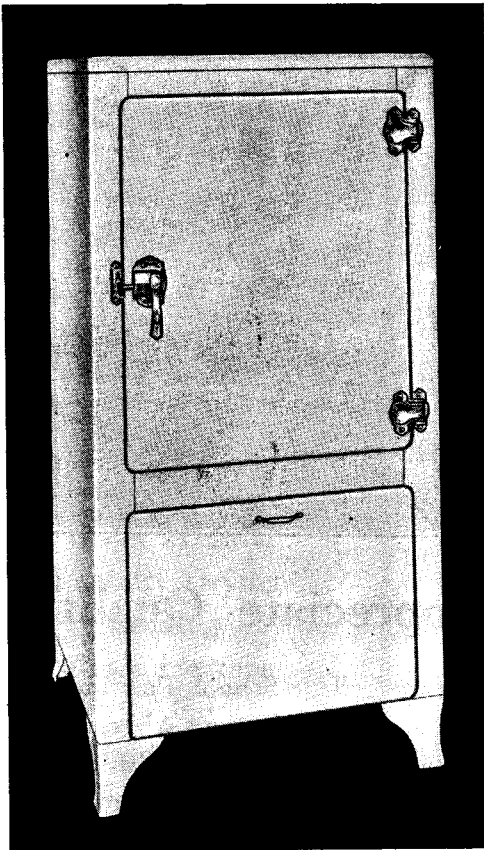
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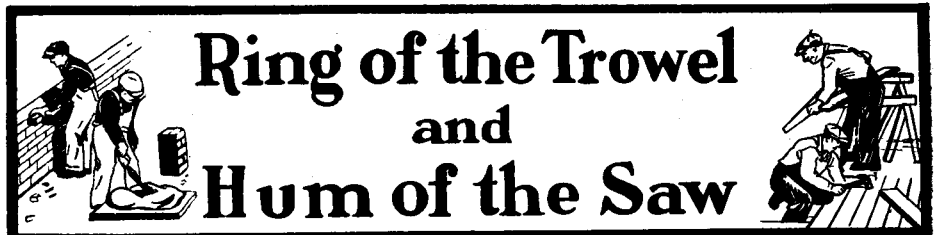
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J. TAIT, 110 Day Avenue, has foundations going in for the erection of two detached solid brick dwellings on the west side of Bicknell Avenue near Gilpin Avenue. These two will be on concrete block foundations and will be completed at an approximate cost of \$5,000 each.

A. GADSBY, 189 Pinewood Avenue, has brickwork started on the detached residence which he is erecting on the south side of Eleanor Avenue near Oakwood Avenue. This is a detached two-storey dwelling of solid brick construction. The cost is estimated at about \$5,000.

F. A. ALDRED, 512 Northcliffe Boulevard, has begun construction of a detached dwelling on the west side of Northcliffe Boulevard near Genessee Avenue. It is a solid brick residence on concrete blocks and will cost in the vicinity of \$4,000.

W. W. PHILLIPS, 1087 Bloor Street, has foundation work under way for the erection of a detached residence on the east side of Harcroft Road near Bloor Street, in the Village of Swansea. It will be of solid brick construction on concrete blocks and will be completed at an estimated cost of \$4,500.

WESTWATER AND SHARPE, 610 Langford Avenue, have foundations in for the erection of a pair of semi-detached dwellings at 194-6 Torrens Avenue near Pape Avenue. These are solid brick two-storey structures. The estimated cost is \$5,000.

ROGERS, SANDERSON AND WATSON, Lumsden Building, intend to begin work within a few days on the erection of two splendid duplex residences at 141-3 Highbourne Road. They will be two-storey buildings of solid brick construction. The cost of each is estimated at \$15,000. They will have all conveniences.

J. BUDGLE, 28 Waller Avenue, will commence work within the next week on the erection of a detached residence on Jane Street near St. John's Road. This will be a one and a half storey dwelling of solid brick construction on concrete block foundations and will be completed at an estimated cost of \$4,500.

J. R. HAMILTON, 110 Raglan Avenue, has completed excavation operations for the erection of two detached residences on Shields Avenue near Roselawn Avenue. They will be two-storey solid brick dwellings on concrete block foundations and will be completed at an estimated cost of \$9,000.

J. C. RAYNER, 72 Glenwood Avenue, has foundations in for the erection of a detached residence on the west side of Bracken Avenue, Humber Valley Surveys. This will be a two-storey dwelling of solid brick construction on concrete blocks. Stone trim will be employed. The cost is in the vicinity of \$10,000.

S. A. McGIVNEY, 420 Armadale Avenue, expects to start work shortly on the first of two contemplated residences which he will erect on Gardhouse Ave-

nue near the Kingsway, Humber Valley Surveys. These will be two-storey solid brick dwellings on concrete block foundations and will be completed at an estimated cost of \$7,500 each.

H. H. TALBOT, 48 Gillespie Avenue, has walls started for the two detached residences he is erecting on Edith Drive near Millwood Road, Leaside. These will be solid brick dwellings on concrete block foundations and will cost about \$4,500.

HARRY DAVIDSON, Concourse Building, has commenced work for the erection of a pair of semi-detached residences at 5 and 7 Lawrence Avenue West. These will be two-storey dwellings of solid brick construction. Their estimated cost is placed at \$6,000.

S. G. HARMER, 155 Dinnick Crescent, is plastering a pair of semi-detached residences on the west side of Jedburgh Road near Douglas Avenue. These are two-storey dwellings of solid brick construction on concrete blocks. They will be completed at a cost of \$6,000.

A. MANSELL, 355 Montrose Avenue, is getting walls up for the erection of a detached residence on the west side of Lambton Road, Etobicoke Township. It will be a two-storey dwelling of solid brick construction on concrete blocks. The cost is estimated at \$7,500.

H. MITCHELL, 140 Pinewood Avenue, has walls under way for the erection of a pair of semi-detached residences on Roe Avenue. These will be two-storey solid brick dwellings and will cost about \$7,500 for the pair.

F. J. LEMMER, 53 Durant Street, has begun the erection of four detached residences on the west side of Wolverton Avenue near Don Mills Road. These are two storey solid brick dwellings and they are being constructed at an estimated cost of about \$25,000.

V. MOSES, 33 Gamble Avenue, has the roofs on two detached residences on the east side of Stanhope Avenue near Don Mills Road. They are one-storey bungalows of solid brick on concrete blocks. They will cost about \$9,000 for the two.

Robins, Limited,

Report Week's Sales

The following sales are reported by Robins, Limited, during the past week: 54 Hillsdale Ave., to E. G. Walker, 7 rooms, solid brick, semi-detached, \$5,800; Waverley Road, 90 feet land, to H. Walker, \$4,230; 636 Church Street, by estate of Sarah J. Brent to Rose Gardiner, solid brick, semi-detached, \$10,000; 55 Gloucester Street, by J. McClelland to Julia Gohn, lot 25 ft. by 100 ft., 9 rooms, brick veneer, semi-detached, \$6,500; Kendrick Heights, 10 lots, total purchase price, \$17,275; Weymouth Gardens, 21 lots, some in parcels of two and three, sale price \$18,000.

TORONTO DISTRICT PERMITS

TORONTO PERMITS.

347-9 SOUDAN AVE., east of Mt. Pleasant Rd., Emilie Longo, 362 Lauder Ave., build one pr. semi-det. brick dwell., \$7,250.

N.S. OLD ORCHARD GROVE, near Greer Rd., Wm. H. Brown, 179 Queensdale Ave., build one pr. semi-det. brick dwell., \$6,600.

216-8 BEDFORD PK. AVE., near Elm Rd., Wm. H. Brown, 179 Queensdale Ave., build one pr. semi-det. brick dwell., \$6,300.

