

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

Vol. 6—No. 46

TORONTO, NOVEMBER 15, 1930

Price 10 Cents

Aim to Protect the Interests of Apartment Owners

Special Division Formed.

In order to safeguard tenants and apartment house investors, the Building Owners' and Managers' Association in this city has formed a new apartment house division which will standardize leasing and make vacancy surveys throughout the city in order to curtail over-building of apartment houses in specific areas. Such is the announcement recently by Victor R. Ramsay, chairman of the special committee, and Canadian representative on the board of the National Association of Building Owners and Managers.

"We expect to be able to point out danger signals to prospective builders and investors in apartment house projects," Mr. Ramsay declared. "Many areas have been overbuilt already, and this has resulted in rent-cutting, which not only affects apartment house owners, but is also unfair to tenants who were among the first to lease apartments in a new structure.

"We plan to bring together all owners, their managers or agents, and compile data on the situation in Toronto and subsequently form committees to deal with various aspects of apartment house management. It is expected that this will effect economies, make for proper rental policies and enhance the earning power of their buildings.

"One of our most important undertakings will be vacancy surveys," continued Mr. Ramsay. "This will be done monthly. Presenting an exact picture, they will disclose the areas where normal or abnormal competition may be expected."

Another aim will be the standardizing of leasing practices, which will give increased legal protection, partly prevent removals, make for permanency of tenantry, overcome seasonal vacancies and prevent the violation and abuse of apartment building rules. Standard methods of accounts and studies of detailed costs, the experience of more experienced apartment house operators and comparisons of costs of materials will also be made.

Would Widen Parkside Drive

Addressing West Toronto Kiwanis Club at its weekly luncheon this week, Sam Wilson urged the widening of Parkside Drive from Queen Street to Bloor Street, pointing out the vital importance of establishing a north and south traffic artery in the west end of the city. He added that such was the importance of a widened avenue here that it should be undertaken as a general venture and not as a local improvement.

AN ATTRACTIVE ENGLISH DESIGN



This beautiful residence, situated in Forest Hill Village, is the home of Alfred Maguire, Esq. Harold R. Watson, registered architect, 20 St. Clair Avenue West, is responsible for the attractive English design. It was constructed by E. A. Green, builder, 202 Dawlish Avenue, of Don Valley brick, manufactured by the Toronto Brick Company, Limited, 897 Bay Street.

Building the City of the Future

Skyscrapers Are Here to Stay and the Trend in Commercial Construction is Ever Toward Larger Buildings.

The development of the down-town sections of any great city provides a most interesting study. Toronto, during the past three years, has witnessed many remarkable changes in what is generally referred to as "down-town" and to most people today "down-town" Toronto means everything south of College and Carlton Streets between Sherbourne and Bathurst Streets. Just a few years ago downtown meant downtown — nothing was included north of Queen Street and very little if any further east than Church or west of Simcoe and York Streets.

But important as have been the improvements of the past few years in the general appearance of Toronto's commercial and downtown retail areas, what has been accomplished is in reality but a forerunner of what can and will be done once the city is operating under an efficient system of city planning.

From the building contractor's standpoint the chief feature of all civic improvements is, of course, the erection of new buildings. Even the general public find an absorbing interest in watching the operations connected with the rearing of some fine new building. Colonel W. A. Starrett, President of the Starrett Corporation, in a recent coast-to-coast radio network address, under the auspices of Halsey, Stuart & Co., of New York and Toronto, dealt most interestingly with what one might call the romance of building, albeit his talk was replete with much practical information.

Following are some excerpts from Colonel Starrett's address:

For Creation of New Wealth.

The incentive behind a skyscraper is the creation of new wealth. A centrally located piece of property, either vacant or encumbered with obsolete structures, has become so valuable that the owner finds it uneconomical and naturally desires to put the land to its most productive use. Moreover, mounting taxes and diminishing income force the consideration of a tall building of some sort. The science of realty values is here involved, but, admitting the dictum that intensively valuable metropolitan land is worth what it can be made to earn, we have the sound basis upon which the contemplated improvement is to be considered. Not always is the original owner the one who realizes or senses the potential possibilities of a piece of metropolitan property. In many cases, it is the adroit specialist in real estate values who arranges to purchase the land, and at the same time plans its immediate improvement with a new and more adequate structure.

So we see the skyscraper rising out of an economic necessity and, in this great business of building them, we see that careful analysis and wise planning are the forerunners of the building operations that so suddenly appear. The great profession of architecture, highly developed and specialized in our large cities, comes into play and we find the owner and architect and builder in con-

(Continued on page 5)

Construction of Lansdowne Ave. Subway Ordered

Will Be Finished in December, 1931.

Filling a long felt need, the construction of a subway on Lansdowne Avenue near Royce Avenue, under the railway tracks here, will soon be commenced. This level crossing has been a source of great inconvenience for many years, making necessary a break in the street car service on Lansdowne Avenue, and causing almost continuous tie-ups of motor traffic. In addition it has been a hazardous spot, several accidents having occurred despite the protection offered by gates.

City Solicitor Colquhoun announced to the Board of Control this week that the Dominion Railway Board has ordered the construction of a subway, the work to be finished by December of 1931, and the cost to be approximately \$750,000. According to the statement of Mayor Wemp the cost will be borne as follows:

Forty per cent in respect to tracks of the C.P.R., not to exceed \$100,000, and 40 per cent in respect to the tracks of the Canadian General Electric Company, to be paid out of the railway grade crossing fund. The City of Toronto is to be responsible for a sum over the amounts so paid to make up 40 per cent of the total cost.

Bell Telephone Co., Ontario Hydro Electric Commission, Toronto Hydro and Consumers' Gas Co. to bear cost of any charges in their plant, but the Gas Company is to be without prejudice to its rights, if any, against the city.

Remainder of the costs, 60 per cent., to be paid as follows: 10 per cent by the T.T.C., 45 per cent by applicant, 45 per cent by C.P.R., and C.G.E. Co., in such proportions as they may agree.

In short, 40 per cent is to be paid by railway crossing fund, subject to the city making up part of the 40 per cent; 6 per cent by T.T.C., 27 per cent by city, and 27 per cent by C.P.R. and Canadian General Electric.

Summary of Toronto Permits For Week Ending November 11th, 1930.

No permits under \$500 are included in this summary.

1 Church	\$ 7,000
51 Brick Dwellings	227,900
2 Frame Alterations	1,400
1 Factory Alteration	33,000
1 Garage	2,000
1 Alteration to Service Station	3,000
1 Sign	1,200
1 Stable	2,000
1 Store	30,000
1 Gas Tank	625
1 Temporary Building	1,000
1 Clock	500

Total \$309,625



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Ladies' Night Will Be "Bigger and Better" Than Ever

Builders and Supply Men, With Ladies and Friends Will Have Gala Night at Arcadian Court.

The Arcadian Court of the Robert Simpson Company, on Monday evening, November 17th, will be the scene of what has every promise of being the finest in Ladies' Nights ever staged under the auspices of the Home Builders' Association.

The committee in charge has been hard at work for several weeks past and no effort has been spared to make the affair of Monday evening something that all members and friends of the Association will long remember. The sale of tickets has met with splendid response but there are still some members to be heard from. Now boys, this event must be 100 per cent. representative of the entire membership and it's up to every member to get behind the Association and not only be present themselves, but to bring as many friends as possible. You will enjoy the evening as you never enjoyed anything before. There is a fine variety of entertainment—all included in the price of one ticket. To begin with there is the Banquet at 7 p.m., followed by an entertainment in which Jimmy Reid, well-known comedian, assisted by Miss Jean Simpson, soloist, will be the chief features. Then from 9 to 1 o'clock there will be dancing and for those who prefer it there will be cards—and don't forget it, there are some mighty nice prizes both for dancing and cards.

It is important to remember that Ladies' Night at Toronto Home Builders is always an OPEN NIGHT—EVERY-ONE IS WELCOME. It has always been regarded as an evening when builders, their friends and supply men with their wives, daughters and sweethearts join hands for an hour or so of real enjoyment. Pass the good word along. There is still time to secure your tickets—all you have to do is to phone any member of the committee.

AMONG OUR MEMBERS

J. P. Cowie, 182 Glen Grove Avenue West, reports this week that he has begun the erection of a fine residence in Forest Hill Village, on the west side of Spadina Road, near Forest Hill Road. It is being built under contract for the owner, who will occupy it upon completion, and will be a two-and-a-half-storey structure, containing eleven rooms and three bathrooms. Stone and stucco construction will be employed, the approximate estimated cost being \$35,000.

(Continued on page 3)

LADIES' NIGHT

TORONTO

HOME BUILDERS' ASSOCIATION

MONDAY EVENING

NOVEMBER 17th, 1930

AT

SIMPSON'S

ARCADIAN COURT

(BAY STREET ENTRANCE)

All Builders and Supply Men, Their
Ladies and Friends Cordially
Invited

Tickets are going rapidly and members and friends of the Association are urged to secure their tickets at once and avoid last-minute rush or possible disappointment.

PROGRAMME

Dinner—Commencing at 7 p.m. sharp.

Entertainment—8-9 p.m.

Dancing and Cards—9 p.m.-1 a.m.

Come and dance to the wee sma' hours to the delightful music of R. S. Cornfield's 10-piece orchestra. Prizes for both dancing and cards will be given.

