

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

Vol. 6—No. 43

TORONTO, OCTOBER 25, 1930

Price 10 Cents

Carlton-Yonge Area Assumes Different Aspect

Work To Start Soon on Jog Elimination.

Not so many months ago, before construction work for the T. Eaton Company's great new store was begun, the vicinity of College, Yonge and Carlton Streets was, in appearance, far from the magnificent corner that present conditions indicate it soon will be. The buildings on all four corners of the staggered intersection were far from new, and inclined toward drabness. Now, however, with the new Eaton store occupying the whole southwest block, the elimination of the much-discussed and inconvenient jog in sight, the program of the building along Yonge Street both north and south of Carlton, and the probability that the new Hydro Administration Building will stand overlooking the new intersection, it appears more than likely that it will be many moons before any other Canadian city will produce a business district corner that will be a peer of this rapidly developing new hub of the City of Toronto.

In addition to the foregoing which are only the improvements of major importance, much street widening is proposed for this corner, and will without doubt be carried through soon. Some of this work is already completed, outstandingly, the much needed widening of College Street from Yonge to Bay and thence westward to Spadina.

A summary of the civic improvements centreing around the new Eaton store, and this corner, might be set out as follows:

Straightening out of the bad kink separating College and Carlton Streets.

Widening of Yonge Street by 20 feet on the west side from College to Gerrard Street.

Widening of College Street by 20 feet, from Yonge to Bay Streets.

Widening of Hayter Street by 20 feet, from Yonge to Bay Streets.

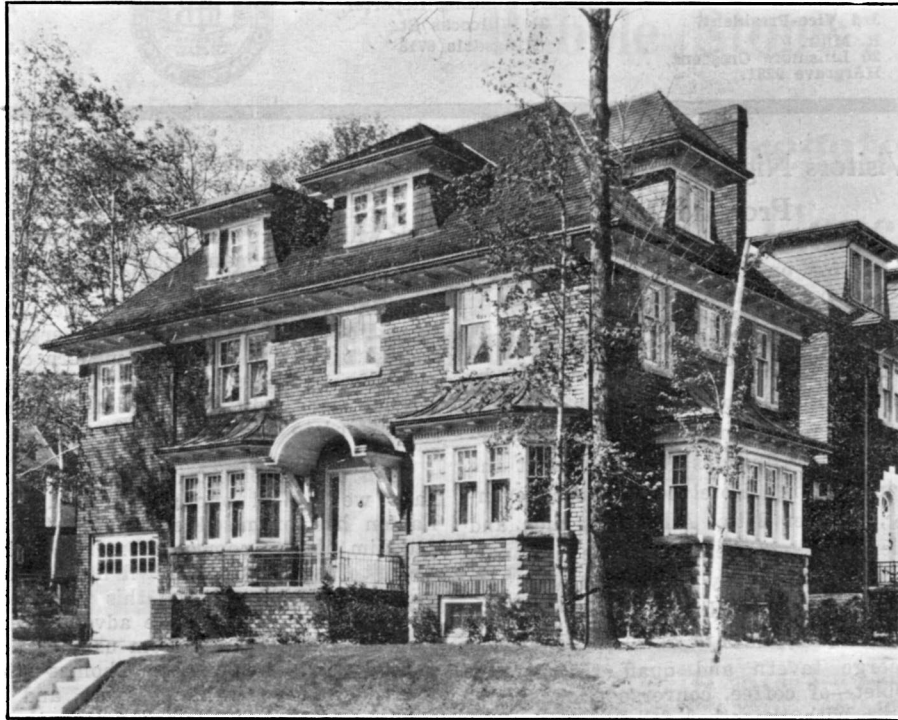
Providing 20 extra feet from College to Hayter for widening of Bay Street, south to Dundas Street.

Widening of Carlton Street by 15 to 20 feet from Yonge to beyond Church Street.

Many fine new structures besides those already mentioned will adorn Yonge Street in the immediate vicinity. Gibson Brothers are erecting a business and commercial building at the southwest corner of Yonge and Hayter Streets. Famous Players Limited are soon to erect a new theatre—Toronto's finest—on the northwest corner of Yonge and Gerrard Streets. The T. Eaton Company have seen to it that the portion of the west side of Yonge Street will be in keeping with the high standard of the district by purchase of some property in this area, and by negotiation with property owners elsewhere in the same block.

When this work is all completed and the new hub of commercial Toronto comes completely into its own we will be scarcely able to believe that so recently a vastly different corner was to be found here. It is just one more example of Toronto's forward march, and as one considers the vast amount of employment to be had here, and the enormous volume of business represented, it is difficult to believe the stories of depression and "hard times."

354 INGLEWOOD DRIVE



Situated at 354 Inglewood Drive, this charming residence is the home of Dr. E. T. Jessop. Designed and constructed by Mr. J. P. Cowie, 182 Glengrove Avenue West, a well known member of the Toronto Home Builders' Association, it is an exceptionally attractive home, both inside and out. Cooksville Corduroy Texture brick, in full range of colors, supplied by the Cooksville Company, 26 Queen Street East, has been used throughout in its construction.

What to Do—What to Say When the House You Wish to Sell Is Open for Inspection

By Edgar C. Hanford,
Home Builder, Springfield.

It is my firm belief that more sales are killed than made by house demonstrations, and the reason is that most of them are so terrible that they arouse every emotion but the desire to buy!

Sunday, of course, is the one day of the week every builder and realtor plans to have his house open. In many cities, however, offices and banks are closed on one afternoon during the week and practically all business is suspended on this afternoon during the summer months.

Where this mid-week closing is in effect, it is the most productive of definite sales. The reason for this is obvious. A great many Sunday visitors are not real prospects, but are merely seeking to spend time visiting houses. We found that the mid-week afternoon or evening visitor is more apt to be a business or professional man and therefore a much more likely prospect.

When a visitor enters the house should the salesman introduce himself and, if so, how?

Probably the best solution is for him to hand the visitor his card which, if he proceeds to make the proper kind of a demonstration, will be preserved for future reference.

Inducing the visitor to give his name is a more serious proposition, but a quiet, courteous manner and indirect questioning usually will produce the desired result more easily than the direct question. Getting the name firmly fixed in mind for jotting down at the first opportunity is in most cases preferable to opening

- (1) Some "Open for Inspections" kill more sales than they make.
- (2) Talking too much is the outstanding fault of salesmen
- (3) Demonstration houses should be kept looking clean and neat
- (4) Furnishing is not necessary and may be unwise
- (5) Provide someone to look after children
- (6) Have plenty of folders for customers
- (7) Be sure to establish a contact which can be followed up

a note book before the visitor and entering the name.

Knowing each other's names makes for a friendly relationship that is bound to re-act in favor of the salesman.

Salesmen and demonstrators cannot be too careful about their personal appearance, because they stand as direct personal representatives, and the impression they make on the visitor is of the utmost importance to the builder.

Gray or brown suits of a quiet tone which do not easily show dust are the best to wear, although blue serge is perhaps more dignified for Sunday.

(Continued on page 7)

Hydro Building May Be Erected on Carlton Street

Decision Not Definite But Selection of Site Likely.

In all probability the final decision of the Toronto and Ontario Hydro Electric Powers Commissioners regarding the selections of a site for the new head office and administration building of the two commissions will be in favour of the location of the structure on the north side of Carlton Street, a short distance east of Yonge Street, or about opposite the old Carlton United Church.

While this site had been mentioned as a possibility before, no statement was made by the Hydro regarding it until this week. Joseph Gibbons, chairman of the Toronto Commission, however, said this week that the Toronto body has declared itself favourable to this site, and that it only remains for the Ontario Commission to signify their favour. In the event of their assent, which is considered likely, the plans will be drawn up, the site purchased, and operations put under way with as little delay as possible.

"Our real estate agents did not want anything said about it until the Ontario Hydro had approved, and that is why there has been no official announcement by the Toronto Commission," said Mr Gibbons. "While we have concluded that we are in favour of the Carlton Street site, the provincial authorities have to go over and consider all the sites we have looked at, together with the prices and other information. We have no idea when their decision will be forthcoming," he declared.

The new ten-storey million dollar structure will stand on a lot 110 feet frontage, and as a result of the change that is to be made in the course of Carlton Street at the Yonge Street corner, will be visible for a great west on College Street. The lot will be deeper on the west side than on the east and will extend through to Wood Street on the north with a lane on each side. The price of this property is said to be in the vicinity of \$200,000.

The completion of this fine structure will be one more addition to the great changes becoming daily more manifest at the erstwhile drab College-Yonge corner, and it is thought in real estate circles that this building will do considerable toward making real estate here even more valuable. When the present building program is completed, this will without doubt be the finest corner in the city.

Fine New Apartment Block for Lonsdale Road

Announcement is made this week that D. E. Bennett, 1001 Trusts and Guarantee Building will begin work immediately on the erection of an apartment block on the southwest corner of Spadina Road and Lonsdale Avenue, containing four stores and thirty 3, 4 and 5 rooms suites. Designed by H. G. Duerr, architect, the building will be four storeys high of brick construction with ornamental stone trim and is expected to be completed by April 1st, at a cost of \$125,000.

For MORTGAGE FUNDS

Phone
ELgin
0341
0342
0343
0344
0345
0346

Loans arranged by first mortgages on improved residential and business properties located in desirable sections of Toronto. Interest charged at current rates. Private and trust funds available for such investments.