ST. CLAIR AVE. W., n.w. cor. Keele St., Swift Canadian Co., St. Clair Ave., erect truck repair shop to be used for repairs to owners' trucks only, \$1,200.

358-62 ADELAIDE ST. W., near Peter St., Wm. Weld, 358-62 Adelaide St. W., make alterations to fourth floor of warehouse for film laboratory, \$1,500.

144 HEDDINGTON AVE., near Rose-lawn Ave., James Turner, 510 Lumsden Bldg., build one det. two-storey brick dwell. and one frame private garage, \$4,000.

S.S. WANLESS AVE., near Addrosan Pl., Wm. H. Shapland, 148 Wanless Ave., build two det. brick dwell. and one pr. semi-det. private garages, \$12,000.

350 DUNDAS ST. W., near Beverley St., Hebrew Sick Benefit Soc., 350 Dundas St. W., build addition to Synagogue, \$2,500.

18 RICHMOND ST. E., near Victoria St., Confederation Life Assur. Co., Yonge and Richmond Sts., alter store front, \$1,200.

50 COOLMINE RD., near Dundas St. W., Henry C. Kestivan, 231 McRoberts Ave., build one det. two-storey brick, two-family dwell., \$8,600.

239 INDIAN RD., near Howard Pk. Ave., W. T. Watkins, 239 Indian Rd., build private brick garage, \$500.

1092 ST. CLAIR AVE., near Lauder Ave., Jos. Palumbo, 1021 Logan Ave., alter store front, \$1,300.

90 LAWRENCE AVE. W., near Greer Rd., Geo. Groves, 450 Concord Ave., build det. brick dwell. and private garage, \$4,000.

638 ANNETTE ST., n.w. cor. Durie St., Alfred Cattall, 638 Annette St., build addition to rear of two stores for kitchen and bedroom, \$1,375.

269 YONGE ST., near Dundas St., Mrs. C. Allen, 269 Yonge St., make interior alterations to store and alter front, also build addition to dwell. over store, \$2,000.

206 KINGSTON RD., near Edgewood Ave., Geo. Bedford, 356 Glenholme Ave., alter construction of floors and roof of apt. house now under construction, \$2,200.

1415 BLOOR ST. W., near Stirling Rd., British American Oil Co., Royal Bank Bldg., alter interior of garage for motor truck and sign painting, in connection with owner's business only, \$600.

22 DEER PARK CRES., near Heath St., Herbert Milne, 22 Deer Park Cres., build addition and make interior alteration to dwell., building to be occupied by one family only when complete, \$10,000.

1536 DUNDAS ST. W., near Sheridan Ave., Jno. R. Cressy, 1536 Dundas St. W., replace 25 windows of wood sash with steel sash in front wall of factory, also stucco existing front brick wall, \$600.

W.S. TYROL AVE., near Spurgeon Ave., Oliver Flynn, 225 Robina Ave., build two det. dwell. and one pr. semi-det. private garages, \$10,000.

TRINITY ST., s.w. cor. Mill St., Dominion Carbonic Co., Trinity St., alter and build addition to factory to be used for manufacture of carbonic gas, \$14,000.

KING ST. W., near Dufferin St., City of Toronto, Property Dept., build brick garage and addition to workshop, \$45,000.

28 ORIOLE RD., near St. Clair Ave., Mrs. E. Grand, 28 Oriole Rd., re-shingle dwell., shingles to be laid on 14 asbestos paper, \$500.

300 OLD ORCHARD GROVE, near Elm Rd., Chas. Iddison, 46 Roseberry Ave., Forest Hill Village, build one det. brick dwell. and one det. private garage, \$4,400.

19 FOREST HILL RD., near St. Clair Ave., G. L. Smith, 19 Forest Hill Rd., re-shingle dwell., \$700.

30-32 DELAWARE AVE., near College St., Miss Mabel Zimmer, 30 Delaware Ave., build one pr. semi-det. private frame and new gal. iron garages, \$500.

308-10 DAVENPORT RD., near Bedford Rd., York Wrecking Co., 2 Blackthorne Ave., dem. house and garage, \$500.

235-7-9, 241-3-5-7 DAVENPORT RD., near Avenue Rd., Superior Wrecking Co., 148 Augusta Ave., dem. seven dwell., \$500.

S.S. CASTLEFIELD AVE., west of Avenue Rd., R. B. Rogers & M. Pennelli, 256 Jarvis St. and 85 Larchmount Ave., one det. private res. and private garage, \$5,000.

664 MERTON ST., near Cleveland St., Geo. Brant, 664 Merton St., excavate for cellar and underpin dwell. with 12" con. blk., all footings to be 4' below grade, \$600.

1244 DUFFERIN ST., near Lappin Ave., Gibson Bros., 357 Bay St., remove

existing wall of factory and rebuild in brick, footings to be 4' below grade, \$1,300.

67-9 MILBROOK CRES., near Tennis Cres., John Blakley, 211 Meagher Ave., build one pr. semi-det. brick garages, \$8,800.

S.S. MILLWOOD RD., near Mt. Pleasant Rd., Ed. D. Maguire Ltd., 901 Excelsior Life Bldg., build six pr. semi-det. two-family dwell., \$90,000.

S.S. MILLWOOD RD., near Mt. Pleasant Rd., Ed. D. Maguire Ltd., 901 Excelsior Life Bldg., build found. for six pair semi-det. two-family dwell., \$1,000.

REAR 2636-44 YONGE ST., near Craighurst Ave., Robt. Ferguson, 149 Alexandra Blvd., build eight attached garages, \$800.

1100 AVENUE RD., n.w. cor. Kelway Blvd., Wm. H. Watson, 114 Fairlawn Ave., build one det. two-family brick dwell., \$8,900.

129 EASTWOOD RD., near Edgewood Ave., Andrew Reid, 5 Lawlor Ave., build one det. brick dwell., \$4,500.

121 SHERWOOD AVE., near Mt. Pleasant Rd., Wm. McMillan, 149 Blythwood Rd., build det. two family brick dwell. and private garage, \$10,000.

1254 AVENUE ROAD, s.w. cor. Strathallan Blvd., Dr. M. M. Crawford, 39 Roxboro St. W., cut new basement entrance at front of dwell., build new lathe and plaster partition in basement, also cut new door in basement, \$700.

135 SNOWDEN AVE., s.e. cor. Hilda Ave., W. T. Miller, 130 Snowden Ave., build private brick garage and move existing garage back to rear of lot and brick veneer same, \$500.

24 CASTLE FRANK CRES., near Bloor St., Hugh Langton, 24 Castle Frank Cres., enclose walls of sunroom at rear of dwell. with 9 in. brick, all footings to be 4 ft. below grade, \$700.

246 OLD ORCHARD GROVE, near Greer Rd., Thos. A. Lewis, 77 Balfour Ave., build one det. brick dwell., \$4,700.

REAR 1594 Danforth Ave., near Coxwell Ave., Thos. B. Kilner, 190 Gillard Ave., build brick garage, \$2,000.

128 HAZELTON AVE., s.w. cor. Davenport Rd., W. B. Charlton, 12 Kendal Ave., dem. apt. house, \$600.

YORK TOWNSHIP PERMITS.

DUNRAVEN DRIVE, south side, near Kane Ave. J. Robinson, 722A Old Weston Road, a one-storey frame dwelling on posts, \$2,000.

JANE ST., west side, near St. John's Road. J. Budgie, 28 Waller Ave., a one-storey brick dwelling and garage at rear, \$4,300.

BICKNELL AVE., west side, near Gilpin Ave. J. Tait, 110 Day Ave., two 2-storey brick dwellings, \$9,000.

RIDDELE AVE., north side, near Locksley St. F. J. Miles, 3018 Dufferin St., a one-and-a-half storey brick dwelling, \$3,500.