PRICES:

\$5.00 Per Couple; Single Tickets, \$2.50

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R. D. Wood	GR. 1403
W. E. Maybee	HU. 9851
H. C. Card	JU. 3954
H. Graham	LY. 4486

Every Ticket entitles bearer to all features, including
DINNER - ENTERTAINMENT - DANCING and CARDS

Among Our Members

(Continued from page 2)

Mr. Cowie also has two detached residences under way on Ronan Avenue near Lawrence Avenue. They are two-storey solid brick dwellings, and will each sell for about \$8,000. Each contains six rooms and a breakfast room.

* * *

A. Dormer, 48 Brookside Avenue, reports the sale of two residences in the west end during the past week. One is a duplex situated on the west side of Jane Street near Colbeck Avenue. It is a two storey structure of solid brick construction on stone foundations, containing two suites of five rooms, and has been sold to Mr. Englehart for \$16,000. The second is No. 6 Baby Point Road, and has been purchased by Mr. Heath, the price being \$11,500. It is an attractive home of solid brick construction on stone foundations, containing seven rooms and a heated sunroom. Mr. Dormer announces his intention of starting work soon on the erection of a double duplex residence on the west side of Jane St., near Colbeck Avenue. It will also be of solid brick construction on stone foundations and will contain four suites of four rooms each. The probable cost of its construction is placed at \$18,000.

* * *

Harry Graham, 307 Mossom Road, reports that he is plastering a very attractive home on the east side of Berry Avenue south of the Kingsway. It is a two and a half storey structure containing six rooms, a large sunroom and a breakfast room, and is constructed of stone and stucco. It has been built to sell at \$15,000.

* * *

D. J. Lauder, 52 Whitehall Road, reports that he has just sold two residences on the east of Duplex Avenue near Glenview Avenue. Each is a detached two storey solid brick dwelling, containing six rooms and a heated sunroom. The buyers were Mr. MacHenry and Mr. Hurst, the price in each case being \$8,500.

* * *

W. H. Martin and Company, 28 Harcourt Avenue, announce that plans and specifications have recently been completed by them for the following work: Remodelling a residence on High Park Avenue to make a three-suite apartment, \$8,000. Work of the same nature will be carried out at the following locations: High Park Boulevard, 5 suites, \$13,000; Dowling Avenue, triplex, \$1,500; Pembroke Avenue, duplex, \$1,700; East Toronto Hotel, 5 suites, \$15,000; King Street East, three suites, \$10,000; Sherbourne Street, 4 suites, \$5,200. In addition this company will erect a double duplex residence on Walmer Road at a cost of \$22,000 and will install store fittings on a Danforth Avenue property at a cost of \$1,200.

Old Lady (to street-car motorman): "Please, Mr. Motorman, will I get a shock if I step on the track?"

Motorman: "No, lady. Not unless you put your other foot on the trolley wire."

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The Ring of the Trowel and the Hum of the Saw

Summary of the Week's News in the Building and Allied Fields.

18 MIMICO AVENUE, Mimico, Ont. Owner, W. J. McClintock, 442 Lakeshore Road, will start soon on the erection of a store and apartment of two storeys, of solid brick construction on concrete block foundations, \$4,500.

DUNDAS STREET WEST, south side, near Indian Road. Owners, The Nelson and Howell Machine Company, 397 Keele Street. General Contractor, R. Thornton, 39 Heintzman Avenue, will start work soon on the erection of a store and workshop with offices above, two storeys of solid brick construction, \$6,500.

STRATH AVENUE, south side, near Kingsway, Etobicoke Township. E. Small, 475 Beresford Ave., has the roof under way on a two-storey detached residence of brick and stone construction, \$8,000.

DONEGAL DRIVE, west side, near Soudan Ave., Leaside, Ont. Owner, H. H. Talbot, 48 Gillespie Ave., has walls up for two detached two-storey solid brick residences on concrete block foundations, \$10,000.

EDITH AVENUE, west side, near Field Ave., Leaside, Ont. O. Gurr, 21 Donegal Dr., owner, is plastering a detached two-storey solid brick residence, \$4,500.

ORIOLE PARKWAY, numbers 464 to 476. Owner, Harry Davidson, Concourse Building, has walls under way for four two-storey solid brick duplex residences, \$56,000.

90 LAWRENCE AVENUE WEST. Owner, George Groves, 450 Concord Ave., has roof on detached two-storey residence and garage of solid brick construction, \$4,500.

BATHURST STREET, southeast corner of Davenport Rd. Architectural department of the Shell Company of Canada are preparing plans for addition to service station at present occupying these premises, \$3,000.

135 PAPE AVENUE. Owner, H. A. Tomlin, 2 Brooklyn Ave. Architect, J. Gibb Morton, 86 Adelaide St. East. Work to start soon on erection of one-storey garage of concrete block and steel construction, measuring 50x245 feet, \$20,000.

SILVERTHORNE AVENUE, near Kingsway, Etobicoke Township. Owner, S. A. McGivney, 420 Armadale Ave., has begun erection of one detached two-storey residence of solid brick construction on concrete block foundation, and will soon begin a similar one, \$7,500 each.

SEATON STREET, east side, near Queen St. E. Owner, J. Herman, 265 Queen St. E., has roof on detached two-storey solid brick residence, \$4,000.

HOPEDALE AVENUE, east side, near Don Mills Road, East York Township. W. Lawrence, 39 Hopedale Ave., owner, has walls under way for detached two-storey residence of solid brick construction on concrete block foundations, \$4,000.

CONNOR AVENUE, west side, near Sammon Ave. Owner, E. Locke, 775 Sammon Ave., has walls started for detached two-storey residence of solid

brick construction on brick foundations, \$4,500.

HIAWATHA ROAD, east side, near Gerrard St. Owners, St. Monica's Anglican Church. Architects, Catto & Catto, 200 Bay St. General Contractor, Thomas Purton, 511 Spadina Ave. Footings are in for basement of church, measuring 40x110 feet, and of solid brick construction with stone trim. Remainder of building will be erected at some future date, \$25,000.

INDIAN ROAD CRESCENT, east side, near Abbott Ave. Owner, C. M. Bunston, 236 High Park Ave., has four detached two-storey solid brick residences under way, \$12,000.

PEPLAR AVENUE, east side, near Pape Ave., East York Township. E. Sprague, 48 Arundel Ave., has walls under way for two detached solid brick two-storey residences on concrete block foundations, \$4,500 each.

ORLEY AVENUE, north side, near Westlake Ave., East York Township. Owner, C. E. Kennedy, has foundations in for the erection of two detached two-storey solid brick residences on concrete block foundations, \$8,500.

SOUDAN AVENUE, south side, near Mount Pleasant Road. Owner, E. Longo, 362 Lauder Ave., is excavating for one pair of solid brick two-storey semi-detached residences, \$7,000.

AIDRIE AVENUE, east side, near Millwood Road, Leaside, Ont. Owner, A.

Metrovitch, 587 Dundas St. E. General Contractor, F. W. Abbott, 360 Balliol St., is trimming a detached two-storey solid brick residence, \$4,500.

25 MAYFIELD AVENUE, Swansea, Ont. Owner, J. Budgley, 28 Waller Ave., is plastering a two-storey solid brick detached residence, \$4,500.

GREER ROAD, east side, near Old Orchard Grove. Owner, E. Dent, 109 Wanless Ave., has begun erection of detached two-storey solid brick residence on concrete block foundations, \$4,500.

ROE AVENUE, north side, near Greer Road. Owner, F. Coates, 6 Fielding Ave., has roof on two detached two-storey solid brick residences, \$10,000.

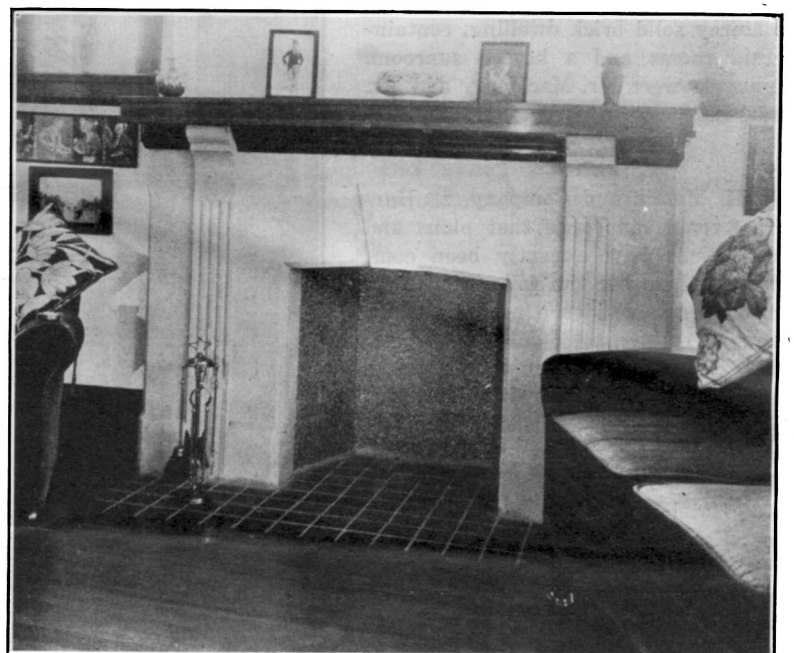
ROE AVENUE, north side, near Greer Road. Owner, Wm. Westcott, 126 Glenforest Road, has roof on two-storey detached residence and garage of solid brick construction on concrete block foundations, \$4,500.

ELLIS PARK ROAD, east side, south of Bloor Street. Owner, S. W. Garth, 204 Humbercrest Blvd., has walls started for detached two-storey residence of solid brick construction on concrete block foundations, \$5,000.