Fire insurance also effected and properties listed, sold or rented.

Enquiries Solicited.

JOHN STARK & CO
MEMBERS TORONTO STOCK EXCHANGE
Established 1870 Royal Bank Bldg
TORONTO

MORTGAGE MONEY

For first mortgage loans on improved property in and about Toronto at current rates of interest.

GREGORY & GREGORY

371 BAY STREET. ADelaide 3211-2
Evenings: LOmbard 5567; KIngdsdale 8593

CHAMBERLAIN

Metal Weather Strip

Up to a standard not down to a price.

Sole Authorized Toronto Dealer

J. A. KITCHEN

227 GLENROSE AVE.
HYland 4104

FARRELL, SQUIRES & GAULD

T. B. Farrell, F. M. Squires, G. W. G. Gauld
Barristers, Solicitors, Notaries, Etc.
1202 Canada Permanent Bldg.
Bay & Adelaide Sts. - TORONTO 2
Phone ADelaide 4121

Tell Advertisers

You Saw It In

Weekly Building Reporter

MORTGAGES RENEWED

and Consolidated

Loan Representatives:
British Mortgage & Trust Corp. of Ont.
London Life Insurance Co.
Mutual Life Assurance Co. of Canada
Ontario Loan & Debenture Co.

SUCKLING

AND

GARRETT

LIMITED

465 Bay St. - Toronto

Telephones

Office: ELgin 4249 Nights: Mr. Noble, HYland 3974

President,
W. H. Kerwin,
47 Keystone Avenue,
GRover 9212.

1st Vice-President,
W. E. Maybee,
159 Sheldrake Blvd.,
HUDson 1776M.

2nd Vice-President,
D. C. Kay,
18 Strathearn Blvd.,
HILlcrest 4485.

3rd Vice-President,
R. Muir,
20 Linsmore Crescent,
HARGrave 9281.

"FELLOWSHIP QUALITY PROTECTION"

HOME BUILDERS' ASSOCIATION

Office, 31 Willcocks St., Toronto, Telephone Mid. 3527-8—Evenings HOWard 2227

Official Journal:
Weekly Building Reporter,
31 Willcocks St.,
KINGdsdale 6718



Editor:
P. F. McCleary,
43 Roslin Ave.,
HUDson 6208W.

Past-President,
W. H. Little,
63 Beniamond Ave.,
LLOYdbrook 0901.

Secretary,
C. M. Pelton,
63 Beniamond Ave.,
HOWard 2227.

Treasurer,
R. D. Wood,
96 Westlake Ave.,
GRover 1403.

Official Solicitor,
H. W. Timmins
371 Bay Street,
ADelaide 6482

Visitors Night

Promises High Interest

Address on Canadian Woods and a
Classy Entertainment Will Feature
October Banquet.

The Visitors Welcome sign will be turned face upwards at the October banquet and general meeting of the Toronto Home Builders Association at the Prince George Hotel next Monday evening, October 27th. All supply men and friends of members are here and now notified that they will be twice, yea thrice welcome and are bid to sit around the hospitable board down at Ye Prince George tavern and quaff the flowing goblet—of coffee, converse friendly and often with the other fellow, be cheered up with the snappy entertainment billed for the night and listen in on what promises to be one of the most interesting addresses given before the association.

The chief features for the night are outlined in the announcement on this

page. The address of the evening will be given by Mr. A. E. Clark, president of Algonquin Building Products, Limited, and will feature the use of Canadian woods in home construction. The address will be illustrated by some very excellent slides and will be of practical interest to every builder. No member who wants to know more about modern construction methods (and arn't we all eligible for a little more instruction) can afford to miss this talk.

Then on the entertainment side what have we? Well our good friend Jim Easton has promised some rare treats and Jim always comes across and if he doesn't this time—well it will be just too bad; but don't worry on this score for we have seen some of the advance performances and take it from us they are top-notch. There will be Thomas—the comedian, the Hawaiian Players, and in addition to this "outside" talent there will be readings and recitations by two well known supply boys—Neil McDonald of the Ontario Paint and Varnish Co., and Walter Mason of Community Builders.

There is only one thing to do, men, and that is to COME—that's all.

Have You Your

Tickets for Ladies' Night

Plans Under Way for "The Biggest and Best Yet."

The Ladies—Bless 'em must be looked after. There is little use wasting a lot of space to impress that fact on an organization composed of 99.7 per cent married men, but nevertheless, notwithstanding, the Toronto Home Builders Association have taken this duty seriously and from time immemorial have set apart one of their regular monthly banquet nights for the entertainment of the gentler sex—the better halves or the only half that matters or whatever you have a mind to call them.

So it is that Monday Evening, November 17, 1930, will be the Annual Ladies Night of the Toronto Home Builders Association. The affair will be held in the beautiful Arcadian Court of the Robert Simpson Co., and from present plans will be one of the very best events ever held under the auspices of the association.

Proceedings will open at 7 p.m. with a sumptuous dinner. A high class entertainment will be provided during and

VISITORS' NIGHT

TORONTO

HOME BUILDERS' ASSOCIATION

PRINCE GEORGE HOTEL

MONDAY EVENING, OCTOBER 27, 1930, 7 P.M.

BANQUET — ENTERTAINMENT — ADDRESS

GENERAL MEETING

The speaker of the evening will be Mr. Alfred E. Clark, president of Algonquin Building Products, Limited, who will give an illustrated address on the use of Canadian woods in Home and Apartment Construction—an address that will prove of great practical interest to every building contractor.

Entertainment will include sketches by R. Thomas, comedian; Readings and Recitations by Neil McDonald and Walter Mason, and selections by the Hawaiian players.

THE BALLOON GOES UP AT 9.30

Yes, and if you are lucky you may win one of the prizes offered for this novel contest. Winning prizes for both visitors and members.

COME ON, BOYS, LET'S MAKE THIS NIGHT A WOW!

ALL SUPPLY MEN CORDIALLY INVITED TO ATTEND

Don't forget—the eats are brought on at 7 p.m. sharp.

immediately after the banquet and then dancing will take place from 9 o'clock until 1 a.m. Music for the evening will be provided by the famous 10 piece orchestra of R. S. Cornfield—admittedly one of the very finest musical organizations in the city.

Now boys, the committee have been and are working hard to make this night a real success—a gala night for YOU and YOURS. But the ultimate success of the affair lies entirely with the membership at large according as they support or fail to support the committee. And there is only one way to put an affair of this kind across—and that is by buying and selling tickets. There is absolutely no other way by which you can be saved from having deficits and all such mean and miserable things. In a public affair of this kind the honor and reputation of the entire association is to a great extent at stake. There will be visitors there of course (you will be selling tickets to all the friends you would like to see there including representatives of supply companies) but don't forget this is the Builder's Ladies Night and we want to make it 100 per cent representative of the membership.

The tickets retail for \$5.00 per couple—that is per double ticket good for two persons—and include the dinner, entertainment and dancing or cards.

Come to the October regular meeting next Friday night prepared to tell the committee members how many tickets you will need—both for yourself and for selling to others.

The members of the committee from whom tickets may be secured together with their telephone numbers are as follows:

- J. C. Easton (Chairman) LY. 6972
- J. Carroll LY. 2048
- R. D. Wood GR. 2403
- W. E. Maybee HU. 9851
- H. C. Card JU. 3954
- H. Graham LY. 4486

AMONG OUR MEMBERS.

F. G. Mishaw, 45 Errington Ave., reports the sale of two residences at numbers 2 and 4 Blythwood Cres. These houses are two storeys each, of solid brick construction on concrete block foundations. 2 Blythwood Cres. has been sold to P. J. O'Connor of Galt, for \$13,560, while 4 Blythwood Cres. has been sold to Mrs. Ada Johnston at \$12,750. Mr. Mishaw has also begun the erection of eight pairs of semi-detached dwellings on the north side of St. Germaine Ave. at the corner of Elm Ave., York Township. They will be two storey dwellings of solid brick construction on concrete block foundations and will be built to sell at about \$5,500. Brickwork is about to start on two pairs, and foundations are going in for three more. Excavation operations are under way for the remainder.

* * *

H. E. Warrington, 51 Orchard Park Ave., has two pairs of double duplex residences under construction on the south side of Castleview Ave. in the Casa Loma district. They are two storey structures of solid brick construction on concrete block foundations. Each building contains four apartments, and in each apartment are five rooms. There is also garage accommodation for each apartment. Electric refrigeration, Spencer boiler, gumwood trim and hardwood flooring are used throughout. They are being constructed at a cost of about \$28,000 each. Mr. Warrington also has a double duplex residence under construction on the south side of Queen St. E. facing Kingswood Rd. This dwelling is similar in specification to the foregoing, but is smaller, being built at a cost of about \$20,000.

* * *

Harry Graham, 307 Mossom Rd., has the fine home which he is erecting on

(Continued on page 15)

COOKSVILLE

TRADE MARK REG.

GOOD BUILDING PRODUCTS

Face and Common Brick, Structural Clay Tile

Rubble Stone

Haydite Aggregate

for Lightweight Concrete

Haydite Building Blocks and Tile

THE COOKSVILLE COMPANY LTD.

General and Sales Offices:

26 Queen St. East,

TORONTO, ONTARIO.

ELgin 8171.

320 Canada Cement Building,

MONTREAL, QUE.