KEELE ST., east side, near Ypres Road. K. Burns, 1977 Keele St., a one-storey brick welding shop, \$1,500.

PRITCHARD AVE., north side, near Vaughan Road, a one-storey frame and veneer addition to side of house, \$1,200.

NORTHOLIFFE BLVD., west side, near Genessee Ave. F. A. Aldred, 512 Northcliffe Blvd., a two-storey brick dwelling, \$3,500.

KANE AVE., west side, near Dunraven Drive. Cooper Bakery Co., 182 Royce Ave., a two-storey brick and frame stable, \$3,500.

ELEANOR AVE., south side, near Oakwood Ave. A. Gadsby, 139 Pine-wood Ave., a two-storey brick dwelling, \$4,500.

BUDE ST., south side, near Alameda Ave. F. Walker, 234 Atlas Ave., a two-storey brick dwelling, \$3,500.

EAST YORK TOWNSHIP PERMITS.

MORTIMER AVE., south side, near Dewhurst Blvd. Geo. Richards, 710 Hillsdale Ave. E., two brick dwellings and a double frame garage, \$5,200.

TORRENS AVE., 194-6, near Pape Ave. Westwater and Sharpe, 610 Langford Ave., one pair of brick and shingle dwellings, \$5,000.

BONNIE BRAE BLVD., 43 and 45, near Mortimer Ave. Cairns Bros., 45 Thora Ave., one pair of brick and shingle dwellings, \$6,000.

McMICHAEL AVE., north side, near Glebemoor Ave. West and Hood, 16 Silverbirch Ave., one pair of brick dwellings, \$6,000.

MARLOW AVE., east side, near Sammon Ave. A. Slightham, 26 Kennedy Park Road, two pairs of brick and shingle dwellings, \$14,000.

CADORNA AVE., 48, near Mortimer Ave. Thos. Tidy, 101 Cosburn Ave., a solid brick dwelling, \$2,600.

CHISHOLM AVE., 210, near Westbrook Ave. Miss B. Smith, 91 Kimber-ly St., a solid brick dwelling, \$3,000.

SWANSEA PERMITS.

HARCROFT ROAD, east side, near Bloor St. W. W. Phillips, 1087 Bloor St., a detached dwelling, \$4,000.

MAYFIELD AVE., north side. G. A. Rome, 291 Mossom Road, a detached dwelling with garage, \$6,000.

ETOBICOKE TOWNSHIP PERMITS.

GARDHOUSE AVE. H. E. Wright, 72 Bernice Crescent, a brick and stone residence, \$10,000.

CONNAUGHT ROAD. Mrs. B. Cuppy, Clissold Road, Islington, a frame and stucco residence, \$3,000.

BRACKEN AVE. J. C. Raynor, 72 Glenwood Ave., Toronto, a solid brick residence, \$9,000.

QUEEN MARY'S DRIVE. J. Jolliffe, 318 Willard Ave., Toronto, a stone, block and stucco residence, \$9,000.

DANBRIDGE AVE. A. H. Robinson, Humberside P.O., a brick residence, \$8,000.

STRATH AVE., Kingsway. J. Wellwood, 11 Danbridge Ave., a brick and stone residence, \$7,000.

THE KINGSWAY. John Carroll, Jr., Kingsway, a stone and stucco residence, \$10,000.

STRATH AVE., Kingsway. Ed. Small, 475 Beresford Ave., a brick residence, \$8,000.

GREENWOOD AVE. J. Heywood, 8 Churchill Ave., Toronto, a solid brick residence, \$3,000.



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Bill: "Well 'e knows 'e'll get a S-K flooring anyway, 'cos there ain't no equivalent."

Some Observations on Reinforced Brickwork

(Continued from page 1)

Bowery Theatre in New York, as well as for the fact that he was at one time the engineer of the State. He is probably best known, however, as the Chief Engineer of the Thames Tunnel, that much disputed and often started engineering feat which is still to be completed. Brunel, however, actually started construction in 1825 and in the caissons which were sunk as the first stage of the operation made use of reinforced brickwork. The Nine Elms beam previously mentioned was the first record, however, which might be considered as test data on this type of masonry. The beam was 24 inches wide and 4 feet 9 inches deep with a clear span of 21 feet 4 inches, and when eventually tested for ultimate load revealed the astounding capacity of over sixty-eight thousand pounds or thirty-four tons. Brunel also, at about that time, erected a pier with two cantilever sections extending from and above it, utilizing this same principle of reinforced masonry, and although one of these sections extended for 60 feet from the supporting pier the entire work was constructed without the use of any forms whatsoever.

In 1837 Colonel Pasley of the Royal Engineers also made some experiments but he was chiefly concerned with demonstrating the fact that a certain type of cement in which he was interested was of a superior quality to that generally used in England, and the results of his tests have added little of value to scientific information. At about the same time the foundations in the Judge's chamber at Chancery Lane, London, were constructed of reinforced brickwork.

The country probably using reinforced brickwork most extensively is India. Mr. A. Brebner of the Public Works Department of the Government of India, in a treatise called "Notes on Reinforced Brickwork" says:

"The system was first introduced (in India) early in the construction of the New Capital for Bihar and Orissa at Patna and soon proved so economical and successful from every point of view that the Local Government decided to adopt it where possible, not only throughout the whole of the work on the capital but elsewhere in the province on all new construction. The Government of Bihar and Orissa also brought the system to the notice of the Government of India and the Government of Bengal, and suggested that it would be very suitable for work at New Delhi and elsewhere. As a result of this recommendation reinforced brickwork has been used for roofs and floors in several buildings in Bengal including the large hospital which was recently completed at Dacca. It is being extensively used in Government House, the Secretariats and in all the permanent residences being built for officials of the Government of India at Delhi and has also been largely adopted in works constructed by private enterprise with which Government has had no concern.

Examples in America

The constructors of the famous Palace Hotel of San Francisco, which was one of the few buildings to withstand the earthquake and fire following it, had made use of the principles of reinforced brickwork by inserting some of the steel

cables taken from the original Comstock mine in the brick walls of the hotel, and it is indeed more than a coincidence that this was one of the very few structures which escaped unharmed from the overwhelming disaster visited upon the Golden Gate City.

In 1923 Mr. Eugene S. Powers, prominent Philadelphia architect, published a book entitled "Adhesive Construction in Brickwork" which treated of the cohesive force of mortar in brick masonry and the theory of design of structures where reinforcing steel was introduced into the masonry.

Probably the first organized effort to make this type of construction widely available in this country should be credited to Major L. B. Lent, Chief Engineer of the Common Brick Manufacturers Association of America. The constantly growing interest which this type of masonry is creating can be unquestionably traced to his efforts in collecting and distributing data of various sorts on the design, performance and use of reinforced brickwork. In addition to this work Major Lent has conducted tests at Cleveland and at the Case School of Applied Science. Other recent tests in this country have been conducted at the University of Washington, at the University of Missouri, by Mr. Hugo Filippi of Chicago, Mr. Judson Vogdes of Philadelphia, the Clay Products Institute of California and by Mr. I. E. Jones of Cleveland, Ohio—the last named being successful in having reinforced brickwork adopted by the United States army for floors in certain types of buildings constructed at Army posts.

Withstands Severe Tests

In addition to the above investigations, the report of the Indian Government previously mentioned is extensive and describes in detail a very large number of tests for almost every possible use to which reinforced masonry may be put. It is not the intention of this paper to go into the test data in detail, but there are a few items which should be sufficient to at least demonstrate that the strength possibilities of reinforced brickwork are such that it should be conceded sincere respect for its load carrying capabilities. As an example, beams have been built in India which have demonstrated their capacity to carry loads up to 100 tons. In Mr. Filippi's tests in Chicago, the series of slabs tested showed an ability to carry from five to six times their design load. As an example, one slab 2½ inches thick, reinforced with six one-quarter inch rods and laid up with one to three cement mortar, to which was added 15 per cent. of lime, when tested at the age of 21 days on a five foot span was capable of carrying a load of 280 pounds per square foot, and the maximum deflection registered on this particular slab was only 9/16 of an inch.