HARVIE AVENUE, east side, near Chudleigh Ave. H. W. Harlton, 96 Haverson Blvd., owner. General Contractor, C. J. Munslow, 111 Kirknewton Road, is trimming detached one-and-a-half-storey solid brick residence, \$3,500.

LIVINGSTONE AVENUE, near Locksley St., York Township. Owner, Wm. Purkis, 94 Rockwell Ave., is roofing detached one-and-a-half-storey solid brick residence on concrete block foundations, \$4,500.

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Building the City of the Future

(Continued from page 1)

ference as to the possibilities of the plot under consideration. Sketches are made—"space studies" they are sometimes called—and from these the owner or prospective purchaser determines the nature and extent of the contemplated improvement. The expert and well-organized builder advises on the approximate cost of the improvement, for the builder is the one who knows costs and the ways and means by which the structure is to be brought into being in the shortest possible time and within the budget that the improvement demands. For now we are dealing in millions, and it must be borne in mind that, during construction, the land is earning nothing, while the capital invested is drawing interest, items that have a major bearing when the finances of the operation are being weighed. Also, the renting agent is an indispensable factor, for, unless the owner has in advance a tenant for his structure, expert advice is needed on the subject of renting.

Builder and Architect Work Together.

From the sketches, the size, height, and general character of the building are determined, as well as design or exterior appearance. Also, if the examination of the problem is complete, the builder's budget is constructed, based upon the sketches, for, as has been said, it is the builder who knows costs and is in the best position to advise the owner on this important aspect of his problem. From the sketches, the next important development is the working drawings, and it is here that the combined forethought and experience of the architect and builder are brought to the service of the owner with such telling effect.

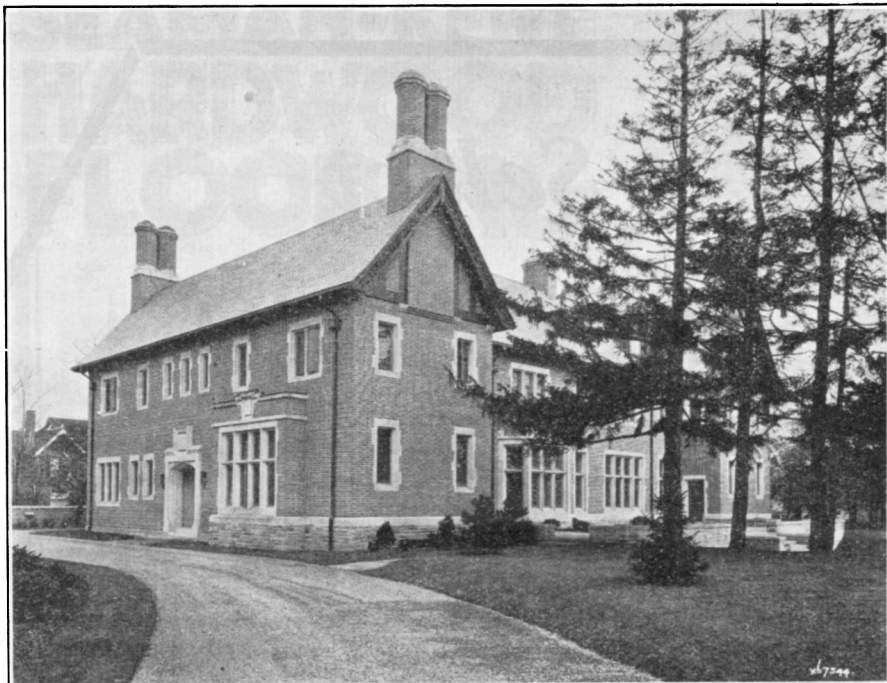
With the foundations determined, including consideration of the complex questions of water exclusion, deep boiler rooms, and perhaps deep safe deposit vaults, the structural frame itself is considered. And now we are launched into the whole intricacy of modern planning. Plumbing, heating, air conditioning and refrigeration, the types of construction best suited to the problem, sound-proofing, types of windows, types of elevators, exterior materials and the fitting thereof to the structural frame, banking rooms and their ventilation; all of these and a hundred more considerations press for solution, and particularly, for co-ordination, and this is the work of the architect and builder working together as

expert advisers of the owner who is also carrying on the plans of financing, renting, management upon completion, and a hundred other activities all germane to the problem and all interlocked with each other to the end that the property, when completed, shall justify its existence by a substantial financial return to the owner who has staked a fortune upon his judgment that the property will yield an adequate financial return.

Great Waste in Present Haphazard Building Programs.

Skyscrapers have come to stay and are a part and parcel of our national economic life. Excessive heights may have been attained, but this does not arraign high buildings, and, while the value of great height may be disputed, the fact remains that the trend is toward ever larger buildings. The city block will be the limit of area, and we can safely assume that the economics of these great structures will take care of the height question. An interesting and deeply studied treatise on the problem, entitled "Skyscrapers," by two of the able authorities on the subject, W. C. Clark and J. L. Kingston, sets the economical limit at seventy-five stories. Time will tell as to the correctness of their prophecy, but we are already experiencing the whole-block structure and already the advantages have been proven. One has only to consider the average, heterogeneous city block in such cities as Chicago or New York or Detroit, with ten to twenty unrelated, independent structures, ten to twenty managements, ten to twenty heating plants, ten to twenty sets of elevators and, finally, its utter lack of intercommunication, to realize the economic waste involved. Then consider the magnificent new, whole-block structures, such as 120 Broadway, New York, the General Motors Building in Detroit, the Cleveland Union Terminal, the Carew Tower in Cincinnati, with its unified central heating and elevator service and management, and the reason for the tendency toward bigness is clear. Such properties, when properly placed and ably managed, are magnificent, comparable to the soundest railroads in stability and earning power. They are tremendous public conveniences in their acceleration of business, and play their important part, not only in the creation of sound wealth for their owners, but also in the facilitating of the creative powers and advantages of their occupants and users;

(Continued on page 11.)



The Public Appreciate Quality

A residence in Oshawa, Ont., designed by Darling & Pearson, registered architects, and built by the Dickie Construction Co. Ltd., of John Price Brick, manufactured by

Toronto Brick Company, Limited

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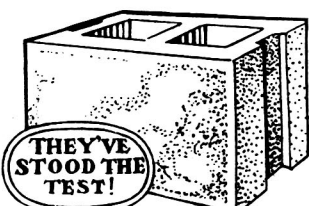
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Toronto District Building Permits

496 QUEEN ST. E., near River St., Dominion Brewery Co., 496 Queen St. E., erect three wall signs, \$1,200.

E.S. KENDAL AVE., near Davenport Rd., Barker's Bakery, Ltd., Davenport Rd., build outside ramp to 2nd floor of stable, also alterations to 2nd floor, \$2,000.

W.S. CASTLENOCK RD., near Rose-lawn Ave., Samuel A. Colby, 206 Scar-boro Rd., build one det. brick dwlg. and private garage, \$5,000.

355 LOGAN AVE., near Paisley St., Geo. Oakley & Son, 355 Logan Ave., build addition to factory, \$33,000.

BERKSHIRE AVE., n.e. cor. Eastern Ave., Canada Housing Co., C.P.R. Bldg., build one det. brick dwlg., \$2,500.

S.S. STRATHGOWAN AVE., near Mt. Pleasant Rd., Board of Education, 155 College St., remove portable from John Ross Robertson School and re-erect, \$1,000.

JARVIS ST., n.w. cor. Richmond St., Shell Co. of Canada, Federal Bldg., build addition to service station, \$3,000.

W.S. CLEVELAND ST., near Davis-ville Ave., A. H. Topple, 391 Millwood Rd., build four det. brick and shingle dwlgs., \$12,000.

S.S. ROE AVE., near Greer Rd., Mrs. Vera Dent, 109 Wanless Ave., build one det. brick dwlg. and private garage, \$4,200.

32 ROE AVE., near Greer Rd., Mrs. Vera Dent, 109 Wanless Ave., build one det. brick dwlg. and private garage, \$4,200.

618 MT. PLEASANT RD., near Manor Rd., Jos. D'Alessandro, 3 Ellsworth Ave., build three stores and billiard room, with 4-suite apt. over, \$30,000.

677 SOUDAN AVE., near Bayview Ave., Jno. Stevenson, 178 Woodycress Ave., build one det. brick and shingle dwlg., \$3,000.

679-81 SOUDAN AVE., near Bayview Ave., Jno. Stevenson, 178 Woodycress Ave., build one pr. semi-det. brick and shingle dwlgs., \$5,000.

32-34 HILDA AVE., near Wanless Ave., Samuel Seldon, 265 Palmerston Ave., build two det. brick dwlgs. and two private garages, \$9,000.

460-62 ROSELAWN AVE., near Castle-knock Ave., Wm. Kitchen, 136 Hillsdale Ave. W., build two det. brick dwell., \$10,000.

30 SHANNON ST., near Ossington Ave., Samuel Smith, 30 Shannon St., build additional storey to dwell., \$600.

15 WELLINGTON ST. W., near Yonge St., Clarkson, Gordon & Dillworth Bldg., install one 2,000-gal. fuel oil tank under-ground in lot at rear of dwell., \$625.

283 ST. GEORGE ST., near Admiral Rd., Jas. Scott, 283 St. George St., make interior alterations and cut new dormer at n.s. of attic, dwell. to be used as a det. private res. only, \$800.