Lancaster 9191

WORKS:

Cooksville, Milton, Cheltenham, Port Credit, Delson.

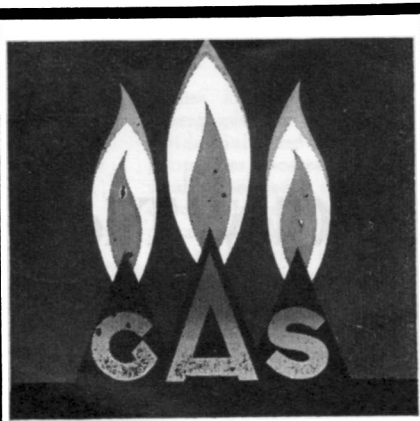
MIRACLE N° 11 N° 11 N° 12 KLIMAX N° 10 N° 10 N° 15 N° 15 x N° 16 N° 16 x

SASH, DOORS, HARDWOOD FLOORING

N° 601 N° 603 N° 609 N° 615 N° 80 N° 81 N° 83 N° 83 c N° 83 d N° 84 N° 86

KENT OCKLEY, LIMITED TORONTO.

N° 61 N° 611 N° 611 1/2 N° 611 1/4 N° 613 N° 616 N° 624 N° 631 N° 631 1/2 N° 633 N° 636



House Heating
Cooking
Refrigeration
Water Heating
Laundry Drying
Ironing
Space Heating
Baking
Steam Boilers
Core Making
Hotel Cooking
Welding
Riveting
Roasting
Metal Melting
Annealing
Hardening
Calcining
Refining
Tempering
Evaporating
Oxidizing
Linotyping
Shrinking
Bleaching
Brazing
CONSULT

our Architects' and Builders' Service Bureau for full information on gas appliances and the use of gas in the home and in industry.

Telephone AD. 9221

**The
Consumers'
Gas Company**

55 Adelaide St. E.
732 Danforth Ave.

The Ring of the Trowel and the Hum of the Saw

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

OLD ORCHARD GROVE, north side west of Greer Road. Builders, A. B. Cairns and Sons, 104 North Beaconsfield Avenue, have walls under way for two detached two storey solid brick dwellings on concrete block foundations, \$10,000.

OLD ORCHARD GROVE, south side, near Greer Road. Owners, Pickells and Boyd, 67 Deforest Road, Swansea, are trimming two solid brick two storey detached residences, \$8,000.

260-262 CRANBROOKE AVENUE. Owner, F. E. Hazzard, 85 Sparkhall Avenue, is plastering two detached two storey solid brick residences, \$12,000.

ROE AVENUE, southwest corner of Greer Road. Owner, Jas. W. Ward, 74 Courcellette Road, has walls up for two storey detached solid brick residence and garage, \$5,000.

185-192 OLD ORCHARD GROVE, C. Harmer, 152 Woburn Avenue, is erecting four detached two storey solid brick residences, \$15,000.

FAIRLAWN AVENUE, northwest corner of Greer Road. S. G. Harmer, 155 Dinnick Crescent, has walls up for a detached two storey solid brick residence, \$6,500.

GREENWOOD AVENUE, east side, near James Street, Etobicoke Township. M. Potter, 10 Lake Shore Boulevard, New Toronto, has walls under way for two detached, one storey solid brick bungalow residences, \$8,000.

NAIRN AVENUE, south side, near Yonge Street. Owners, Dunkley Bros., 199 Glenholme Avenue, are erecting a detached two storey solid brick residence on concrete block foundations, \$4,500.

BALLIOL STREET, south side, near Mount Pleasant Road. Owners, Lancaster Brothers. Architect, Oluf Albrechtsen, 767 Yonge Street. General contractors, W. E. Elliot, 322 Atlas Avenue. Walls under way for three pairs of two storey semi-detached solid brick dwellings on concrete block foundations, \$18,000.

VARSITY ROAD, near Warren Park, York Township. Owners, School Section No. 24. Architect, Smith and Wright, 2338 Dundas Street West. General Contractor, L. H. Walton, 14 Gates Avenue. Walls up for a two-storey, solid brick, four-room school, 42x60 feet, \$25,000.

970 BROADVIEW AVENUE. Owner, L. Hastings, 970 Broadview Avenue, has roof on two storey dairy building of solid brick construction, 20x59 feet, \$8,500.

McCREA AVENUE, southwest corner of Millwood Road, Leaside. Owner, H. E. Johnston, 1 Playter Crescent. General Contractor, L. Reburn, 42 Hambercrest Boulevard. Erecting a one storey service station of brick and stucco construction, \$8,500.

SILVERTHORNE AVENUE, corner Scott and Ewart Streets, York Township. Owner, School Section No. 35, York Township. Architect, D. R. Franklin, 587½ Yonge Street. Will make ten room addition to top of present building, \$80,000.

McNAUGHTON ROAD, west side, near Fleming Crescent, Leaside. Owner, J. Cairns, 52 Meagher Avenue, is plastering a detached two storey solid brick residence, \$5,000.

LES MOUNT AVENUE, east side, near McCash Avenue. Owner, J. F. McCarthy, 102 Fulton Avenue, has four detached two storey solid brick residences under way, \$20,000.

KERR ROAD, south side near Coxwell Avenue. Owner, Thomas Kilner, 90 Milverton Boulevard, has roof on a pair of semi-detached solid brick two storey dwellings, \$6,500.

JULIET CRESCENT, south side, near Bicknell Avenue, York Township. Owner, H. Buie, 16 Briarcroft Road, Swansea. Has walls started for detached one storey solid brick bungalow residence on concrete block foundations, \$3,500.

HARVIE AVENUE, west side, near Chudleigh Avenue, York Township. Owner, H. W. Harlton, 96 Haverson Boulevard. General Contractor, C. J. Munslow, 111 Kirknewton Road, has roof on a one-and-a-half storey detached solid brick residence on concrete block foundations.

ANNETTE STREET, south side, near Windermere Avenue. W. Ball, 198 Hambercrest Boulevard, is trimming a two storey detached solid brick residence, on concrete block foundations, \$4,500.

31 CONNOR AVENUE, East York Township. Owner, J. Gilbert, 1058 Woodbine Avenue, has walls up for two storey detached solid brick residence on concrete block foundations, \$4,000.

BALSAM ROAD, near Balsam Avenue. Owner, Frank O. Swann, 1692 Gerard Street East, is trimming a detached two storey solid brick residence, \$5,000.

KINGSWOOD ROAD, west side. Owners, J. J. Campbell, Limited, 177 Strathmore Boulevard, is trimming a detached two storey solid brick dwelling, \$3,000.

LEE AVENUE, east side, near Norway Avenue. Owner, George Lankin, 43 Thorncliffe Avenue, is erecting three pairs of semi-detached two storey brick dwellings, \$20,000.

49-55 TAUNTON ROAD. William H. Brown, 179 Queensdale Avenue, is erecting two pairs of semi-detached, solid brick two storey dwellings, \$12,500.

RIVERSIDE DRIVE, east side, near Traymore Crescent, Township of York. E. Hulme, owner, is trimming a detached two storey solid brick residence, \$6,000.

LIVINGSTON AVENUE, south side, near Lyons Avenue. William Russell, 38 Holmesdale Road, has the walls up for a one storey detached bungalow residence of brick and stone construction on stone foundations, \$4,000.

LANARK AVENUE, southwest corner of Alameda Avenue. W. Worton, owner, 19 Lanark Avenue, has walls up for a detached two storey solid brick residence on concrete block foundations, \$4,500.

LAUDER AVENUE, east side, near Rogers Road. J. Weeks, owner, 79 Clovelly Avenue, has the walls up for a detached two storey solid brick residence on concrete block foundations, \$5,500.



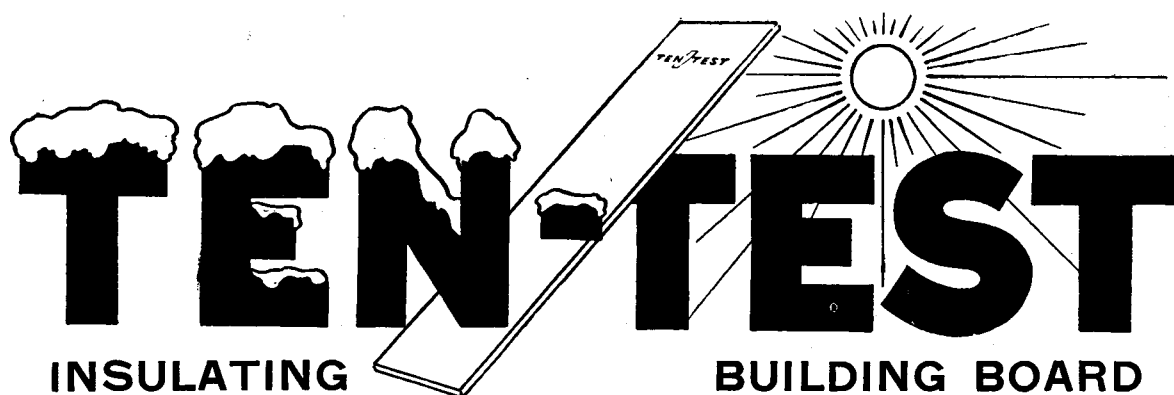
The Public Appreciate Quality

The residence of Mr. F. T. Large, 72 Old Forest Hill Road, designed by F. Hilton Wilkes, Registered Architect, and constructed by R. G. Kirby, of John Price Brick, manufactured by