This is unquestionably a remarkable result, but no more so than a beam, one of the series tested at approximately the same time. This was eight inches wide, 13½ inches deep and reinforced by three three-eighth inch rods. The clear span was 10 feet, the mortar was the same as that used in the slab mentioned previously, and when tested at

the age of 27 days demonstrated the ability to carry a loading of 650 pounds per lineal foot, with a deflection of only 13/32 of an inch.

Probably the most remarkable point in the whole series of what may be called the Chicago tests was the ability of reinforced brickwork to recover from deflection. This unusual characteristic of this type of masonry, which so far as I know is not true of any other form of reinforced masonry, was early noted in Mr. Filippi's experiments, and in order to demonstrate the correctness of his observations two slabs were repeatedly loaded with three times the design load and in each case when the load was removed the recovery was 100 per cent. To further illustrate that point I might say that the recovery of reinforced brickwork from the best information we have today, is exactly the same as that of structural steel which, as is well known, has the characteristic of complete recovery from deflection when freed from its load.

Major Lent, in a recent test in Cleveland, constructed a slab 2¼ inches thick, using four lb. rib lath as reinforcement, with cement lime mortar, and when tested on a four foot span this specimen carried a load of 475 pounds per square foot without exceeding the allowable deflection of 1/360th. The test of beams conducted by Mr. Vogdes at Philadelphia also is of interest. A beam 17 inches deep, 12 inches wide, laid with 1-1-6 cement-lime mortar, reinforced with five one-quarter inch rods, was designed to carry a loading of 1800 pounds on an 8 foot span, but when actually tested showed an ultimate carrying capacity of over 13,000 pounds, approximately seven and one-half times the design load.

The illustrations cited above have not been specially selected, nor do they by any means represent a complete resume of the tests made recently in this country. These examples have simply been chosen at random to show that the results obtained by different investigators in different parts of the country, all using somewhat different forms of construction, have all resulted in producing evidence that reinforced brickwork has strength capabilities which certainly are not surpassed, if they are equalled, by any other type of reinforced masonry.

Wide Application

The indicated uses of reinforced brickwork are so many and varied that it is a practical impossibility to list them all, but certainly its use is clearly indicated for floor and roof slabs, columns beams, floor arches, lintels, partitions, bridge decks, retaining walls, storage bins, caissons, and especially is it indicated in zones where the resistance to earthquake shock is an important consideration.

The interest in and use of this type of reinforced masonry is making rapid progress and some of its advantages over other forms of construction, according to Mr. Brebner, consist of "Simplicity of construction; good, sound and permanent work involving very low repair charges; fireproof work; low cost" and in addition he cites as an advantage that "no special materials of any kind are required, all that is wanted are bricks, cement, sand, ordinary mild steel rods or bars." In ad-

dition to the advantages named above there is, of course, a very distinct cost advantage in that many forms of reinforced brickwork, such as walls, columns and as previously mentioned bridge arches, may be constructed entirely without the use of forms, a very distinct advantage possessed by no other form of reinforced masonry. Furthermore, the opportunities offered for inspection during construction of reinforced brickwork are many. In the case of a wall, for example, not only the material actually being placed is subject to inspection, but there are no forms to hinder the inspecting party from seeing exactly the condition of every square inch of work completed up to that time. Furthermore, it is, one might say, almost an impossibility for reinforcing to be pushed out of alignment, which is an ever-present danger with other forms of reinforced masonry. There is no expense connected with the stripping of forms nor with the finishing of the surface and it is not necessary for me to remind you gentlemen that the permanence of the surface of brick masonry is unsurpassed.

All of these good points are of very direct interest to building commissioners and inspectors. Certainly where construction can be inspected in its entirety during erection one may regard it with considerably more confidence than can be given to types where detailed inspection is exceedingly difficult, if not actually impossible. Furthermore, the materials entering into reinforced brickwork are not subject to question. You are all perfectly familiar with brick itself, with the steel which is used as reinforcement and with the mortars. There is no question as to whether the aggregate, in this case the brick, contains harmful substances or as to its ability to withstand the action of fire, weather or chemicals.

It is hoped that this, which was intended to be a brief and very general talk upon this subject, has been of interest and may induce you to request such further information as will be necessary so that you may be properly informed and therefore prepared to pass upon the merits of reinforced brickwork when applications for its use are submitted to you in your official capacities.

QUEENSTON STONE WILL BE USED IN SUPPLY BUILDING

That Queenston stone will be used in the construction and quarters provided in the new Supply Building to relieve the present overcrowding in the Administration Building, was the decision reached at a recent meeting of the Board of Education property committee.

Despite the fact that Queenston stone will cost \$8,735, Tyndall \$8,485 and Indiana \$6,765, it was decided to use the Ontario product. Mention was made of the possibility of using artificial stone, which was estimated at approximately \$4,615, but this proposal was shelved in favor of Queenston. The reason for this action lay in the fact that nearly an additional \$1,000 would be spent in Toronto for labor. In every case the greater portion of the money would be expended in the city for the final preparation of the stone.

Beauharnois—A Great Canadian Development

(Continued from page 4)

sels will permit greater navigation speeds than are possible in a canal designed only to handle shipping.

The ship channel will be 27 feet deep and 600 feet wide, and upon its completion the Dominion Government can install the two locks necessary to open the new channel for navigation. The Corporation is, of course, to provide the usual aids to navigation. This means that the navigation facilities of the St. Lawrence River are to be improved by the addition of this \$16,000,000 canal without cost to the government. In thus providing deep water navigation in its power canal, the Beauharnois Power Corporation is also providing one of the major links in the Deep Waterways Scheme of Canada by canalizing all the wholly Canadian section of the River, save for the stretch around the Lachine Rapids at Montreal.

Construction Work

On August 1, 1929, construction work began on the new Beauharnois canal. During the 1929 season, active construction work of a general character was carried out. It included the erection of construction camps, the assembling of one of the largest hydraulic dredges in the world, some miles of dyking and embanking along the route of the canal, and the building of the first few miles of the construction railway, which now has a trackage of 40 miles.

During 1930, the major construction work was begun with the assembly and erection of the large scale equipment, specially designed to handle the type of material encountered along the route of the canal and at the power house site. This large scale equipment, costing over \$4,000,000, has enabled the corporation to carry out the work on a mass production basis with a corresponding reduction in excavating costs. To obtain the maximum economies from the costly equipment, operations are carried on both day and night.

In the summer of 1930, more than 2,000 employees were on the payroll. In addition, the orders placed by the corporation for construction material and plant equipment gave employment to another 3,000.

The equipment employed on the work may be summarized as follows:

- 1 electric hydraulic dredge with a capacity of 1,100 cubic yards an hour.
- 10¾-yard gasoline dragline shovels.
- 1 4-cu. yd. electric dragline.
- 1 5-cu. yd. electric dragline.
- 4 tower excavators with 10-cu. yd. buckets.
- 1 8-cu. yd. electric shovel.
- 1 1¾-yd. electric shovel.



A mechanical giant at work at Beauharnois. One of the four steel tower excavators—135 feet in height—specially designed to dyke the route of the new Beauharnois Canal. It is operated electrically and its bucket handles 10 cubic yards of material at each swoop.

4 travelling derricks.

40 miles of rock ballasted construction railway, with 130 pieces of rolling stock.