S.S. SOUDAN AVE., near Mt. Pleasant Rd., Emilio Longo, 362 Lauder Ave., build one pr. semi-det. and one det. dwlg., \$10,000.

E.S. CLEVELAND ST., near Merton St., Lancaster Bros., 767 Yonge St., build three pr. semi-det. and two pr. semi-det. dwell. and two det. private garages, \$15,000.

280 QUEEN ST. E., near Ontario St., King's Mission, 39 Dalton Rd., build mission, \$7,000.

W.S. WESTON RD., near St. Clair Ave. W., Wm. J. Carey, 1913 St. Clair Ave. W., build one det. two-storey brick dwell., \$4,000.

N.S. DELORAINE AVE., near Elm Rd., Thos. Reid, 1022 Davenport Rd., build one det. two-storey brick dwell., \$3,500.

S.S. CRANBROOKE AVE., near Greer Rd., Magnus Jensen, 23 Donegal Dr., build two det. brick dwell., \$8,000.

17 FOXBAR RD., near Avenue Rd., Mrs. M. B. Blackhall, 17 Foxbar Rd., build addition to e.s. of dwell. for private garage with living room over, \$2,000.

267 WOBURN AVE., near Greer Rd., Geo. Newman, 2 Toronto St., build one det. brick dwell., \$4,000.

S.S. CASTLEFIELD AVE., near Avenue Rd., A. B. Wood, 2 Toronto St., build one det. brick dwell., \$5,000.

W.S. RAWLINSON AVE., near Eglinton Ave., Thos. Manning, 86 Walmsley Blvd., build two det. brick dwell., \$7,000.

316-18 DOUGLAS DR., near Astley Ave., Wm. H. Watson, 114 Fairlawn Ave., build two det. brick private residences, \$12,000.

54 DUNNFIELD AVE., near Eglinton Ave., Fred Stevens, 2 Beck Ave., build one pr. semi-det. brick dwlg., \$8,000.

N.S. ST. ANNE'S RD., near Rusholme Rd., Davis & Freeman, 578 Dundas St. W., build one det. brick dwell., \$3,500.

YONGE ST., s.e. cor. Eglinton Ave., National Trust Co., 28 King St. E., build enclosing north wall of brick dwlg. to one store, \$3,000.

S.S. ST. GERMAIN AVE., w. of Greer Rd., Alfred Spicer, 86 Monarch Park Ave., build two det. brick dwell., \$5,000.

W.S. GREER RD., near Fairlawn Ave., Stanley G. Harmer, 155 Dinnick Cres., build two det. two-storey brick dwlgs. and one pr. semi-det. private garages, \$7,000.

S.S. Danforth Ave., 100' w. of Euston Ave., Mrs. Frances Hollinger, 167 Madison Ave., build lavatory in connection with miniature golf course, \$500.

HILDA AVE., s.e. cor. Wanless Rd., Emil Erickson, 359 Ellis Pk. Rd., build one det. one-storey brick dwell. with private garage attached, \$6,000.

YORK TOWNSHIP PERMITS.

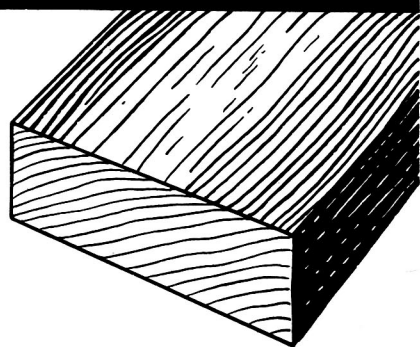
DUFFERIN STREET, west side near Ramsden Avenue. J. J. Little, 2418 Dufferin Street, a one storey brick addition, \$1,500.

LIVINGSTONE AVENUE, south side near Times Road. T. J. Eve, 171 Livingstone Avenue, a two storey brick dwelling, \$4,500.

VAUGHAN ROAD, north side near Wychwood Avenue. British Construction Company Limited, 703 Federal Building, a three storey 30 suite apartment building, \$90,000.

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ROBINA AVENUE, west side near Jessmond Avenue. A. Watling, 6 Bansley Avenue, one pair of two storey brick dwellings, \$8,000.

ROSENEATH GARDENS, east side near Glenhurst Avenue. G. Groves, 450 Concord Avenue, two brick two storey dwellings, \$9,000.

HATHERLEY AVENUE, west side near Eversfield Road. P. Flo, 128 Earls-court Avenue, one pair of two storey brick dwellings, \$7,000.

WINDERMERE AVENUE, west side near St. John's Road. F. Ball, Islington, Ontario, a two storey brick dwelling, \$5,000.

PRITCHARD AVENUE, north side near Mould Avenue. G. R. Bailey, 14 Pritchard Avenue, two brick one storey dwellings, \$6,000.

GLENHOLME AVENUE, east side near Rogers Road. W. A. Goy, 144 Northcliffe Boulevard, three brick two storey dwellings, \$13,500.

GLENHOLME AVENUE, west side near Genesee Avenue. S. Stockley, 39 Hanson Road, a two storey brick dwelling, \$4,500.

KEELE STREET, east side near Trowell Avenue. T. Sturch, 20 Rothesham Avenue, a one storey brick dwelling, \$2,500.

BATHURST STREET, west side near Montclair Avenue. J. Rosenberg, 735 Dufferin Street, a four storey brick apartment building, \$72,000.

GLEN CEDAR ROAD, west side near Avenall Drive. R. E. Diehl, Weston, a two and a half storey brick dwelling and garage, \$10,000.

CRIPP AVENUE, south side near Hilldale Avenue. H. W. Campbell, a one storey dwelling on posts, \$1,500.

KIRKNEWTON ROAD, east side near Harlow Avenue. A. Gray, 14 Eversfield Road, a one storey brick dwelling, \$3,500.

ROBINA AVENUE, west side near Jessmond Avenue. T. R. Wilson, 69 Clovelly Avenue, a two storey brick dwelling and garage attached, \$5,500.

BATHURST STREET, west side near Claxton Boulevard. W. J. Hughes, 212

Wychwood Avenue, a three storey brick apartment house, \$11,000.

WYCHWOOD AVENUE, west side near Claxton Boulevard. W. J. Hughes, 212 Wychwood Avenue, a two storey brick dwelling and garage, \$9,000.

BALFOUR AVENUE, east side near Eglinton Avenue West. Lamb and Vale, 150 Cedric Avenue, two brick two storey dwellings, \$7,000.

GUESTVILLE AVENUE, east side near Dennis Avenue. A. E. Mould, 15 Astoria Avenue, one pair of two storey brick dwellings, \$7,000.

EAST YORK TOWNSHIP PERMITS.

H. Lucas, 16 Ellerbeck Ave., one single solid brick dwelling on south side of Rosevar Ave., near Dawes Rd., \$1,600.

D. Green, 574 Main St., single frame garage, 574 Main St., \$100.

E. H. Locke, 197 Oakcrest Ave., one brick and shingle dwelling on west side of Connor Ave. near Sammon Ave., No. 22, \$3,000.

A. Seymour, 58 Sibley Ave., single frame garage, 58 Sibley Ave., \$30.

W. Heaton, 16 Holborne Ave., single frame garage, 14 Holborne Ave., \$150.

R. H. Breeze, 806 Coxwell Ave., single frame garage, 709 Sammon Ave., \$100.

A. Wild, 75 Gamble Ave., one brick and shingle dwelling and garage on south side of Hopedale Ave., near Pape Ave., \$2,600.

Joseph Gilbert, 1058 Woodbine Ave., one solid brick dwelling on 31 Connor Ave., near Sammon Ave., \$3,500.

W. J. Scott, 46 Sparkhall Ave., two detached brick dwellings on east side of Chilton Rd., near Donlands Ave., and 2 garages \$8,200.

F. Grant, 59 Queensdale Ave., one detached dwelling solid brick on the north side of Springdale Blvd., near Linsmore Crescent, \$3,700.

Wm. Ridgway, 210 Cosburn Ave., brick basement at 210 Cosburn, \$400.

Sun Oil Co., Toronto, sign on steel post to be erected at 950 Pape Ave., \$50.

Chas. Buckner, 106 Meagher Ave., single frame garage, 106 Meagher Ave., \$100.

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This is the "Ten Point Red Seal"—it certifies homes that are sufficiently wired.