Toronto Brick Company, Limited

HEAD OFFICE:
897 BAY STREET
TORONTO
Telephone KINGSdale 1186

PLANTS:
Don Valley Brick Works.....Toronto
John Price.....Toronto
Concrete.....Swansea
Pressed Brick.....Milton
Rockite.....Danforth
Lime Kilns.....Cobocork



**FOR THE NAME
OF
YOUR NEAREST
DEALER**

**TELEPHONE
LLoydbrook 6567**

INTERNATIONAL FIBRE BOARD LIMITED

TORONTO SALES OFFICE

2368 DUNDAS STREET WEST





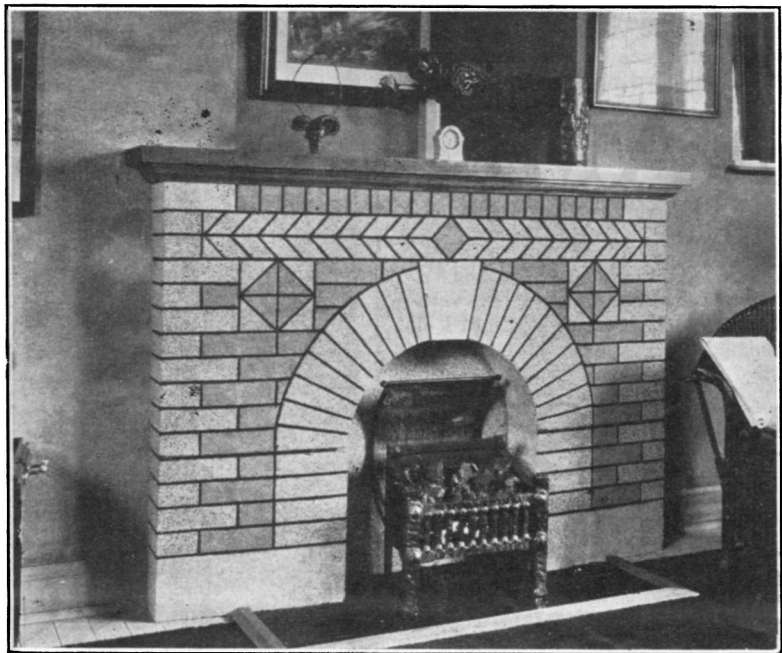
**DOORS - SASH - BLINDS - MOULDINGS - TRIM
PANELS - VENEERS - FLOORING and MILLWORK
OF EVERY KIND**

Get our Prices on your next Building Job

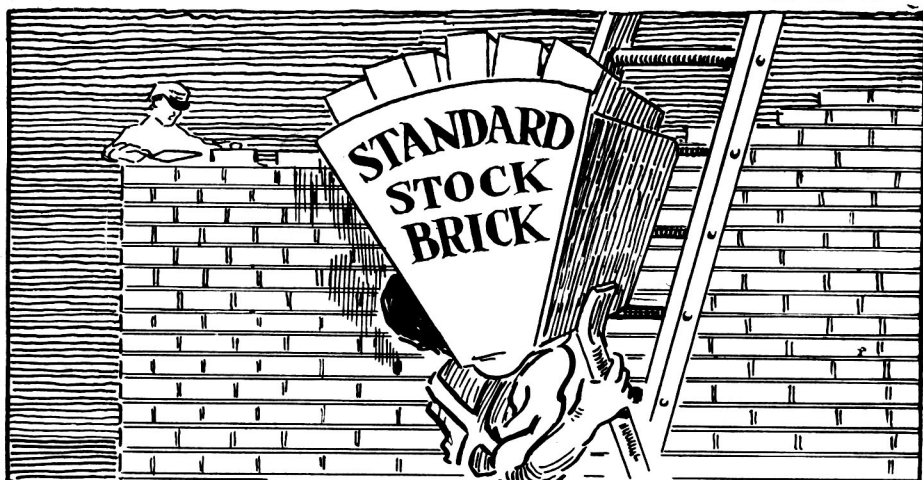
George Rathbone Lumber Co., Ltd.

10 Northcote Ave.

LAKESIDE 0914



The attractive brick design combines with the oval face and arched opening to give this mantel splendid proportions. It is adaptable for either electric or gas grate. Phone or write to Classic Mantel & Stone Co., Ltd. 75 Sherbourne St., Waverley 6436, for folder and price list. "See the Classic Mantel Line Before Buying." ♦ ♦ ♦ ♦



THE STANDARD BRICK CO LIMITED

GROVER 7247

500 GREENWOOD AVE.

NIGHTS
RAndolph 4445

Toronto District Building Permits

Wm. Westcott, 126 Glenforest Rd., one det. brick dwlg. and private garage, n.s. Roe Ave. nr. Greer Rd. \$4,000
James Turner, 510 Lumsden Bldg., build two det. brick dwlg. and two det. private garages, w.s. Teddington Ave., nr. Roselawn Ave. \$8,000

David J. Lauder, 52 Whitehall Rd. build four pr. semi-det. brick dwlg., w.s. McCord Rd., n.w. cor. Davisville Ave. \$28,000

Dr. Harold Farrell, 557 Danforth Ave., build a one-storey 9" brick private garage, Coxwell Ave., s.w. cor. Glebeholme Blvd. \$600

Stainton & Evis, 232 Bay St., excavate and build foundation for office bldg., 34 Adelaide St. W., nr. Yonge St. \$30,000

S. G. Harmer, 155 Dennick Cres., build one pr. semi-det. dwlg. and one pr. semi-det. private garages, Fairlawn Ave., n.w. cor. Greer Rd. \$6,000

Tor. Hydro Electric System, 223 Yonge St., build sub station Sorauren Ave., opp. Dom. Bridge Factory. \$5,000

Stanley Johnston, 2692 Dundas St. W., build a one-storey addition and make alterations to factory, 2628 Dundas W., n.w. cor. Weston Rd. \$2,000

Taylor Foundry Co., Plymouth Ave., build a two-storey over iron steel frame addition to foundry, n.s. Plymouth Ave., nr. Bellwoods ave. \$2,000

Samuel Shapiro, 669 College St., build addition and make alterations to rear of store with three apts. over, 667 College St., nr. Beatrice St. \$900

Roht J. Turdv., 56 Walmslev Blvd., one det. brick dwlg., 71 Chambers Ave., nr. Rockwell Ave. \$3,000

Joe Hill, 527 Gladstone Ave., build addition to rear of store, 832 Bloor St. W., nr. Shaw St. \$2,000

Thos F. Stevens, 454 Briar Hill Ave., build a one-storey brick private garage, 223 Greer Rd., s.e. cor. St Germaine Ave. \$500

H. Morris, 138 Ranleigh Ave., build two det. brick dwlg., 140-142 Wanless Ave., nr. Hilda Ave. \$8,400

McMahon & Arthur, 94 Maitland St., build two det. brick dwlg., 21-23 White-wood Rd., nr. Davisville Ave. \$7,000

Wm. Powell, 28 Wychwood Pk., cut dormer window on e.s. dwlg. and finish attic for living room, all walls and ceilings to be laths and plaster, 28 Wychwood Rd., nr. Davenport Rd. \$800

C. Hurlburt, 403 Manor Rd. E., build one det. brick dwlg. s.s. Douglas Ave., nr. Jedburgh Rd. \$3,500

Thos. W. Hand, 375 Aberdeen Ave., build office bldg., Bloor St., s.w. cor. Armadale Ave. \$7,300

A. E. Mason, 90 Chatsworth Dr., build one det. brick two-family dwlg., w.s. Braemore Ave., nr. College View Ave. \$10,000

Davis & Freeman, 113 Baldwin St., build one det. brick dwlg., e.s. Crawford St., nr. Harbord St. \$3,500

Jas. W. Ward, 74 Courcellette Rd., build two det. brick dwlg. and one pr. semi-det. private garages, s.s. Roe Ave., nr. Greer Rd. \$10,000

Jos. Kook, 41 Classic Ave., build addition to store with dwlg. over for mfg. of artistic cake decorations, 352 Lippen-cott St., n.w. cor. Lennox St. \$4,000

Hyman Skiff, 751 Queen St. E., make alterations and build addition to store with dwlg. over to be occupied by not more than two families when alterations completed, 751 Queen St. E., nr. Saulter St. \$1,200

Wm. H. Brown, 179 Queensdale Ave., build two pr. semi-det. brick dwlg. 49-55 Taunton Rd., nr Eglinton Ave. .. \$11,000

Agurto Skene, 1515 Dundas St. W., alter and build addition to clubhouse, 1511 Dundas St. W., nr Dufferin. \$1,000

John Graham, 333 Confed. Life Bldg., repair fire damage to store, no additions or alterations to bldg, 587 Bloor St W., nr. Christie St. \$1,500

C. G. Keary, 320 Jones Ave., repair fire damage to warehouse, 320 Jones Ave., nr. CNR. \$800

Mrs. Irene Dickson, 131 St. Germaine Ave., build one det. brick dwlg. and private garage, 5 Bell Ayre Blvd., nr. Davisville Ave. \$4,000

Chas. A. Lester, 100 Lawton Blvd., build addition to rear of det. dwlg., attic to be used as part of 2nd floor suite, 100 Lawton Blvd., nr. Duggan Ave. \$3,500

YORK TOWNSHIP PERMITS.