Rock crushing, sand making, and concrete mixing plant with a capacity of 100 cu. yds. of concrete an hour.

In addition, the corporation has erected at Beauharnois, its own dock, a 20,000 barrel fuel oil tank, a completely equipped hospital, cement storage bins, warehouses, a forge for making drills, compressor house, powder magazine, and five camps along the route of the canal.

The construction work requires as much embanking as excavating, for

the route of the canal lies almost entirely below the level of Lake St. Francis. That lake is now prevented by dykes from overflowing its banks at the site of the entrance of the canal.

The canal itself is 3,000 feet in width—nearly three-fifths of a mile. During 1930 dykes were erected along both sides of the route. The material excavated from the ship channel is being placed behind these dykes, which thus will have a width much greater than that dictated by ordinary engineering practice.

In the bed of the canal, towards the north bank, the electric hydraulic dredge is excavating the ship chan-

nel 27 feet in depth. The output of the dredge flows into settling basins along the banks of the canal.

The ship channel will also provide the turbines with an adequate flow of water without creating an excessive speed of flow in the canal. The present width of the channel is 300 feet; later it will be increased to its 600 foot width. The remainder of the width of the canal will be flooded as soon as water is admitted from the head waters of Lake St. Francis.

The excavation of this channel is being carried out entirely by electric hydraulic dredge—save for a mile and a half of the canal route, where

(Continued on page 14)

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Find What Sort of Neighbors are Near Homesite

They're More Important Than Zoning,
Good Roads or Stores, Says
Former Realtor President.

Neighbors, present and future, should receive the most consideration in selecting a location for a new home, according to Henry G. Zander, Jr., a Chicago subdivider and builder of wide experience, writing on how to select the home site in the National Association of Real Estate Board's series.

Neighbors are more important than zoning, good roads to town, schools for the children, or corner grocery stores, says Zander, who has evolved a novel yardstick for measuring the relative importance of what he calls homesite essentials.

The yardstick is 36 inches long.

He gives neighbors or "class of people living in the section," nine inches or one-fourth of the reasons why you should or should not settle there. Next comes restrictions and zoning, each with four and a half inches, transportation and schools each with five inches, stores with four and community life and churches each with two of the marks on the yardstick.

"Look over the people across the street before you examine the view from the front yard," Zander advises. "Look over the people in the next street and inquire of the salesmen as to what kind of people are to follow you as purchasers in the district.

"Because if you establish your home and then find that you don't care about your neighbors, you will feel like moving.

"Thus, I believe that the broker or subdivider should be informed as to the kind of people, from the point of view of their occupations and interests, who have bought or who may buy in a given district so he can use some discrimination in settling people for life.

"Restrictions and zoning are next in importance. Zoning alone is not sufficient protection. What kind of zoning is it? If it permits objectionable buildings, better not buy.

"Restrictions are provisions as to the character of the homes permitted, the manner in which they are placed on the lots, etc., which can be laid down by the subdivider or land owner. They insure an orderly and harmonious appearance to the neighborhood. Thus they may prevent a dressmaker from hanging out a sign in a neighborhood, or a music teacher from taking pupils in her home, or a man from plying his trade there. Zoning ordinances usually go only so far as to specify the kind of structures permitted and the prospective home owner would do well to see if restrictions exist and, if so, if they include one against the commercial use of homes.

"Transportation is next in importance, although it is not as important today as it was many years ago before the automobile and rapid transit facilities brought outlying sections into closer proximity to our cities and towns. However, this factor is worth five inches on the yardstick of essentials.

"Schools, to my mind, are just as important as transportation. The majority

of people settling in the outlying districts and consequently the majority of people looking for home sites, are people with children. And the proper schools are important or the wife, especially, will feel that the home owning venture is not successful. Nor is it enough merely to ascertain that schools are in the district, nor merely that the schools are in convenient locations in relation to the homesite. The prospective purchaser must find out something about the school system, and the teachers, and satisfy himself that everything about the school meets with his approval.

"This is important enough to be worth almost one-seventh of the factors involved in selecting the home site.

"Stores get four inches on the yardstick because their presence in the neighborhood is a great convenience to the housewife, and churches get only two inches, not because religion is not important, but because people who want to go to church will travel some distance to get there.

"Community life gets two inches on the yardstick—meaning the presence of community houses, clubs and civic enterprises that assure the residents of the community of some social activity.

We'll Wash Our Hands of This One

White soap as a medium for constructing architectural and landscape models has been successfully utilized by McKown and Kuehl, landscape architects and town planners of Beverly Hills, California.

Describing a house recently modeled in this new medium, Mr. Russell L. McKown said:

"The house, which has about thirty-five rooms, was made entirely of the large size Ivory soap. Most of the gardens were also carved out of this soap as were all of the garden walls. We found the soap to be an excellent medium to work with and much better than clay. We were better able to carve small details of wall balustrades, steps and fountain details than we could have done with clay.

"Then we found that the soap would take color very readily and so were able to make the walls of the house the proper color, as well as the red tile roof and the door and window openings. We also colored portions of the lawn where we had used soap to carve out the gardens and found it took the green very well.

In all we used about ten cakes of the large size Ivory and were able to make one cake stick to the next one by holding them both under warm water and then rubbing them together slightly. In some instances we used toothpicks for dowels."

DAIRY TO BUILD STORAGE.

Plans are nearing completion and tenders will be called in about a week for the erection of a new cold storage unit for the Highland Dairy Ltd. plant at 670 Ontario St., according to the announcement of R. B. McGiffen, architect, 24 Bloor St. W. A two-storey and basement structure of brick and concrete, this will measure 35 by 50 feet and will cost approximately \$75,000.

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Property Transfers

ROSELAWN AVE., s.s., No. 513, 17 x 110, 9 5 x 93 6; Jas. Turner to Anna Hayes; sale price \$7,200.

KENNEDY PARK RD., e.s., north of Bloor W., 32 x 100; John M. Walkey to Chas. A. Walkey; sale price \$2,300.

GARDEN AVE., n.s., No. 116, 30 x 132; Fanny H. Owen to Ethelwyn Duchaine and Harry Duchaine; sale price \$2,100.

ST. CLARENS AVE., e.s., No. 751, 17 x 120; Alice M. Wiseman et al to Wilfred H. Wiseman; sale price \$1.00.

KENNEDY PARK RD., e.s., north of Bloor W., 93 7 x 101; John M. Walkey to Chas. A. Walkey; sale price \$7,500.

KEEWATIN AVE., s.s., No. 211, 25 x 187 8; Benjm. F. Grigs to Jos. W. Barfoot and Gertrude O. Barfoot; sale price \$6,000.

BROWNING AVE., s.s., No. 143, 10 x 105 2; Harold G. Peplatt to Albert F. McMichael; sale price \$5,100.

ROMAN AVE., e.s., No. 79, 23 x 107; Harold S. Merideth to Mildred V. Ryding; sale price \$6,500.

KINGSWOOD RD., e.s., No. 461, 20 x 90; Annie H. Smith to Henry Kenward and Ethel M. Kenward; sale price \$5,400.

WINEVA AVE., w.s., No. 204, 30 x 123; Rora M. Harris to Frank Dunham; sale price \$3,750.

CHATHAM AVE., n.s., No. 100, 21 4 x 100; Francis H. Carter to Marjory Carter and Francis H. Carter; sale price \$1.00.

PICKERING ST., w.s., No. 50, 25 x 140; Wm. N. Duncan to Geo. White; sale price \$750.

BONFIELD AVE., n.s., No. 16, 27 2 x 100; Sydney F. Lancen to Dixon A. Burns and Elizabeth M. Burns; sale price \$5,800.

GOLDALE RD., s.s., No. 143, 50 x 125; John W. Sheard to Adelaide V. Calvert; sale price \$14,000.