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Toronto

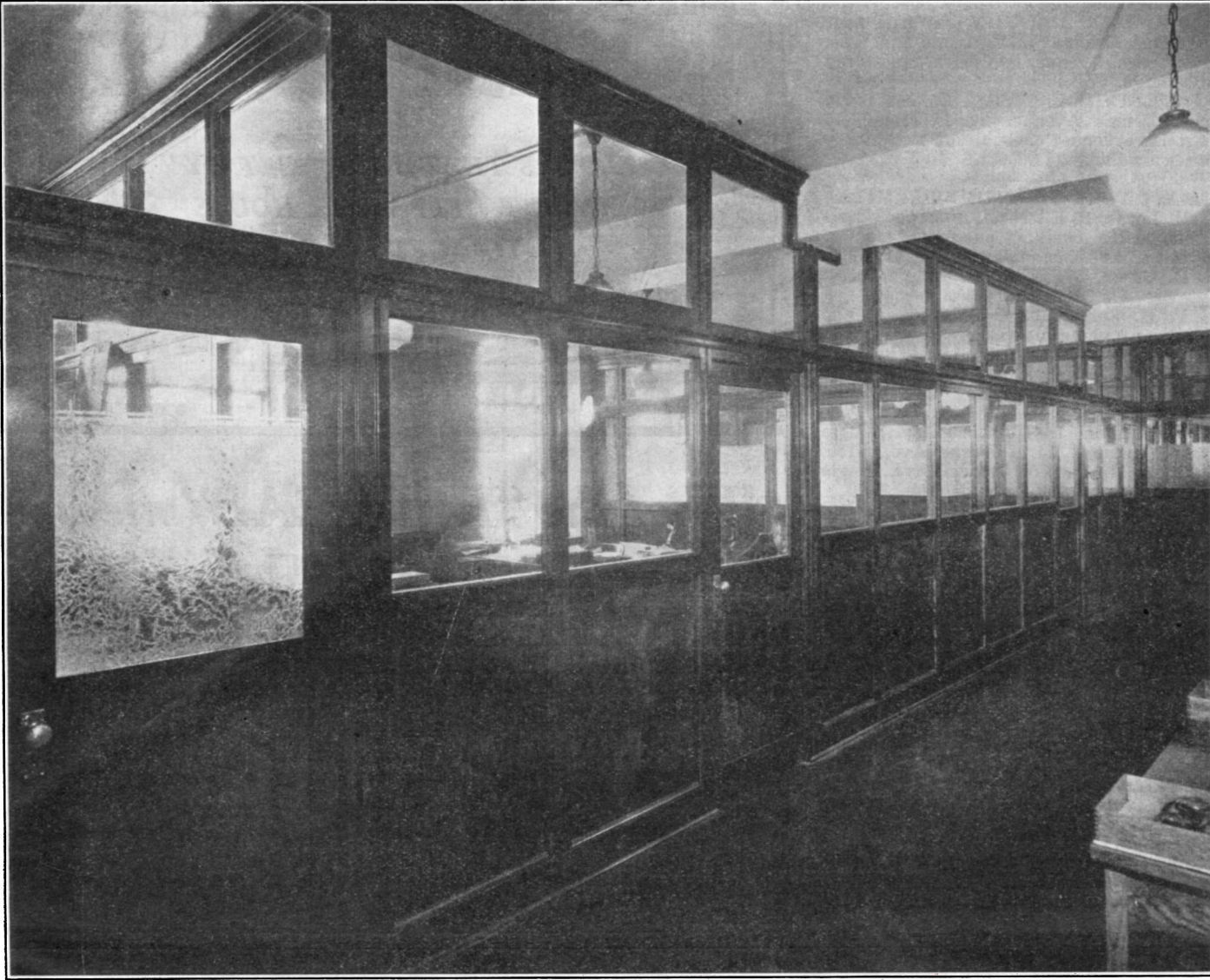
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Above is pictured the office of Campbell Ewald in the Sterling Towers, Toronto. Partitions are of Canadian Birch.

Watch the advertisements of The Geo. Rathbone Lumber Co. Ltd., as they appear every month in the Weekly Building Reporter. They show splendid views of some of Toronto's finest interiors in both homes and commercial buildings.



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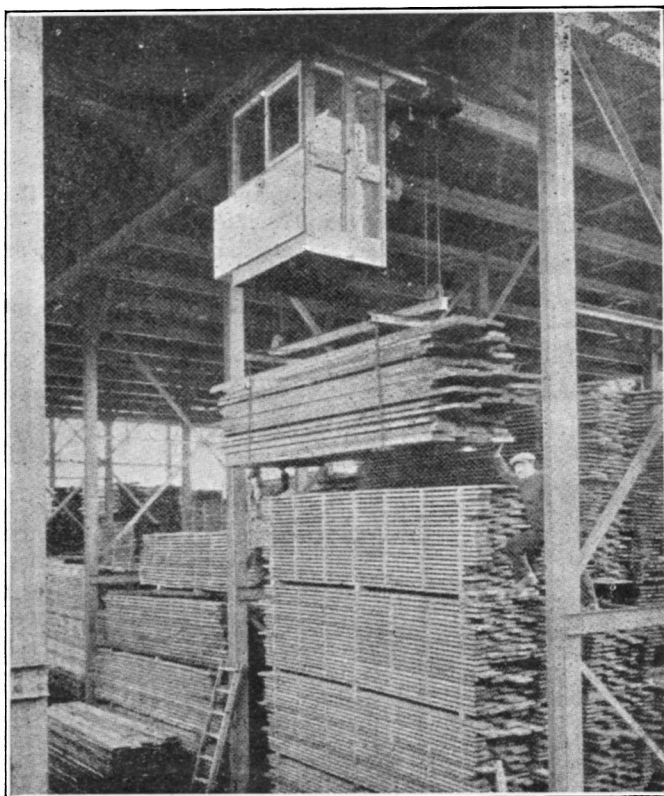
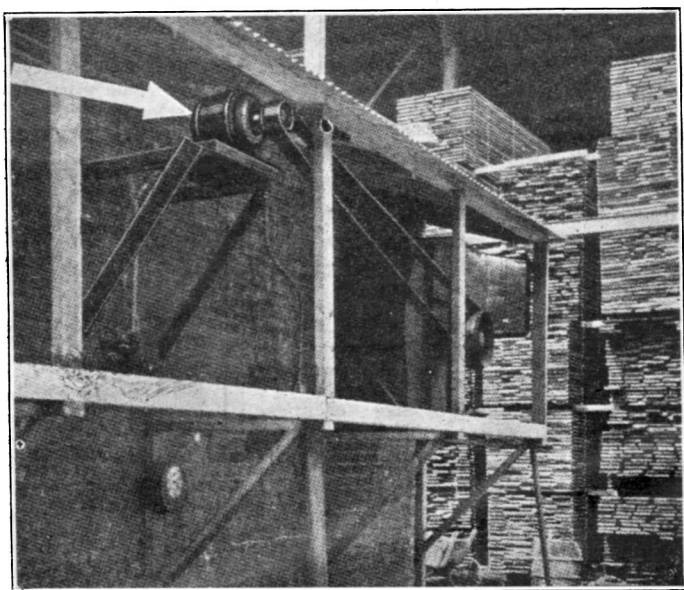
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Left—Partial view of special kiln installation, showing motor-driven fan and recording instruments. It produces a specially processed lumber that retains its shape better than ordinary kiln dried stock.

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JUNCTION 1186 - Weston, Ontario



Would Put Stop to Making Stores of Residences

H. C. Fortier Suggests Such Move.

The following letter has been recently received from H. C. Fortier, of the well-known Toronto real estate firm of Fortier & Ames, and deals with the problem presented by the renovation of old residences to make shops. It is an interesting question, and one that will no doubt require considerable solving, and the letter is being submitted to readers of the Weekly Building Reporter in hope that its contents may be of interest to them.

To the Editor:

Sir: I have lived in Toronto long enough to know that most of the stores on Yonge St. were, about 1870, private residences, and all that has been done was to put store fronts on the old buildings. Enough extra insurance has been spent on these old derelicts to have built up-to-date stores. This sort of thing is being done on Bay, Bloor, Avenue Road and other streets. When the owners change a street from a residential one to business, the owners should agree to build real stores and not just put a store front on old homes. This would work well in two ways, first, not so many owners would be desirous of converting private dwelling streets into business streets, and it would lessen the number of stores in Toronto. We have enough stores for a city twice the size.

I suggested to one of our aldermen that he should introduce a by-law covering this question, and his reply was as follows: "If I suggested such a thing I would be as popular as a skunk at a picnic."

If one selects a private street and erects a home, he has no guarantee that

within a few years he will not have stores all around him.

H. C. F.

Extend East End Bus Service

Effective Almost Immediately.

In order to provide more adequate bus service for residents of the east end, the bus service at present operating in the Pape Avenue-Leaside viaduct section will be extended and will run as follows: North on Pape Avenue to Don Mills Road, east on Don Mills to Donlands, south on Donlands to Cosburn and west on Cosburn to Pape and thence to the Lipton loop. Thus a much more adequate service will be provided for residents of this section, and values here will be increased proportionately.

Fire Escape By-Law

Not Observed

Numerous Offenders.

According to a communication received by the York Township Council recently from William Dever, the Township Building Inspector, the by-law respecting fire-escapes on apartment houses in the township is not being observed by builders.

This by-law, which was passed in December, 1929, provides that all apartment houses of three or more storeys be equipped with outside fire escapes. Since the law became effective fire-escapes have been installed on twenty-one structures, and the remainder are regarded as a serious fire hazard. Recommendation was made that the county solicitor take immediate action in the matter, but it was finally placed in the hands of the property committee.



These attractive little homes, situated on McNaughton Road, are typical of the many charming residences which have been erected in the Town of Leaside during the past two years or so. As a residential location, Leaside possesses many advantages, fine pavements, wide streets and accessibility being only a few. Considerable building is in progress here at present, and the population of the town is steadily swelling. Messrs. Wood, Fleming & Company, Royal Bank Building, have been developing the residential section of this community.

Property Transfers

COSTAIN AVE., s.s., No. 7, 25 x 100, Annie Stirling to Gertrude G. Galbraith. Sale price, \$3,750.

KINGSTON RD., s.s., No. 1035, 18 x 91.8, Eleanor M. Tassiker to Wm. Rowe. Sale price, \$9,800.

GERRARD ST. E., n.s., No. 2192, 98 x 150, Calvary Baptist Church to Robert D. Wood and John M. Boyd. Sale price, \$10,500.

NEVILLE PARK BLVD., w.s., No. 106, 30 x 135, estate of Wm. J. McWaters to Edwin C. Beer. Sale price, \$4,000.