E. Steinberg, 1076 Queen St. W., a two-storey brick dwlg. on the w.s. of Lauder Ave., nr. St. Clair Ave. W. \$6,200

W. Brown, 404 Winona Dr., a two-storey brick dwelling on the w.s. of Glenholme Ave., nr. Rogers Rd. \$4,600

L. T. Manning, 1093 Briar Hill Rd., a one-storey brick dwlg. on the s.s. of Briar Hill Rd., nr. Dufferin St. \$3,500

E. Hulme, 507 Riverside Dr., a two-storey brick dwlg. on the e.s. of River-side Dr., nr. Traymore Cres. \$7,200

A. McGeachie, 136 Alameda Ave., put in basement on the w.s. of Alameda Ave., nr. Clovelly Ave. \$1,500

H. Jennings, 49 St. Clair Ave. W., a two-storey brick dwlg. on the w.s. of Alameda Ave., nr. Lanark Ave. \$5,100

H. Najtleur, 277 Gilmour Ave., two frame and veneer dwlg. on 10-inch blocks on the s.s. of Dundas St. W., nr. Lundy Ave. \$8,000

James W. Parker, 12 Wilberton Rd., four brick one-storey dwlg. on the e.s. of Kirknewton Rd., nr. Dynevor Rd. \$14,000

L. Lott, 415 Jane St., addition to present premises on the e.s. of Jane St., nr. Montye Ave. \$1,500

A. Donaldson, 85 Silverthorne Ave., a double duplex dwlg. of brick on the w.s. of Old Weston Rd., nr. Hillary Ave. \$10,000

S. B. McCall, 14 Humber Trail, make single house into duplex on the w.s. of Humber Trail, nr. Weatherall Ave. \$3,500

W. J. Bradfield, 76 Emerson Ave., one brick dwlg. on the n.s. of Eileen Ave., nr. Florence Cres. \$3,500

W. T. Cooper, 35 Jessmond Ave., add a top storey to present dwelling on the s.s. of Jessmond Ave., nr. Oakwood Ave. \$1,500

H. Ridduck, 54 Appleton Ave., a one-storey four-car garage of concrete blocks on the w.s. of Appleton Ave., nr. Glenhurst Ave. \$1,000

G. Ralph, 177 Belgravia Ave., a one-storey brick dwlg. on the s.s. of Livingstone Ave., nr. Locksley St. \$3,500

W. Rankin, 3 Raglan Ave., two pumps and gas tanks on the s.s. of Weston Rd., nr. Hillary Ave. \$1,000

A. Howard, 99 Earlsdale Ave., one pair of two-storey brick dwlg. on the w.s. of Alameda Ave., nr. Bude St. \$8,000

H. Podger, 5 Florence Cres., a one-storey brick dwlg. on the s.s. of Eileen Ave., nr. Scarlett Rd. \$3,000

EAST YORK TOWNSHIP PERMITS.

From October 6th to 20, 1930.

E. Sorague, 48 Arundel Avenue, two semi-detached, brick dwellings on the east side of Peplar Avenue, near Pape Avenue \$7,200

Robert Guthrie, 225 Linsmore Crescent, one solid brick dwelling at 231 Linsmore Crescent \$3,100

Clifford Winn, Stouffville, Ont., one stucco dwelling on the west side of Palmer Avenue, near Secord Avenue \$3,100

H. Richards, 1052 Woodbine Avenue, one pair of solid brick dwellings on the south side of Sammon Avenue, near Woodington Avenue \$7,000

When the House You Wish to Sell Is Open for Inspection

(Continued from page 1)

Familiarity With Both Good and Bad Points of House and District.

Salesmen should be thoroughly acquainted with details of construction, conveniences, built-in features, location and objections. Because of numerous newspaper and magazine articles, the general public today is more familiar with building terms and types of construction than ever before.

The salesman should be especially familiar with the objectionable features both in the house and its location and be prepared to answer them, not by seeking to change the objector's mind so much as by emphasizing the compensating and desirable features in both the house and its location.

Keep in mind the fact that no prospect will buy a house until he has been conclusively shown the benefits and advantages of ownership. Objections voiced by visitors frequently are backed by real interest and where the salesman is prepared to answer these objections by stating the builder's reason for doing as he did, he not only has satisfactorily answered the objection but also has carried the prospect along just that much nearer to the closing.

No builder should reasonably expect the salesman intelligently to demonstrate a new house, satisfactorily answer all objections, bring the sale up to the point of closing and, in addition, discuss finance details of the sale which frequently are complicated and therefore a delicate subject from the prospect's point of view.

While he should have sufficient familiarity with the financing plan to enable him to answer general questions such as sale price, amount of mortgage encumbrance, whether or not the property can be purchased on a monthly payment plan, etc., the builder or his sales manager will find it advantageous at this stage of the closing to step in and assist the salesman.

In doing this, the builder and the prospect can adjust any difficulties of financing and thus insure the likelihood of a permanent sale, whereas if this phase of the transaction is left entirely in the hands of the salesman, there may be adjustments that will have to be made later.

Talking Too Much.

Talking too much is to-day the outstanding fault of salesmanship. The wise salesman will talk only enough and in such a way as to induce the prospect to ask questions. This point gained, the sale usually is well on its way. Passing from room to room and rattling off a string of technical terms in describing the construction and convenience features of the house is confusing to the layman.

Or possibly the visitor may be an expert, and that is mighty uncomfortable for the salesman as in the case of a friend of mine. He was demonstrating a new house and got highly technical in his description of the electric refrigerator, about which he really knew very little. When he had finished, the visitor quietly thanked the salesman and handed him his card. He was general manager of the local sales office of that particular refrigerator!

Every builder is familiar with the type of visitor who comments on competitor's houses. This frequently is done for the sole purpose of getting an expression of opinion from the salesman, to be carried back to the other builder, of course, with proper embellishments. The salesman therefore should be carefully schooled not to make other than favorable comments regarding competitor's houses.

He should, of course, have visited competitors' houses in the neighborhood and have a general knowledge of these properties, including price, number of rooms, size of lot, etc.

Many builders prefer to show a new house furnished, the thought being that a furnished house has more sales appeal than a vacant house. The idea is fundamentally sound, but in many cases has been greatly overdone by stores under whose directions the furniture has been placed in the house. Many times so much has been crowded into the rooms that it is almost impossible to inspect details of finish, service outlets, etc., and visitors have been led to feel that they were inspecting a furniture exhibit rather than a new house.

On the other hand, the builder who has produced a house that he knows will stand the most critical inspection with regard to arrangements, details of finish, convenience installations, etc., may create a more favorable impression in the minds of visitors by showing the house unfurnished. Women like to form a mental picture of an unfurnished room as it would look with their present furniture in it. Also, the unusual features stand out and are more apt to be retained in the mental picture of the house than if the furniture were the predominating feature.

When a house is shown unfurnished, a vase of flowers on the mantel adds a touch of color that frequently causes favorable comment on the part of the visitors.

Builders who do furnish their new houses should remember that it is the house they are selling and not the furniture.

Landscaping Before Inspection.

A contractor in a large mid-western city obtains remarkable results in quickly disposing of his houses by grading and sodding the yard and planting shrubbery as soon as the side walls are up and the roof on. He makes provision for delivery of all building materials to the rear of the house and the foreman in charge must see that any litter accumulated during the day is cleaned up before he quits the job at night.

Automobile shoppers, passing this builder's houses during their construction, cannot help but be favorably impressed by their neat appearance; and frequently sales have resulted before completion.

If no sale has been made and the house is open for public inspection, the sod and shrubbery have had two or three months in which to "set" and the property has a much more homelike appearance than if these items had been installed after the house was completed.

An increasing number of builders are today making use of signs furnished them by national advertisers whose products they are using, but too frequently much of the effectiveness of these signs is lost because of the careless manner in which they are displayed. The builder above referred to, is a large user of these signs but he makes it a point to see that they are placed in the yard or about the house where they will be most readily seen and yet not detract from the house or the shrubbery surrounding it.

Use of the right kind of floor covering is important. Ordinary building paper soon becomes torn and dirty, presenting a messy, unattractive appearance. Unless the house is a very cheap one, it is much better to have a floor covering of inexpensive matting or linoleum which easily can be taken up and cleaned and, at the conclusion of the demonstration period, preserved for use

(Continued on page 8)

SEAMAN-KENT HARDWOOD FLOORING

PRODUCED
IN CANADA

WITHOUT ANY "IFS" OR "BUTS"
ABSOLUTELY AND
ALWAYS THE BEST!

SEAMAN KENT COMPANY LIMITED
Largest Producers of Hardwood Flooring in the British Empire
WALLACE AVE. - TORONTO - PHONE LLOYDBROOK 3101

NOW!

That's when those referring to the pages of the Weekly Building Reporter want what they are looking for.

The results from advertising here come in the same way—

NOW!

It will pay you to investigate this profitable way of advertising. Better call Midway 3527-8.

NOW!

Red Seal Wiring—

Have your home re-wired to the "Red Seal" standard and enjoy all the electrical conveniences of the modern home, such as heavy wiring for an Electric Range and Electric Water-heater or Electric Ironer. Also numerous "convenience outlets" for the use of many portable electrical appliances.