BELLFAIR AVE., w.s., No. 188, 15 x 98 8; Margaret E. Addison to Annie Catton; sale price \$2,350.

WASHINGTON AVE., n.s., No. 6, 24 x 125; Jas. M. Johnston to Edith Johnston; sale price \$1.00.

KENILWORTH AVE., e.s., No. 333, 12 6 x 110; Florence Forrester to Frank Forrester and Florence Forrester; sale price \$1.00.

INDIAN RD., e.s., No. 627, 30 x 120; Nellie Telfer et al to Alive Winning; sale price \$4,900.

KINGSWOOD RD., w.s., No. 482, 35 x 50; Campbell and Campbell Ltd. to Janet S. Holcroft and Wm. Holcroft; sale price \$4,500.

MOBERLEY AVE., e.s., No. 51, 17 6 x 80 4; Wm. C. Hamilton et ux to Jas. Rae; sale price \$4,500.

PINE CREST, n.s., west of Balsam Ave. (vacant lot), 34 x 150 Av.; Provincial Investment Co. to Clarence S. Gill; sale price \$1,700.

COLDSTREAM AVE., w.s., north-west corner Glengrove Ave. (vacant lot), 100 x 110 Av.; John A. Tate to Jasper E. Worth; sale price \$4,000.

AVENUE RD., e.s., north of Briar Hill Ave. (vacant lot), 36 10 x 173 Av.; Jeannette Donnenfield to Jacob Kraft; sale price \$3,145.

KINGSWOOD RD., w.s., No. 478, 35 x 50; Campbell and Campbell Ltd. to Julia Sutherland and Roy Sutherland; sale price \$4,400.

MERTON ST., s.s., No. 563, 25 x 161; Cecil V. Canhanetal to Manley R. Mowers; sale price \$3,711.

COLDSTREAM AVE., w.s., north-west corner Glengrove Ave. (vacant lot), 100 x 110 Av.; Jasper E. Worth to Geo. S. Barber; sale price \$6,050.

ST. CLEMENTS AVE., s.s., No. 427, 25 x 137; T. Howard Fife to Wm. Macfarlane and Flora Macfarlane; sale price \$8,300.

LANDSDOWNE AVE., w.s., No. 700, 17 8 x 120; Fannie Birstein to Samuel Deviner; sale price \$3,225.

SCARBORO RD., e.s., No. 461, 16 x 99 10; Ida M. Harris to Albert Zimmer; sale price \$1.00.

GLENLAKE AVE., n.c., No. 508, 30 x 92; Mabelle G. Adams to Mary Mosdell, Charles Mosdell; sale price \$7,800.



No Cessation in Humber Valley Activity

Numerous Land Purchases Made on Proposed Street South of Weatherall Avenue.

That there has been no let-up in the activity which has prevailed in the Humber Valley Surveys this spring is clearly evidenced by the land sales closed during the past week by Home Smith and Company, Old Mill, Ontario. According to an official of the firm a very healthy interest in Humber Valley properties is being taken by builders of first class homes throughout Toronto and prospects are bright for a season of satisfactory building activity here. The weeks sales of land are as follows:

150 feet on west side of new proposed street south of Weatherall Ave., purchased by G. A. Rome for \$7,500.00. 150 feet on north east side of Wilmot Ave., purchased by W. J. Turner for \$7,500.00. 150 feet on west side of new proposed street south of Weatherall Ave., purchased by N. R. Rome for \$7,500.00. 60 feet north of vacant lot on Mossom Rd.,

and 60 feet south of vacant lot on Mossom Rd., purchased by J. R. Dixon for \$6,000.00. 155 feet on the south side of Weatherall Ave., purchased by T. J. Colbourne for \$7,500.00. 120 feet on the new proposed street south of Weatherall Ave., purchased by W. G. Argent for \$6,000.00.

Leaside is Location for \$50,000 Plant

Following the purchase from the Canadian National Railways of a two-acre land parcel on Industrial Street, Leaside, construction work has commenced on a new \$50,000 factory which is being erected by the Goldie Construction Company as the Toronto plant of Canadian Bitumuls Co., Ltd., manufacturers of emulsions used in roadwork and the manufacturing of roofing materials.

Designed by the company's own engineering department, the structure will measure 50 by 120 feet and will be of concrete block construction. It will be a storey and a half in height and is scheduled for completion by May 1. The new site purchased by Canadian Bitumuls Co., Ltd., will also be provided with C.N.R. siding facilities.



This beautiful home is situated on Kingsway Crescent in the Humber Valley Surveys, and is typical of many of the splendid homes that have been constructed here during the past few years. It is the residence of Mr. Richard Pearce, and is entirely constructed of Humber Stone. Home Smith and Company report remarkable building activity here, and several equally fine homes are in course of construction at present.

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Nine hundred realtors from 90 Canadian and United States cities have already made reservations for the annual convention of the National Association of Real Estate Boards, according to Herbert U. Nelson, executive secretary, who expects that 2,000 members will attend the conference.

Held in Toronto last year, the 1931 convention will take place in Baltimore on May 27-30, inclusive. One of the speakers will be A. E. LePage, Toronto realtor and house specialist, who will address the convention on "Methods of Selling Residential Realty."

City's Population Shows Gain of 2.51 Per Cent.

15,226 More Persons Within City Limits
Than in 1929.

According to figures contained in the Assessment Commissioner's report for the year 1930, Toronto's population inside the city limits was 621,596, which is an increase of 15,226 over the year 1929. In the suburban areas, which includes farm population in neighboring townships in York County, the total population was 162,362, an increase of 13,214, which occurred chiefly in the immediate outskirts of the city.

The increase in population of the city proper for the year 1930 over 1929 was 2.51 per cent., while the increase for 1929 over 1928 was 3.54 per cent.

MECHANIC'S LIENS

Week ending April 22nd, 1931.

Harry Felsot, lien No. 12348, against Ida E. Fauver, et al, for the sum of \$270.

McCallum MacLaren, Ltd., lien No. 12349, against Henry C. Hurley, et al, for the sum of \$388.52.

C. L. Walker, lien No. 12350, against Henry C. Hurley, et al, for the sum of \$135.

Page & Padgett, lien No. 12351, against Chas. E. Moore, et al, for the sum of \$1,230.

H. W. Phippen & Sons, Ltd., lien No. 12352, against Robt. Guild, et al, for the sum of \$462.37.

W. E. Phillips & Co., lien No. 12355, against Henry Joseph, et al, for the sum of \$1,177.58.

R. R. McMullen, lien No. 12356, against Henry W. Phippen, et al, for the sum of \$239.15.

McKay Cut Stone Co. Ltd., lien No. 12357, against J. R. Ramsay, et al, for the sum of \$137.97.

W. E. Phillips Co. Ltd., lien No. 13743, against Toronto Hydro Electric System, et al, for the sum of \$120.

Edward Joseph Kolbel, lien No. 12324, against John H. McGillivray, et al, for the sum of \$1,115.50.

Harbour Brick Co., Ltd., lien No. 12325, against H. C. Hurley, et al, for the sum of \$56.00.

S. McCord Co., Ltd., lien No. 12327, against Willingdon Court Realty, et al, for the sum of \$1,095.14.

John Sansome, lien No. 13737, against Forest Hill Contracting Co., Ltd., et al, for the sum of \$146.00.

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316 VESTA DRIVE.

B. B. Kennedy, Builder.

Forsey, Page and Steele, Architects.

Few homes in Toronto can surpass the one shown here in excellence of those finer details of construction that make of a house a place of beauty, of comfort unparalleled—in short, a home of which the owner may be justly and righteously proud.