OAKCREST AVE., n.s., west of Cedarvale Ave., new house, 20.6 x 80.5, H. E. Warrington et ux, to Robert Lucas. Sale price, \$5,200.

NEVILLE PARK BLVD., w.s., No. 188, 30 x 134, estate of Wm. J. McWaters to Fenwick L. Meisner. Sale price, \$4,000.

SCARBOROUGH RD., e.s., No. 107, 50 x 110, Alice M. Ciceri to Tertius P. Goddard. Sale price, \$8,000.

DEVON RD., e.s., No. 7, 14.7 x 120, O. H. Macklem et al, to Martha Towler. Sale price, \$3,000.

MACLEAN AVE., e.s., No. 155, 30 x 118.6, C. R. Ruttle et al, to Margaret B. Heiman and Chas. H. Heiman. Sale price, \$9,500.

BURGESS AVE., s.s., No. 19, 25 x 105, estate of Emily Peel to Geo. A. Dancy and Flora C. Dancy. Sale price, \$4,200.

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Report on Accidents in Ontario Construction Industry

Decrease in Accidents Largely Accounted for by Let-up in Rush Work.

The following statement has been sent to members of Toronto Builders' Exchange by Secretary George Gander:

The record of accidents throughout the Construction Industry in Ontario from July 1st to Sept. 15th, as given to the Builders' Exchange by the Workmen's Compensation Board, is considerably less than for the same period last year. We can truthfully say that our payrolls for the same time have also been a great deal smaller. All of which means that the lesser work accounts for the lesser number of accidents. So it should not be taken for granted that the number of casualties is in any way less than usual.

There is not the slightest doubt but that the lessening of rush work has allowed for more time to be given to carefulness and avoiding accidents. At the same time it would be folly on our part to lead ourselves to believe that we are eliminating to any great extent a large portion of this trouble.

On the issue of this year's rates and statements from the Workmen's Compensation Board, we found several drastic increases, which occurred through the many and very costly accidents of last year. These increases came as a very painful surprise to many contractors, for had it been known that the Provincial rates named were insufficient, some provision to meet these rates would have been made in last year's contracts.

We do not wish to see further increases in rates. The burden of carrying the various taxes is heavy enough, and should be curtailed as much as possible. So we do hope that the 1930 extra rating, and the further attention given to the prevention of accidents, may bring a surplus to the funds at the end of the present year.

The accidents as reported are those coming from the various minor trades, and do not include the accidents occurring in general construction, where employers have payrolls of \$30,000 and over, who are protected by the Accident Prevention Association, and who are doing their best to reduce the number of accidents to the lowest possible figure. Just a little care and forethought, and accidents would be lessened, and assessment rates decreased.

The following is a list of the accidents, as by trades and employees affected:

Reports received 458

Cause of Accidents.	
Falls	149
Nails	37
Burns	41
Eyes	18
Falling objects	74
Slivers	15
Serious cuts	90

Trades.	
Labourers	150
Carpenters	53
Painters	41
Plumbers	81
Plasterers	35
Electricians	35
Brick and Stone Masons	19

Sheet Metal Workers	29
Wreckers	10

Deaths.

1 Painter	Fall from scaffold
1 Roofer	Falling bricks
1 Plumber	Entangled in machinery

Building the City of the Future

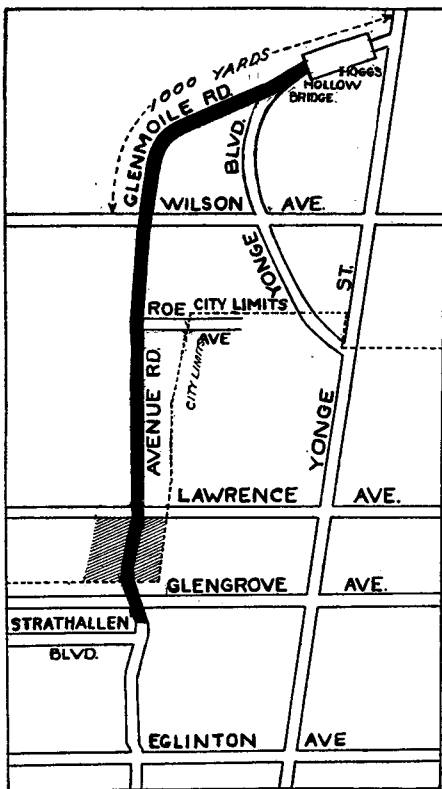
(Continued from page 5)

for, after all a great office building is nothing more than a great manufacturing plant, where the most useful and valuable, the most creative products in the world are turned out—clear thinking and sound ideas. Nothing has been invented to take the place of personal contacts between men important in the world of commerce, industry and finance. The time of these men and these great organizations is valued in thousands of dollars for seconds. The prime necessity of instant contacts is emphasized and served by the modern skyscraper.

It is beside the question to point to traffic congestion and crowded sidewalks. The skyscraper, with its myriad conveniences, alleviates city congestion and enables the performance of busy and efficient executive life as no instrumentality devised by man has ever done before.

So we see a reason for the tendency toward ever increasing size up to the limit of city blocks, with the height question taking care of itself in various ways. And with this tendency and the proven soundness of the innumerable fine modern structures in our principal cities throughout the land, we must again consider the owner and think of his problems in providing funds to make these needed improvements. Today ten million for land and building is not uncommon. At first the insurance companies supported these building ventures with cautious conservative loans, and reluctantly followed the trend of increasing magnitude until loans of one to two millions were frequently made. Still the requirements were not met and it was at this point that our farseeing investment bankers rendered what has come to be recognized as a national service. It was their vision, courage and introspection that have largely made possible the swift skyscraper development of the past decade. Building owners are no longer confined to insurance companies for their mortgage loans.

LIVINGSTONE AVENUE, south side, near Lyon Ave., York Township. Owner, Wm. Russell, 38 Holmesdale Road, is trimming a one-storey bungalow residence of brick and stone construction, \$4,500.



EXTENSION OF AVEUNE RD. OPENS UP GOOD BUILDING AREA.

Verdict of Havergal College Board Awaited for Commencement of Work.

Above is shown the route of the Avenue Road extension north from Strathallen Blvd., which runs nearly in the centre of the Havergal College grounds. A small strip of land, 1,350 feet long and 86 feet wide, is holding up the extension from Strathallen to Yonge Boulevard, until the college authorities give North York Township the right of way through the property. Immediately the Havergal board make their decision in favor of the extension, work will commence on the new traffic artery. On the map reproduced above, the heavy black line shows the route taken by new Avenue Road. The Havergal College property is shaded in a block between Lawrence and Glengrove Avenues, with the proposed route marked in the centre.

SCHOOL ANNEX CONTRACTS ARE LET.

Ten Room Addition at Silverthorne.

Most of the contracts for the work on the 10-roomed addition to Silverthorn public school have been let, as follows: Masonry, J. Laxton, \$34,125; carpentry, Jordan & Harrison, \$12,944; plastering, Watkins Brothers, \$5,126; roofing, A. B. Ormsby Co., \$2,207; plumbing, H. Grif-fiths, \$12,500; heat regulation, Johnston Temperature Regulation Co., \$2,800; electrical work, Canada Electric Co., \$986.

The work, comprising 10 class rooms, one teachers' room, alterations to the present structure and grading of the playground will cost in the neighborhood of \$90,000. D. R. Franklin is the architect.

ASK TIME LIMIT EXTENSION.

Queen Street Business Men Not Ready to Move.

A deputation protesting against immediate removal from business premises along Queen Street to make way for the University Avenue Extension waited upon the Board of Control recently. They said that many of them had been unable to find suitable new locations and asked that an extension of time be allowed. The mayor pointed out that there had already been innumerable delays in getting the project under way and was decidedly opposed to allowing any further time. The Assessment Commissioner will be referred to and the matter settled as soon as possible.

MECHANIC'S LIENS

Week ending Nov. 12, 1930.

HARRY W. RUSHBY, LTD., lien No. 11996, against Richard F. Scott, et al for the sum of \$861.24.

TORONTO PAINT CO., lien No. 11997, against Mindo MacGregor, for the sum of \$70.29.

PHILIP RUBINOFF, lien No. 11998, against Minnie Slovin, for the sum of \$149.00.

TORONTO BRICK CO., LTD., lien No. 11999, against Model Knitting Mills, et al for the sum of \$5,344.00.

THE COOKSVILLE CO., LTD., lien No. 12000, against George R. Perry, et al for the sum of \$1,084.83.

M. BROWN, lien No. 12001, against Elsie Cooper, et al for the sum of \$92.50.

JOHN BRATTY, lien No. 12003, against Edward G. Clarkson, et al for the sum of \$5,511.00.

WILLIAM GIBSON, lien No. 12004, against Victor Kettle, et al for the sum of \$73.10.

EDWARD TAYLOR, lien No. 12005, against Victor Kettle, et al for the sum of \$237.25.

WILLIAM SUTHERLAND, lien No. 12006, against Benjamin Cowell, et al for the sum of \$620.55.

RADE J. COLICK, lien No. 12007, against Robert C. Maguire, et al for the sum of \$409.21.

GEORGE SINCLAIR, lien No. 12008, against A. Greenspon, et al for the sum of \$1,676.00.

MAX LIPSKY, trading as Toronto Stucco Syndicate, lien No. 12009, against A. Greenspon, et al for the sum of \$490.00.

J. E. MONTGOMERY, lien No. 12010, against A. Greenspon, for the sum of \$338.40.

BEN LITOFISKY, lien No. 12011, against Wolf Silverberg, et al for the sum of \$58.00.