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

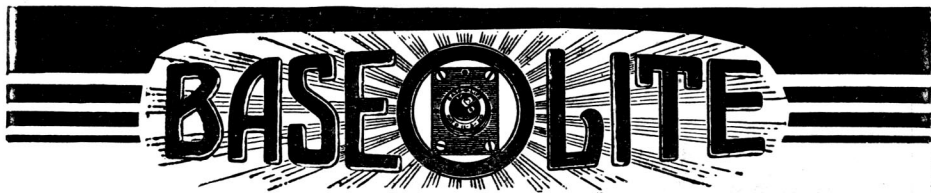


TORONTO HYDRO-ELECTRIC SYSTEM

225 Yonge Street

Toronto

Keep Canada Prosperous — Buy Goods Made in Canada



Base-O-Lite Actually Adds More Than Its Cost to the Value of Any Home

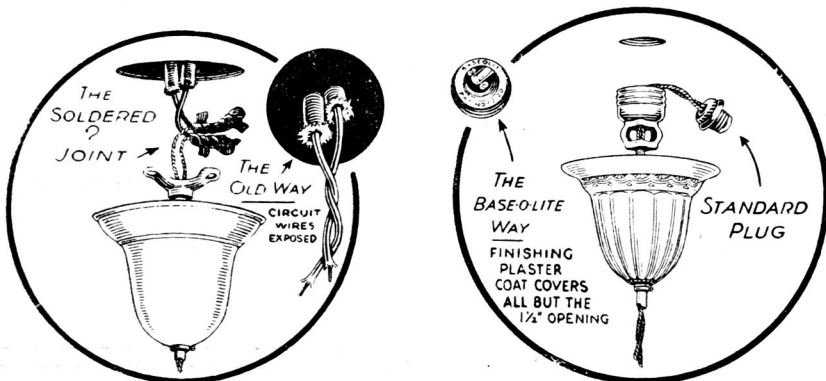
When you install in a beautifully planned and constructed home, the features and conveniences of Base-O-Lite, you are adding a real sales argument. And when you modernize an old home with these outlets, you are making it more saleable.

Here are a few of the features that are making Base-O-Lite so popular—

**Safety, Economy, Convenience,
Strength, Appearance,
Sales Appeal.**

Whether the houses you are selling are old or new, take advantage of this help. Many builders are turning a slack season into a successful one.

A COMPARISON



There is no difference in the wiring of a house except that Base-O-Lite outlets replace the unfinished type. Base-O-Lite does away with the pairs of unsightly wires sticking out of the walls and ceilings.

Visit our showrooms for a demonstration—without obligation of course.

BASE-O-LITE PRODUCTS LTD.

80 VICTORIA ST. - TORONTO

ELgin 5812—Day or Evening

Evenings: Mr. Carlaw, JU. 0078



When the House You Wish To Sell is Open for Inspection

(Continued from page 7)

at another opening. A good door mat also should be placed in front of every outside entrance.

Visitors may be expected to more or less litter up the yard but it is a matter of only a few minutes each morning to clean up this litter. Also the salesman in charge can well afford to spend his odd moments with a dust cloth inside the house.

Children who accompany their parents while inspecting the new house are one of the salesman's most serious problems. Frequently the inspection of the house follows an afternoon of riding and the children are noisy and irritable. It is obvious that, under these circumstances, the salesman cannot put forth his best efforts, nor can the parents give more than half hearted attention to what he is saying.

Some salesmen have overcome this difficulty by bringing their wives or friends to the house with a few simple toys or picture books with which to amuse and entertain the children while their parents are being shown through the house. This arrangement is of great benefit to the salesman in that it enables both him and the parents to give their undivided attention to the demonstration; and the thoughtfulness of the salesman in thus providing for the care of the children is pretty apt to create a favorable reaction in the minds of the parents.

It does no harm also to have a few chairs placed in an out-of-the-way corner of the living room where elderly persons may rest. Every experienced demonstrator knows that many women visitors of all ages for one reason or another do not like to climb stairs. They will look through the rooms on the first floor and then wait while the husband completes the inspection of the basement and the upper floor. If the husband knows that his wife is comfortable while he is completing the inspection, another point has been scored for the salesman. "Cash-in" On Well Known Advertised Products.

Many nationally advertised products today are used in house construction and wise builders are finding it pays to concentrate on such materials. Practically all of these national advertisers have folders, pamphlets or booklets, simply written so as to be understandable by the layman, and almost without exception they are glad to imprint a quantity of these silent salesmen with the name of the builder. Every builder having a house open for inspection should avail himself of the opportunity of getting booklets with his imprint thereon.

These can be neatly displayed on a table near the entrance and it is surprising to note the number of copies which will be taken home by visitors who thus get a more favorable impression of the builder and the house they have seen because the builder has tied in his house with national advertising with which they are familiar. It's a splendid means of getting his name into the home of the visitor.

A scrap book in which have been pasted advertisements in color of materials makes mighty interesting reading and serves to further emphasize use of these materials in the construction of the house.

Every builder should keep in mind the thought that the house being shown stands as a lasting advertisement of his office and his ability as a builder.—American Builder and Building Age.

FOR THE SALESMAN

Little Pointers on Salesmanship That May Prove Helpful to the Man who is Selling Building Materials, Real Estate or Anything in Fact That Can be Sold.

Did You Quickly Establish a Point of Contact?

a. Did you give careful thought to the buyers problems before entering his presence, so that you could quickly convince him that you were familiar with his problems and had come prepared to talk about his troubles, and not about something that you wanted him to buy?

YOU'LL SELL 'EM IF
YOU'LL SEE 'EM

—AND YOU
WON'T IF
YOU DON'T



b. Did you assume that the only reason the buyer had not already bought was because he did not know about your proposition before? And when he raised objections did you treat them as questions, or did you let him involve you in a long drawn out argument.

REID FOR - SPEED -

WHOLESALE AND RETAIL LUMBER
QUANTITY, QUALITY, SERVICE

Established 1880

Telephone ELgin 7251
ELgin 7252

Yard, Planing Mill and Dock
Esplanade, Foot of Berkley.

REID & CO. LUMBER LTD.

A FOOT'S A FOOT

PLUMBER**FRANK TERRY**

609 WILLARD AVE. - LY. 1758

W. LAW**PLASTERING CONTRACTOR**

ESTIMATES FREE

Let me quote on your next job

28 WINONA DRIVE - LL. 9330

EST. - 1908

W. LEEDER

460 SALEM AVE

SASH & DOORSCupboard & Garage Doors
Screens Etc.PHONE LLOYDBROOK 6878
NIGHTS KENWOOD 2458W**ELLINS BROS.****WATER WASHED SAND AND GRAVEL**

Delivered to all parts of city.

PITS—Scarlet Rd. Phone LY. 2060

**H. W. MORDEN
LIMITED****Electrical
Fixtures
OF DISTINCTION**

We invite you to visit our showrooms

Ask about our Time Payment Plan

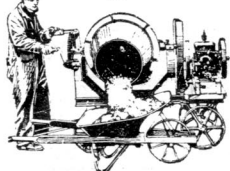
2313 Bloor St. West LY. 5580

ART WIRE & IRON CO.

3 Carlaw Ave. HA. 8524

**ORNAMENTAL IRON WORK
GRILLES - FIRE ESCAPES
IRON STAIRS****WETTLAUER BROS.****Contractors' Equipment**

Niagara Counterflow Screens

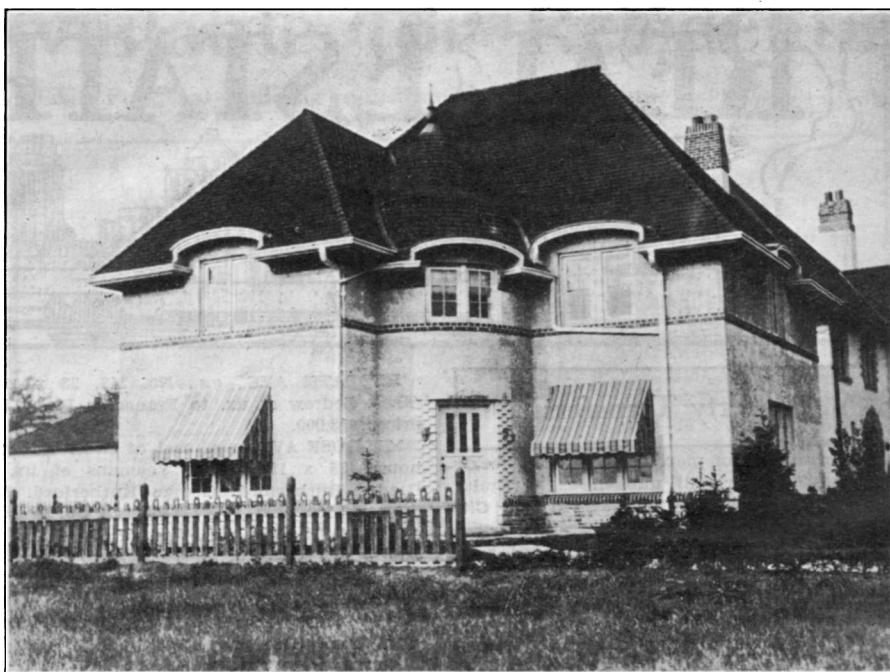
**Elevators
Crushers
Rolls
Hoists
Mixers
Conveyors
Drag-Line
Outfits****O'HANDY—2½'**
O'SPECIAL—4'
O'POWER—5'These three sizes will
mix and discharge
either side.