One need only to examine carefully the accompanying illustration to see what painstaking care has been taken with the exterior. Entering the house one steps into a spacious hall floored with Cellized Oak Blocks and trimmed in black walnut. The living-room, at the left, extends the full depth of the house and is lighted by leaded windows of attractive design at both ends. Two smaller windows flank the fireplace and these too are leaded. The dining-room is pannelled to a height of about five feet in black walnut and has Cellized Oak Block floors. In this room, too, are leaded lights at front and side. Between the dining-room and kitchen is a small breakfast room with built-in cupboards and service shelf.

Features of the spacious kitchen are the Kelvinator and Barnet Cabinet, both built in. The decorative scheme is spotless white. An integral dishpan in the sink is another unusual convenience. A washroom and toilet and large coat-room complete the ground floor.

A wide oak stair with wrought-iron railing leads to the upper floors. Here we find, off the landing, a bright and spacious sunroom over the garage, with fireplace flanked by built-in bookcases. The master's suite comprises a large bedroom, a bathroom, large lighted clothes' closets and a cupboard. Two other bedrooms and a bathroom tiled in green and white complete this floor. The hall trim is walnut with quarter-cut oak floors.

In the attic are two unusually large bedrooms, bathroom, and a big cedar closet. The use of leaded lights almost without exception throughout the house adds a touch of luxury and beauty. Wrought-iron switch panels also contribute much to the atmosphere of the place. All details have been carefully worked out to provide the utmost in comfort and convenience with the result that this is a home outstanding in the midst of a district of splendid homes.

The Contractors Were:

Architect—Forsey, Page & Steele, 20 St. Clair Avenue West.
Excavation—Dave Hogarth, 211 Wychwood Avenue.
Mason—J. McIntyre.
Concrete—Lewis Renzetti, 22 Beaver Avenue.
Structural Steel—Dominion Bridge Co. Ltd., 1139 Shaw Street.
Cut Stone—Geo. Thomas, Leaside, Ont.
Marble—Hoidge Marble Co. Ltd., 34 Price Street.
Carpenter—C. E. Martindale, 323 Woburn Avenue.
Millwork—Welsh Lumber Co. Ltd., 2219 Yonge Street.
Sheet Metal—Miller & Nightingale, 122 Earlsdale Avenue.
Electrical—O. Kear, 73 Wellington Avenue.
Plumbing—H. W. Rushby, Ltd., 219 Wychwood Avenue.
Plastering—John Devlin, 80 Marmot Street.

Materials Were Supplied by the Following:

Canada Building Materials Limited, 1174 Yonge Street; Cooksville Company Limited, 26 Queen Street East; Hoidge Marble Company Limited, 34 Price Street; Welsh Lumber Company Ltd., 2219 Yonge Street; Consolidated Plate Glass Company of Canada Limited, 241 Spadina Avenue; Builders' Flooring and Millwork Limited, St. Helen's Avenue; Kent-Ockley Limited, 200 Madison Avenue; Geo. S. Hope and Son Limited, 390 Delaware Avenue; Lord and Burnham Company Limited, Harbour Commission Building; Kelvinator of Canada Limited, 11 Temperance Street; Sturgeons Limited, 330 Carlaw Avenue; Aikenhead Hardware Limited, 11 Temperance Street; Gypsum Lime and Alabastine of Canada Limited, Federal Building.

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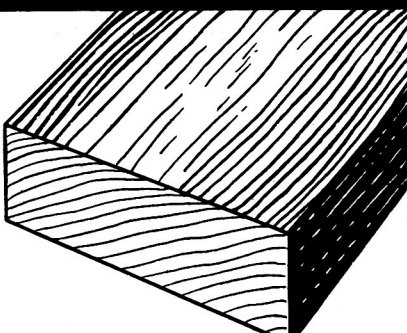
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P. F. McCleary - Editor



H. W. Thompson, Vice-President
D. R. Shepherd - Assoc. Editor

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EDITORIAL COMMENT

THE HUMAN EVOLUTION

WE are apt to think of changes and developments in any period in terms of their physical expression. But buildings, equipment and transportation are only the outward manifestations. The underlying cause—the real development—is human. It is the divine discontent in man continually striving to better his surroundings.

The human development during the last quarter century has been the constant progress towards greater efficiency on the part of builders and contractors. This has been demonstrated by the large and constantly increasing output of contractors' machinery and equipment.

Builders were quick to apply the efficiencies of motor trucks and cars to their business. It is doubtful if any other industry is motorized to such an extent. This applies, not only to general contractors and resale builders but to all throughout the long list of dealers and sub-contractors.

During the last 25 years we have seen a new school of builders and developers arise having highly developed merchandising ability. These men are not mere order-takers or contract-receivers; they are business men with the selling point of view, and these characteristics show in the selection of their building sites and the design and equipment of their buildings. These men are largely responsible for the many fine, new residential sections in or around our principal cities and deserve great credit for the splendid work they have done.

In this quarter-century, too, the builder, generally, is better educated in his craft. Many high schools and technical colleges have well-attended classes in draftsmanship, engineering and construction work. The modern builder is constantly reading and studying to keep up with the trend in design and the newer methods and materials.

CHANGES IN THE SINGLE DWELLING

AS affecting by far the greater number of our population, trends in the design of single or detached dwellings have the greatest significance and importance. There has been a gradual evolution in housing since the early days of the Dominion, but, in the last ten years, the changes have been most rapid. Dwellings of the more modern type set an entirely new standard of living. This is a gratifying development. Just as the family is the basis of organized society, so the more convenient and attractive home environment contribute to the welfare of the nation.

What would have been considered a comfortable, modern home in 1905 is now obsolete and not representative of the housing standards of to-day. This feature of obsolescence is a most important one as affecting the national building program. It is a heavy factor in creating a demand for new construction, as well as modernizing alterations and additions. The desire to keep up with progress is a national trait. Our people don't want to be considered "back-numbers." Besides all this, there has been a very real need for improvement. There was too much drudgery and discomfort connected with the houses of a former day.

The use of insulation against heat and cold has become a feature of modern home construction, making these dwellings more comfortable in both winter and summer. Money spent in this way and in efficient heating plants returns dividends in the way of lower heating costs. Clean, automatic heat may cost more in some instances but the advantages gained are so marked as to be well worth the investment. One result of this is to make basement space available for living and recreational use.

When the banks have faith to put back into legitimate business the money they withdrew when the "high-flying" was on we will have reached the first stage in business reconstruction and progress. Let us have some practical manifestation of the confidence in our "resources" expressed in some of these voluminous bank reports and business will take a long, sturdy step towards normal.

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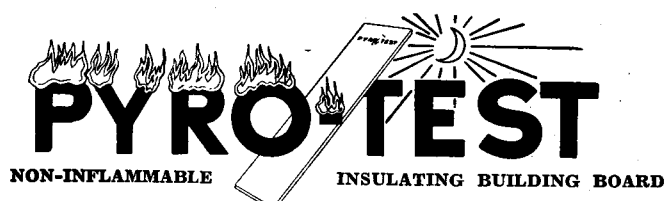
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(Continued from page 9)

boulders are encountered in the marine clay. The boulder clay is being excavated by the 4-cubic yard and by the 5-cubic yard electric drag-lines.

No rock cutting is encountered throughout the length of the canal, except at the power house site where the sandstone provides satisfactory foundations for the plant.

For a very short stretch, about four miles to the east of Lake St. Francis, some excavation is required to permit the entire width of the canal to be flooded when water is admitted from Lake St. Francis.

At the power house site, the excavation has reached the required depth and the concrete foundations are being poured. During 1931 steel workers will follow behind the concrete pouring operations and erect the steel frame work of the plant; in the summer of 1931 bricklayers will follow in the path of the steel workers.

The excavated rock taken from the power house and tail race sites goes either to the rock crusher to be used for concrete, or to the rock pile. Later the rock pile will be used to line the inside banks of the canal.