THE COOKSVILLE CO., LTD., lien No. 12012, against Model Knitting Mills, et al for the sum of \$5,389.25.

RICHARD COULTER, lien No. 12013, against Model Knitting Mills, et al for the sum of \$145.

CANADA HARDWARE CO., lien No. 12014, against Margherite Cira, et al for the sum of \$410.17.

JOSEPH CAPONE, lien No. 12015, against F. E. Hazard, et al for the sum of \$115.25.

CANADA BUILDING MATERIALS, lien No. 13648, against A. Greenspon, et al for the sum of \$372.42.

WALTER TERRELL, lien No. 13649, against Tillie Greenburg, for the sum of \$166.00.

THE COMMUNITY BUILDERS, LTD., lien No. 13650, against Acquila Skene, et al for the sum of \$648.18.

ABRAHAM LAYEFSKY, lien No. 13651, against Harry Kardish, et al for the sum of \$806.00.

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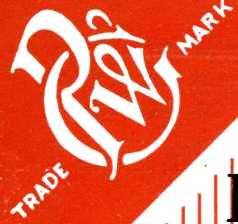
These are worth while investigating.

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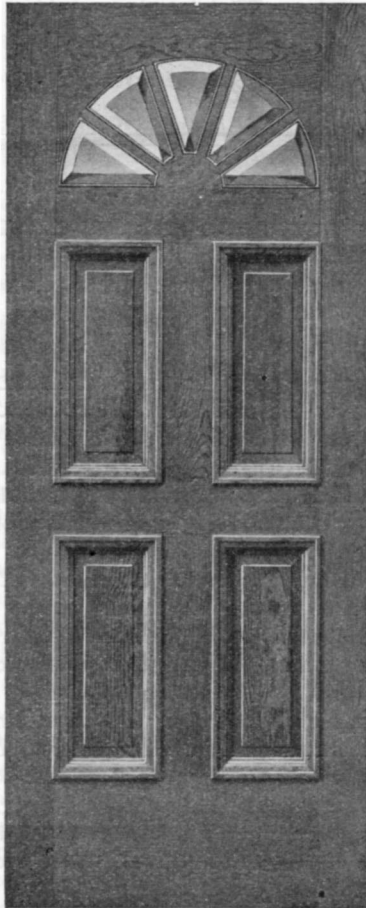
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All Employers Opposed to Apprenticeship Act Called to Meet Nov. 25th

Builders' Exchange Invites All Opposed to Taxation for Apprenticeship Training to Meet at King Edward Hotel, Tuesday Afternoon, November 25th.

The opposition on the part of contractors, sub-contractors and others to the assessment features of the recently enacted Ontario Apprenticeship Act appears to be growing. Several meetings in opposition to the Act have been held from time to time by sections of the Builders' Exchange and by the Home Builders' Association. Now the Builders' Exchange under the signature of President Victor Vokes and Secretary George Gander have issued an invitation to all employers in the construction industry "who are opposed to the above Act in its present form" to meet at the King Edward Hotel, Toronto, Tuesday afternoon, November 25th, at 2 o'clock.

The notice from the Exchange follows:
To all Employers,
In the Construction Industry:
Re Apprenticeship Act.

Dear Sir:—

Owing to the many protests made against the above Act by our members and associations affiliated with us, our Board of Directors have decided to call a meeting of all trades and associations who are opposed to the above Act in its present form. This meeting is to be held at the King Edward Hotel on Nov. 25, at 2.00 p.m.

As you may be aware, the Government asked the Provincial Exchange to appoint two representatives on the Apprenticeship Council, to take the place of two who resigned. The request was acceded to, and Messrs. Markham and Dillon were appointed. They have attended one meeting, and expressed the views of those employers they represented, which, they regret, were not accepted by the Council. After realizing the objects and work of the Apprenticeship Council and giving it honest and serious consideration, they felt they could not conscientiously continue in office, as, being a party to carrying out the objects of the Act, would be unfair to their fellow contractors, and also against their own interests in business. Therefore, they resigned, and notification was sent to the Minister.

This is really a personal matter, and is a question that demands serious consideration on the part of every employer

throughout the Province, and from this meeting, the views and resolutions brought forward will be placed before the Government by a deputation chosen from this meeting, which deputation should be representatives of every trade.

We are not mentioning any of the points at issue that may be uppermost in the minds of employers, as there is not the least doubt they will be brought forward by those competent to speak on the same.

We are desirous to know your intention to attend this meeting, so that we may make all satisfactory arrangements for the conducting of the same, and an early reply will be greatly appreciated.

Yours truly,

(Sgd.) V. V. VOKES, President.
G. GANDER, Secretary.

Death of Samuel

Ransom Hughes


Well Known Member of Builders' Exchange Passes.

We regret very much the passing of another of our old-time members in the person of Mr. S. R. Hughes, Carpenter and General Contractor, who had been connected with the Toronto Builders' Exchange for over 28 years, which constitutes a long and faithful service in the interests of both the Exchange and the construction trade in general.

Born in Orangeville 71 years ago, he started construction work in Brampton, and then moved to Toronto, where he has carried on a successful business career. Aside from his following of General Construction work, he made a specialty of high class carpentry and cabinet work, in which he proved himself to be a master mechanic in every sense of the word.


On Labour affairs, he sat, on many occasions, on arbitration committees, and he treated the Union representatives with that respect due them, as he himself had worked right up from the bench.

(Continued on page 15)



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Also Publishers of BUILDING IN CANADA (Issued Monthly)

EDITORIAL COMMENT

NORMAL BUSINESS IS OUR OBJECTIVE

THE tensivity of periods of economic stress gives rise to extremes in public thought, expression and action. In our anxiety to deal courageously with an existing situation, there is danger that our conclusions will be arrived at hastily, and hasty conclusions are hazardous. Invariably they bring disappointment and confusion. They should be avoided.

Unemployment, as it exists to-day, is a temporary situation. This situation may be brief or prolonged. It will continue, obviously, until the normal avenues of employment are able to re-absorb the labor surplus. The major concern of the community should be for the recovery of business. To business there should be extended every possible encouragement and assistance. Handicaps to the recovery of business should be avoided.

The acuteness of the situation appears to make supplemental measures of relief advisable and necessary. At best these measures can be only temporary. They are a stimulant resulting in a quickened beat in the economic pulse. The quickened beat is artificial. It will subside as the effect of the stimulant passes. If twelve or more school projects are advanced for immediate authorization, there will be need for fewer school projects next year and the year after. The law of supply and demand may be circumvented but it cannot be defeated. Eventually it demands a reckoning.

The major concern of the community should be for the recovery of normal business. Hysteria retards rather than promotes business. Toronto's growth and prosperity resulted from her reputation as being a solid, secure, forward and thoroughly dependable city. Capital had no hesitancy about investing in Toronto. That reputation must be preserved. To preserve that reputation we must avoid public expressions and actions disturbing to business confidence. This is a most unfavorable time for extremes and for fanciful experimentations.

The need of the moment is for a calm and friendly understanding of the problems and requirements of each of the forces that go to make up the city. The spirit of the city should be one of cordiality, co-operation and confidence. Cures will come from neither the critic nor the experimenter. Sophistry will not produce shoes and sandwiches. In striving for correctives for the ills of the day we must not experiment with remedies handicapping to the normal processes of business and industry. To do so will retard recovery of normal avenues of employment and will prolong the situation we are endeavoring to correct.

In dealing with the situation at hand let us keep steadfastly in mind the fact that the major concern of the community is for the recovery of normal business.

SAVINGS THAT INCREASE EXPENSE

KENNETH COLLINS, the sales promotion officer of Macy's New York department store, adds to his reputation for saying the right thing at the right time by this recent observation: "I think it is a mistake to curtail publicity efforts. This will not help volume, and while a little may be saved in cutting down on advertising, a whole lot more will be lost in increased expenses." Mr. Collins has been a critic of advertising. He has told advertisers that they were throwing their money away. He has a settled dislike of ineffective advertising. But he has never doubted that good advertising is the best tonic business can have, and that the best time to administer it is when stimulation is needed.

The most ineffective individual or corporation is the one who, when something must be done, does nothing. The concern that allows business to slip away on general principles—because the times are out of joint—is inviting the sort of disaster that is born of inertia or cowardice. Those who are moving forward when good times return will go a lot faster into golden seas than those who try to get under way from a standing start or have to reverse the motion of retreat.—"Sales Management."