180 Spadina Ave. TRinity 1862

J. F. BOON**CARPENTER AND GENERAL
CONTRACTOR****STORE FRONTS AND
ALTERATIONS**

Office and Works:

24 SOUDAN AVE. HYland 2210

**12 Kingsway**

J. Thistlewaite, Builder.

Theo. G. Mueller, Architect.

Situated on the Kingsway, Toronto's most beautiful residential suburb, this unusual dwelling presents many points of interest. Its layout is unique in that the entrance is built diagonally into a corner of the house, thus allowing more interior space as well as adding much to the appearance of the exterior. A white stucco finish together with trimmings of green give to this fine home a most attractive aspect.

The layout of the interior is exceptionally well planned. To the right of the spacious entrance hall is the living room, occupying the full front of the house. A beautiful fire place of stone and ample window space make this beautiful room doubly attractive. The diningroom, about fifteen feet square, is situated to the left of the entrance, and is lighted by long windows on two sides, a feature which in itself makes a charming room. Behind the diningroom is a tiny breakfast room, and behind this again is the kitchen, more or less typical in design. A small washroom opposite the kitchen completes the arrangement of the ground floor.

A wide stairway leads to the second floor, where there are three bedrooms, one of which is a spacious master chamber with a small bathroom en suite. In this room is a clothes-closet of generous proportions, lighted by a small window, and providing ample space for plenty of clothes and all other articles that so often present storage problems to the housewife. The bathroom, a very pretty one, is tiled in apple green, with trimmings of cream mottled tile. All the little features that make for convenience here are incorporated. An open stairs leads to the top floor, on which are two bedrooms, another bathroom and two spacious hall closets.

The finish of this house is quite in keeping with its numerous attractive appointments. Hardwood flooring and walnut trim are used throughout, thus setting off becomingly a home of outstanding merit.

The Contractors Were:—

Architect—T. G. Mueller, Queen Mary's Drive.
Excavation—H. L. Spicer, 644 Runnymede Road.
Concrete—A. Middleton, 578 Beresford Avenue.
Structural Steel—Reed and Brown, Fleet Street.
Sheet Metal—F. McFarland, 3593 Dundas Street West.
Electrical—A. Benoy, 8 Bernice Crescent.
Plumbing—F. Terry, 609 Willard Avenue.
Heating—A. Magee, 37 Montye Avenue.
Plastering—John Bradd, 14 Ostend Avenue.
Painting—W. Slawson, 592 Runnymede Road.
Tiling—W. B. Petch, 158 Medland Street.
Glazing—Consolidated Plate Glass Company, 241 Spadina Avenue.

The Following Firms Supplied Materials:—

Canada Building Supply Company; Cooksville Company, 26 Queen Street East; Reed and Brown, Fleet Street; Laidlaw Lumber Company, 67 Yonge Street; Consolidated Plate Glass Company, 241 Spadina Avenue; Taylor Forbes Company, 1088 King Street West; F. Morden, 2313 Bloor Street West; Robertson's, Spadina Avenue; Tooze Hardware and Supply, 1191 St. Clair Avenue West; George S. Hope and Son, 390 Delaware Avenue; Ellins Brothers, Scarlett Road.

**All kinds of Iron Work
Furnaces and
Eavestroughs****F. McFARLAND**

LY. 5734 - 3593 Dundas St. W.

**Adanac
Glass Service****Mirrors and Glass
for****Autos and Buildings**S. WENN
Manager756 Bathurst St.
TRinity 1719

Res. Phone, HILL 4115

**HEADQUARTERS FOR
PLAIN and COLORED
TILING**

of every description

W. B. PETCH

158 Medland St. JU. 3706

Direct Importer of Best Quality
English Tiles**Interior Trim
Doors
Sash****McCALLUM - MacLAREN**

LIMITED

HURLING AVE. - FOREST HILL

Phones:

Mill: HY. 7331; Office: HU. 8305

GARAGES

Stucco - Metal - Frame

Special terms
for Builders.'Phone
or write for
information.

HUDson 6815

LLOYdbrook 4122

GORDON S. LEE

33-39 Primrose Avenue

PHOTOGRAPHY**N.C. HITCHINSON**

Elgin 4066 45 Richmond St. E.

SPECIAL — Sacrifice Sale

CHOICE BUILDING LOTS
Overlooking Upper Canada College
All improvements
\$65 per foot

GARTON & HUTCHINSON

120 Victoria St. - ELgin 4281

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

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

Read the Advertisements

They contain a
message of vital in-
terest to you.

Your enquiry for
information will re-
ceive prompt atten-
tion.



**COMFORT WITHOUT
EXTRAVAGANCE**

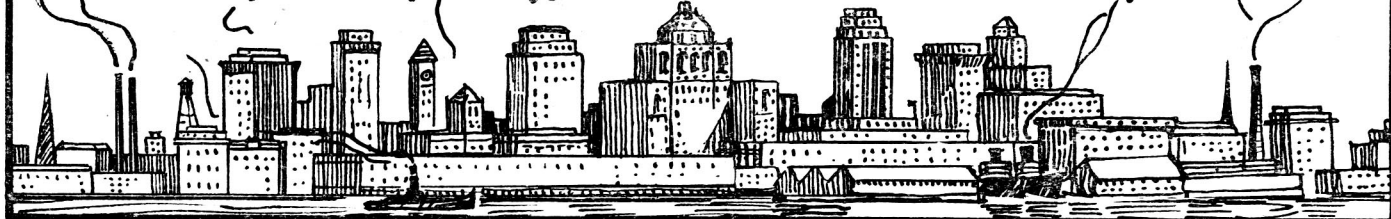
Beach Front Service at Mod-
erate Prices. Service, cuisine
and appointments equal to that
offered at the best beach-front
hotels.

**FIREPROOF
ALL OUTSIDE ROOMS**
With or Without Private Baths
Phones in All Rooms
Garage

The Norris Co.
FRED. M. ALLGAIER, Mgr.

KENTUCKY AVE. near BEACH

REAL ESTATE NEWS



Property Transfers

At the request of many readers, the Weekly Building Reporter will publish as a regular feature, the property transfers in the City of Toronto as recorded at the Registry Office from time to time.

BROOKDALE AVE., w. of Elm Road, vac. lot, 50 x 112, Melrose Realty Co., Ltd., to Margueretta Tinkler. Sale price, \$850.

ROE AVE., s.s., west of Greer Rd., vacant lot, 50 x 105, Imgard T. Benz, to Stanley L. Abbott. Sale price, \$1,500.

STARRETT AVE., w.s., No. 14, 30 x 130, F. Wickson, to Mary M., Ruth M., Earle E. Fairbrother. Sale price, \$13,500.

ROEHAMPTON AVE., s.s., No. 57, 25 x 195, estate of Ernest A. Fairbrother to James Wickson. Sale price, \$7,750.

WANLESS AVE., n.s., No. 158, 25 x 136, M. Blackmore to Wallace Corkum, Winnifred Corkum. Sale price, \$7,000.

ROE AVE., n.s., east of Elm Road, vacant lot, 25 x 114.2, E. P. Hall to Stanley L. Abbott. Sale price, \$925.

BROOKDALE AVE., s.s., No. 251, 25 x 110, C. C. Hurlburt to Wm. M. Thomson. Sale price, \$5,350.

OLD ORCHARD GROVE, s.s., west of Greer Road, vacant lot, 100 x 105.10, Phoebe Waters to Fred R. S. Owens. Sale price, \$3,700.

CARDINAL PL., e.s., No. 17-23, 68 x 135, Parker Gary Co., Limited, to Richard H. Croke. Sale price, \$36,162.

ROEHAMPTON AVE., n.s., No. 230, 25 x 196.7, John Elmore, et ux to Edith M. Clyde. Sale price, \$5,400.

YONGE ST., w.s., south of Lawrence Ave., vacant lot, 25 x 114, Suydam Realty Co., et al, to Morgan J. Callahan. Sale price, \$1,000.

WANLESS AVE., n.s., No. 134, 25 x 139, Henry Morriss, et ux, to Robert A. Robertson. Sale price, \$6,600.

CASTLEFIELD AVE., s.s., west of Rosewell Ave., vacant lot, 25 x 134, Isaac E. Weldon to John McGee. Sale price, \$1,500.

WANLESS AVE., n.s., west of Ronan Ave., vacant lot, 25 x 137, H. E. Mihall to Arthur W. Brown. Sale price, \$850.

UNSWORTH AVE., e.s., No. 27, 19.7 x 105.10, Monarch Mortgage Investment Co., to Wm. E. Reynolds, Flora Reynolds. Sale price, \$4,100.

REDPATH AVE., w.s., No. 124, 20.9 x 117, S. J. Bray, et ux, to Albert J. Harrison, Ruth J. Harrison. Sale price, \$5,000.

DELORAIN AVE., n.s., No. 22, 25 x 125, Annie Mackey to Frank E. House, Letitia E. M. House. Sale price, \$6,850.

ROE AVE., s.s., west of Greer Rd., vacant lot, 150 x 105, J. R. Coates et ux to Edgar P. Hall. Sale price, \$5,250.

LAWRENCE AVE., n.s., No. 104, 26.5 x 105, C. B. Hodway et ux to R. Clarens Hornbrook. Sale price, \$9,000.

REDPATH AVE., e.s., No. 117, 35 x 117.3, Thos. Ledrew et ux, to Francesco Pini. Sale price, \$13,000.