About 28,000 acres of land, embracing some 250 farms, have been acquired along the canal route. Of this about 8,000 acres are required for the canal itself.

By the end of 1930 over 10,600,000 cubic yards of material were moved. For the initial 200,000 horsepower installation about 30,000,000 cubic yards will be moved. Power from the initial installation will be used in moving the remaining material necessary for the 500,000 h.p. installation.

The construction programme is based on an economic balance between the use of a minimum amount of equipment, and interest charges during construction.

Many Ontario and Quebec Centres Will Benefit from Development

For the first time in the history of the electric industry, a development of great magnitude is taking place close to the island of Montreal, the largest centre of population in the Dominion.

The plant will be located virtually in the centre of the prosperous St. Lawrence basin, which, with the cities of Toronto, Montreal and Quebec, is the most prosperous and highly industrialized section of Canada. But 25 miles from the plant lies the port of Montreal with its deep-water facilities.

In southern Ontario there is admittedly a power shortage. This is evidenced by the large and growing blocks of power which the Ontario Hydro Electric Power Commission is purchasing from power plants in Quebec. The Commission is increasing more rapidly than originally anticipated the blocks of power which it absorbs annually from that province. These purchases of power by Ontario are absolutely necessary and

cannot and do not in any way jeopardize the great public utility so well administered by the Ontario Hydro Electric Commission.

That there is no surplus of power in Quebec may be judged from the development of that province's more remote power sites.

Negotiations now underway, coupled with the favourable location of the plant, lead to the belief that an industrial area will spring up near Beauharnois—a forecast that has greater weight because the plant will be a low cost power producer. Moreover, each additional generator added to the capacity reduces the total per horsepower construction costs.

During the present century, the records reveal that the installed horsepower capacity of the Dominion has doubled on the average every seven or eight years. In the prosperous St. Lawrence basin territory to be served by Beauharnois, the record of growth has been much greater. Where power, the greatest servant of mankind, has been made available, it has always been put to use.

An obvious corollary to an industrial civilization is the continued growth of industrial development and an increase in the demand for power. With 90 per cent of its initial 500,000 h.p. already contracted for, Beauharnois appears to stand in a peculiarly favorable position to benefit from the growth in the demand for power.

Building Officers Convention a Successful Event

(Continued from page 1)

of the week, was the Annual Banquet and Dance.

The various functions and business sessions of the convention were without doubt most successful, and the addresses and discussions were of real value to anyone interested in the construction industry, be he a building official or not. The Toronto Committee on Arrangements are to be congratulated upon the excellence of the program that they provided and the large and successful scale upon which the convention was put by all those who were responsible for it.

She: "Haven't I always been fair to you?"

He: "Yes, but I want you to be fair and warmer."

The bargaining for a cow had been going on leisurely for an hour. Finally the prospective purchaser came flatly to the point.

"How much milk does she give?"

"I don't rightly know," answered the farmer who owned her, "but she's a good-natured critter, and she'll give all she can."

He—"Your eyes twinkle like diamonds."

She—"Go on, tell me more about diamonds."

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The Sales Spark

A WEEKLY MESSAGE FOR SALESMEN

The Magic of 10 Calls a Day.
The other day we overheard an insurance salesman explaining to a group of his fellows the method that had made him a consistent producer. It was a simple system. Almost absurdly simple. But it worked. And worked wonders. This salesman merely pledged himself to make ten calls a day. And then he fulfilled his pledge to the letter.

Not eight calls, or nine. But ten calls, every day, week in and week out. If he made nine calls without result, undaunted, he still made that tenth canvass. If he met with good fortune and sold a nice contract on his second or third call, he didn't knock off for the day, but kept resolutely to his course. And he succeeded, because consistency is one of the greatest forces in selling.

It is, of course, not the **only** essential ingredient. Merely making a stated number of routine calls is not enough. There must be knowledge and intelligence back of the canvass. But these ingredients **without** consistency will not get even a brilliant salesman very far along the road.

To Hold the Road—Look Ahead!
A few years ago, in building a national roadway through the Arizona desert, a certain sandy tract provided some engineering difficulties, so as an immediate expedient fifteen inch planks were placed end to end to provide a temporary road for motorists.

Now, you wouldn't imagine that keeping a car on two parallel fifteen inch planks would be such a difficult matter. Theoretically, almost any motorist should be able to do that with ease. But time and again a driver would "get off the track" and sink in the sand. And always because of one fault: He insisted on keeping his eyes on the front wheels, instead of focused on the road ahead.

We have met salesmen who "get off the track" for a very similar reason. They are so busy watching the wheels go round, that they can't drive straight ahead.

How about your own case? Are you looking ahead to next week, next month, next year? Have you set up a goal—a clear vision of where you want to get in this business of selling? If you haven't, isn't this a pretty good time to do it?

You Can't Spend Yesterday!
Someone snooping around the Metropolitan Museum with a tapeline has made the startling discovery that the armor there displayed is a couple of sizes too small for the average Twentieth Century American.

The knights of old, truth to tell, were rather squatty, bandy-legged men, mere midgets beside a modern football hero. Thus topples another tradition.

Thus comes an opportunity to present a simple truth on which we are rather fond of harping. Olden days and olden ways always seem, in retrospect, more rosy than our own.

Entranced, we listen while pioneers spin tales of orders that they booked a quarter of a century ago. "Ah," we sigh, "those were the days!"

Meanwhile, some chap who has no time for lobby lounging reminiscences, steps out and sells an order that would have staggered any six of those pioneers in the days of their prime.

These are the days for men who sell. Opportunity is doing business right here and now. But her rewards are reserved for **salesmen**. She has mighty little to offer the back-slapper or the order-taker.

So let's make up our minds that we're going to make the most of this present period and its opportunities.

No man can spend yesterday or tomorrow. So, if we're going to break any sales records, we'd better start today.

The Prospect's Viewpoint

Some of the Things that Buyers and Tenants Look for To-day.

White Coolest of all Colors.

When selecting paint colors for your home has it ever occurred to you that with the right choice you can affect the interior temperature from ten to twenty degrees? Also, perhaps you do not know that a painted structure is cooler in summer than one that is not painted at all. Laboratory experiments have proven both of these statements.

As a result of these experiments, re-are. For example, this can be illustrated by the influence of white paint on temperature. It acts like a mirror, bending the rays of the sun so that they are twisted around and shot out again. White or light tinted colors are perhaps the coolest; gray, blue and green, next; black the warmest of all.

You will recall that southern colonial homes have long been painted white or light tints just off white. Some one must have discovered these cool shades. Also, the desire to be cool explains why white clothes are usually associated with warm weather, and why white is invariably the color of tropical clothing. So, when choosing colors for your home, keep in mind the summer months, in addition to a careful blending with the neighboring dwellings.

Oil Burner Safeguard.

Any machine will do exactly what it's told even if the cat tells it. So protect the automatic shut-off of your oil burner against the cat or any other accidental influence. If it is accidentally turned, the burner will stop. A guard around it may save the home owner from a chilly house some cold morning.

Two Showers a Day are Said to Pay.

The morning shower is invigorating, and the evening shower produces sleep—all at the turn of a handle. Plumbing contractors are able to suggest practical locations for shower stalls in old homes.

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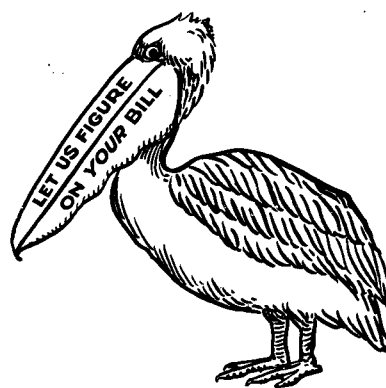
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