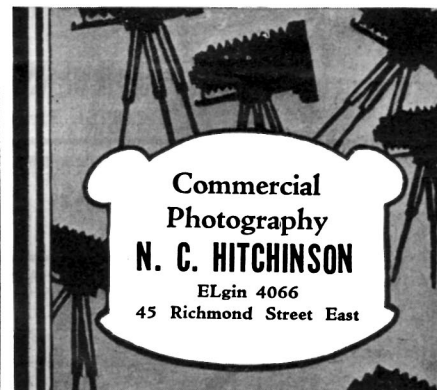
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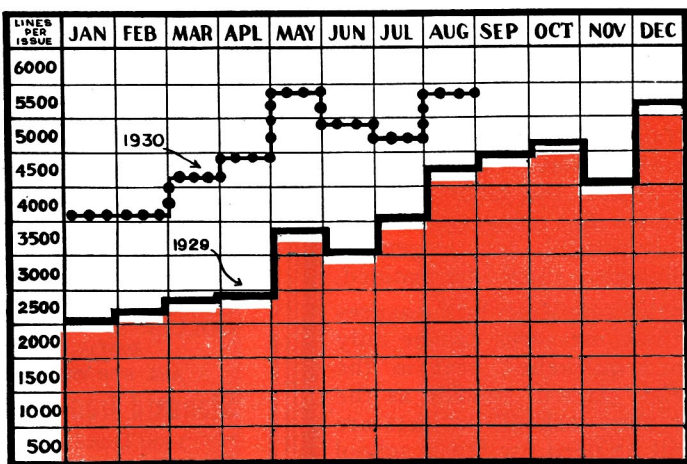


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S. Clements, 97 Gainsborough Rd., one pair and single brick and shingle dwellings on east side of Coleridge Ave., near Lumsden Ave.\$6,000.00
W. Lawrence, 39 Hopedale Ave., one brick dwelling at 37 Hopedale Ave., east side, near Don Mills Rd.\$3,500.00
W. Lawrence, 39 Hopedale Ave., single frame garage at 39 Hopedale Ave.\$100.00
James Gregory, 8 Shaughnessey Ave., build top storey, brick veneer and solid brick at 8 Shaughnessey Ave., near Mortimer Ave.\$900.00
Geo. Knight, 89 Meagher Ave., frame garage at 89 Meagher Ave.\$100.00
A. Jobin, 150 Aldwych Ave., two frame garages on lot 48 Sammon Ave., to be covered with metal, south side of Sammon Ave., near Donlands Ave.\$100.00
Mrs. Flegg, 219 Donlands Ave., block basement at 219 Donlands Ave., near Sammon Ave.\$120.00
A. Spicer, 86 Monarch Park Ave., four solid brick dwellings on east side of Warland Ave., near Don Mills Rd., and four frame garages\$16,400.00
Geo. Peacock, 10 Rowe Ave., concrete basement at 10 Rowe Ave.\$250.00
T. Todd, 1294 Woodbine Ave., an addition to present garage at 1294 Woodbine Ave., east side, near Barker Ave.\$25.00
A. Ruta, 873 Pape Ave., frame garage at rear of 875-7 Pape Ave, for 3 cars\$300.00
H. Warrington, 51 Orchard Park Blvd., single frame and metal garage, 41 Cadorna Ave., near Cosburn Ave.\$68.00
C. F. Martin and H. A. Martin, 7-9 Rivercourt Blvd., double frame garage at 7-9 Rivercourt Blvd., near Don Mills Rd.\$150.00
Alfred O'Connor, 77 Pembroke St., one solid brick dwelling at 60 Sibley Ave., near Dentonia Park Ave.\$3,000.00
Mrs. Hayland, 420 Lumsden Ave., concrete basement at 420 Lumsden Ave.\$300.00

Property Transfers

SILVER BIRCH AVE., w.s., No. 230, 20 x 118.6, estate of Agnes Lickley to Albert Cornell. Sale price, \$5,000.
HERBERT AVE., e.s., No. 35, 17.3 x 123, Ida Stone to Leak Romberg. Sale price, \$4,500.
GOLFVIEW AVE., e.s., No. 181, 16 x 122, W. Allen et ux, to Violet Donald and John Donald. Sale price, \$4,100.
BALSAM AVE., w.s., No. 192, 50 x 225, W. P. Ferguson to Harvey Obee. Sale price, \$10,000.
WOODBINE AVE., e.s., No. 879, 50 x 150, The Northern Life Assurance Co. of Canada to Richard Morran. Sale price, \$2,500.
SCARBORO RD., w.s., No. 56, 16.10 x 120, estate of William J. McWaters to Fenwick L. Meisner. Sale price, \$3,500.
LAWLOR AVE., e.s., No. 169, 15.8 x 140, D. Harris et ux, to Vera Williamson and John Williamson. Sale price, \$4,200.
WOODBINE AVE., e.s., No. 757, 22.6 x 120, Frederick A. Tuck to Elizabeth Tuck and Frederick Tuck. Sale price, \$1,000.
LEE AVE., w.s., No. 102, 19.6 x 102, James E. Strange to Jessie Hayes and Frank B. Hayes. Sale price, \$5,400.
BELLEFAIR AVE., w.s., No. 56, 25 x 93, H. D. McGill et ux, to David E. Anderson. Sale price, \$4,000.
NORWAY AVE., n.s., No. 4, 18 x 50, C. Houston to Ruby and Alexander Edwards. Sale price, \$2,400.
AMROTH AVE., e.s., No. 43, 16.10 x 114.9, E. Smith to Eva Collins and Samuel Collins. Sale price, \$3,900.
BALSAM AVE., e.s., No. 201, 16.10 x 120, Hannah Walker to Frances M. Loughheed. Sale price, \$400.
WOODBINE AVE., e.s., No. 737, 19.4 x 120, C. W. Wallace et ux, to Violet Johnson and Frederick Johnson. Sale price, \$4,800.

SILVER BIRCH AVE., e.s., No. 151, 25 x 118.6, R. J. Gray et ux, to Sarah Gray and Robert Gray. Sale price, \$2,000.

MILVERTON BLVD., s.s., No. 443, 25 x 120, T. J. Smith to Isabella White and John H. White. Sale price, \$5,100.

LIPTON AVE., s.s., No. 13, 18 x 100, H. E. Nelson to Annie B. Reddick. Sale price, \$5,000.

DUCHESSE ST., s.s., Nos. 111 to 123, 179.6 x 196, rear 89.9 x 100, D. Colville to Colville Cartage Co., Ltd. Sale price, \$60,000.

SAULTER ST., w.s., No. 52, 27 x 132, George Benton et ux, to Louise L. Benton. Sale price \$1.00.

QUEEN ST. E., s.s., No. 2387, 25 x 150, C. A. M. Hunter et ux, to Edith M. Benson and William P. Benson. Sale price, \$14,000.

D'ARCY ST., n.s., No. 128, 16.3 x 143.3, Annie Kling and Fannie Lichtman to Sarah Hershenbaum. Sale price, \$5,000.

HURON ST., e.s., No. 239, 21.6 to 140, D. Roher to Myer Hibel and Annie Himel. Sale price, \$6,500.

SHERBOURNE ST., e.s., Nos. 585 and 587, 40 x 100; Bleecker St., w.s., No. 400, 40 x 95; estate of James Greer to Maud Greer. Sale price \$2,000.

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JARVIS ST., w.s., No. 186, 41 x 116, estate of James J. Walsh to Frank R. Davies and Lizzie Davies. Sale price, \$3,500.

JARVIS ST., e.s., No. 519, 122.9 x 286; Russell Hill Rd., n.s., No. 45, 75 x 216, Vaughan Glaser et ux, to Julia V. Merriam. Sale price, \$66,400.

WINCHESTER ST., n.s., No. 70, 19.6 x 100, M. Kaufman et al, to Mary A. Shephard. Sale price, \$5,400.

PARLIAMENT ST., w.s., Nos. 370 and 372, 43 x 145, I. Johnson et ux, to Board of Education for City of Toronto. Sale price, \$14,500.

GEORGE ST., e.s., No. 253, 22.6 x 150, Hy. R. Waddell to Geo. Driver. Sale price, \$7,500.

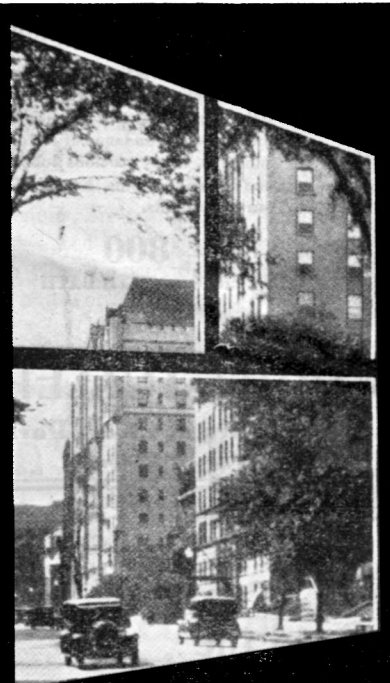
MUTUAL ST., e.s., No. 63, 16.9 x 100, Wm. H. Jones to Sarah A. Stewart. Sale price, \$2,425.

GERRARD ST. E., s.s., No. 279, 19.4 x 138.3, estate of Elizabeth Mitchell to Minnie Barnes. Sale price, \$1,000.

BALDWIN ST., s.s., No. 87, 20.6 x 139, M. Rosenzweig et ux, to Israel H. Kleinmintz and Anna Z. Kleinmintz. Sale price, \$4,160.

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**DEATH OF SAMUEL RANSOM
HUGHES.**

(Continued from page 12.)

and was familiar with the various conditions that beset labour.

His knowledge and success in business he often attributed to his faithful and earnest study of the rudiments of the craft, for which he took lessons in the technical branch after the hard grind of 10 hours per day, and which system he commended as a true method for any boy or apprentice to become proficient in the trade.

It is members of that calibre that the Exchange will sadly miss. We are thankful for his many years of service with us, which was always of a bright and pleasant nature.

We regret his passing, and to his family we express our sincere sympathy in the loss of a faithful and loving father.

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Everyone in the court room was surprised at the verdict "Not guilty." "You're acquitted, Rastus," said His Honor to the prisoner. "What's dat, Judge?" "You are acquitted." "Acquitted," repeated the bewildered negro. "Does dat mean Ah has to give de chickens back, Judge?"

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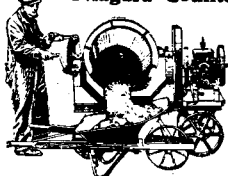
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