MELROSE AVE., n.s., east of Greer Rd., new house, 25 x 150, P. L. Yeomans et ux, to Gladys Rutherford, George Rutherford. Sale price, \$7,500.

MELROSE AVE., n.s., west of Elm Rd., vacant lot, 50 x 150, E. A. Trimble to Harold M. Smith. Sale price, \$1,300.

ROE AVE., s.s., west of Greer Rd., vacant lot, 50 x 105, Agnes L. Atkins et mar to John A. Owens. Sale price, \$2,000.

SHELDRAKE BLVD., s.s., No. 305, 23 x 150, S. E. Sinclair to Mirian White and Cecil C. White. Sale price, \$6,500.

LEITH PL., e.s., No. 21, 33.4 x 135, Agnes K. D. Dixon to Norma E. K. Thompson. Sale price, \$1,000.

BEAULAH ST., e.s., north of Sheldrake Blvd., vacant lot, 50 x 200, J. E. H. MacDonald et ux, to Lionel T. Tobias and Enid Tobias. Sale price, \$4,000.

STIBBARD AVE., n.s., No. 208, 30 x 125, S. A. Griffen et ux, to Robt. E. Rice and Dorothy H. Rice. Sale price, \$9,200.

(Continued on page 12)

Paper Warehouse To Go Up On Peter Street Site

S. E. Lyons Sells Property This Week.

Sale of the property at 117-125 Peter Street, immediately south of Richmond Street, announced this week by S. E. Lyons, Ltd., realtors, 347 Bay Street, is the only major transaction in industrial downtown properties reported during the week. Having a frontage of 100 feet and a depth of 165 feet to a lane at the rear, this important site has been sold to an undisclosed purchaser who will immediately commence building operations for a large paper warehouse of fireproof construction.

Preliminary plans have been drawn up by the new owner's architect and the erection of a \$175,000 structure is promised as soon as the site is cleared. The vendors were the Dovercourt Land Building and Savings Co. and the sale price is believed to have been in the neighborhood of \$35,000.

Mr. Lyons also reports the lease of the three-storey brick building and rear lot at 352-356 Front Street West to H. Broder for five years. Formerly owned by the Sheddon Forwarding Co., Ltd., the property will now be used in the auto-wrecking business.



These pretty homes are excellent examples of the type of house being erected on the McMaster properties, situated north of Eglinton Avenue West, and west of Avenue Road. Much building activity is evident in this area, and many fine houses are being erected here. The majority of these are being built to sell at prices ranging from \$8,000 to \$10,000. The Chartered Trusts & Executor Company, and W. T. Rogers, real estate broker, are developing this district, and with such success that it is now regarded as one of the finest locations in Toronto for the better type of moderate-priced homes.

Apartment Victim of Kew Beach Improvements

Purchased By City.

The city has purchased from Eliza J. Furness and E. C. Ironsides the apartment house on Hubbard Boulevard at the foot of Hammersmith Avenue. The site is a part of the old Scarboro Beach Park and have been purchased in connection with the proposed Kew Beach improvements. Last summer the city also purchased six double duplex houses accommodating 24 families. These are just a block away at the foot of Wineva Avenue. It is understood that the plans do not call for the removal of these houses at present and that the city will continue to rent them for a few years to come.

The apartment house was built by A. E. Furness, builder, about 18 months ago. It contains 17 suits and is erected on a lot 38 x 112 feet. The sale price was \$68,500.

**SATIN
FINISH
HARDWOOD
FLOORING**

WISE BUILDERS AND
ARCHITECTS SPE-
CIFY AND USE THIS
FLOORING WITH THE
ASSURANCE OF A PER-
MANENTLY BEAUTI-
FUL AND TROUBLE-
FREE FLOORING JOB.

**Satin Finish
Hardwood Flooring**

LTD.

JUNCTION 1186 - Weston, Ontario

Money Available for Residential Building

Loan Funds of Building and Loan Association Show Remarkable Growth

If residential builders could today solve the problem of adequate and liberal financing, the coming season would show a big increase in construction. That the American government at least realizes this, was clearly shown in President Hoover's announcement, last August, of a commission to study the question and outline its solution. Perhaps the most significant statement in the announcement was the following:

"There have been months during this depression when shortage of capital available for home building purposes has been so acute that this branch of construction has fallen off greatly, while other forms of credit have been available throughout the depression."

He referred, also, to the high cost of second mortgages, on which commissions of 20 per cent and 25 per cent must frequently be paid, and stressed the necessity for lower costs to home owners.

We hear much of the high cost of modern homes. But few people realize how much of this lies in the real estate and financing costs. Taking a rather average home of the smaller type, with a total cost of, say, \$11,125, thirty-seven per cent of the total cost could easily be the cost of real estate and financing if the usual first and second mortgage commissions were paid, as follows:

House and Equipment	\$ 7,000
Site	3,000
Mortgage Commissions	1,125
Total	\$11,125

Furthermore, any renewal of these mortgages, or re-finance, might double or treble the commission cost.

The building and loan plan greatly reduces financing costs and makes a very attractive loan. If the borrower owns a good lot or its equivalent in cash, he can secure from a building and loan association 75 per cent of the total value, making a second mortgage unnecessary in the majority of cases. The borrower simply buys stock in the building and loan association, on which he makes monthly payments. A portion of each payment is credited to principal and a portion to interest, so arranged that the total loan is paid off in about twelve years. This is called an amortization and takes advantages of the principle of compound interest in the borrower's favor.

We are all more or less familiar with the fact that money at 6 per cent compound interest doubles itself in about twelve years. But the building and loans do much better than this. They compute the compound interest quarterly, or even more frequently. If it takes 60 days, on an average, for them to re-loan money received on payments, they are compounding the money six times per year. If they could reloan it regularly each 30 days, the borrower would receive the benefit of 12 compoundings per year; for he shares in the profits of the association, through his stock ownership. When these profits are credited against the cost of his loan, his net interest charge for the entire period of the loan falls below 3 per cent.

To show just how a building and loan amortization works out, let us take a loan of \$5,000 with payments of \$50 per month, divided evenly between interest and principal account. In this case, the loan practically is paid off in 11 years and seven months, as shown in table on this page.

During this period, the borrower receives his share of the earnings of the building and loan stock, which, experience shows, will be sufficient to reduce his net interest charge to less than 3 per cent per annum.

AMORTIZATION TABLE

Showing How a \$5,000 Loan is Retired in 11 Years and 7 Months by Payments of \$50 Per Month.

Years	Total of Monthly Payments	Applied to Interest	Applied to Principal	Unpaid Principal Remaining
1	\$ 600.00	\$ 291.80	\$ 308.20	\$4,691.80
2	600.00	272.80	327.20	4,364.60
3	600.00	252.75	347.25	4,017.35
4	600.00	231.25	368.75	3,648.60
5	600.00	208.55	391.45	3,257.15
6	600.00	184.45	415.55	2,841.60
7	600.00	158.80	442.20	2,399.40
8	600.00	131.60	468.40	1,931.00
9	600.00	102.60	497.40	1,433.60
10	600.00	72.00	528.00	905.60
11	600.00	39.45	560.55	345.05
12 (7 mos.)	350.00	7.20	342.80	2.25
Total	\$6,950.00	\$1,953.25	\$4,997.75	

Having in mind the financial possibilities of the building and loan plan, it is easy to understand its increasing popularity, both as an investment and as a means of financing home building or re-finance.

The degrees of safety connected with investments in building and loan stock is very high, as they operate under state charters, subject to state inspection and audit; and the failures and losses have been far lower than those of banks, especially when expressed in percentage of

losses to total resources. This latter percentage is less than three-hundredths of 1 per cent.

There were 551 bank failures during 1929, with total liabilities of \$182,282,000. The building and loan failures during 1929 involved losses totaling \$2,312,626. It would appear from these figures that money invested in a building and loan association is safer than in a bank.



IN THE NEW AVENUE ROAD SECTION

This is the new residence of Mr. Harry Jenkins, Jr., well-known member of the Toronto Home Builders' Association, at 284 Glencairn Avenue, west of Avenue Road.

Land Specials

\$27 ft.—MANN AVE.	-	100'
\$30 ft.—CLEVELAND AVE.	-	200'
\$35 ft.—BANFF ROAD	-	500'

These are locations where small houses sell rapidly We ask you to investigate.

SUYDAM REALTY CO., LIMITED

36 TORONTO ST.

Phone ELgin 1321

Evenings—GErrard 0404

Co-operate With Responsible Builder

The United States Building and Loan League is now undertaking a program of special interest to the builder and building material dealer throughout the country. Acting as a sort of combined doctor, banker, and family friend to a client, the building and loan associations are now going farther than the extension of the home loan. They are taking an active interest in the construction both of the homes already built and of those to be erected with their funds. An Appraisal Conference was one of the features of the recent annual convention of the league held in Grand Rapids, Mich. Appraisal courses are outstanding in the curricula of the American Savings, Building and Loan Institute, affiliated with the league.

The stress laid on appraising is due to the new national office, and is a part of the program to see that the men and women in the business know as much as possible concerning what constitutes value, with the idea that they will be better able to advise their clients in regard to builders and building materials.

"We want to co-operate with the builders of the country who share our ideas on good construction," said H. Morton Bodfish, executive manager of the league, in commenting on this phase of the expansion program. "The good builders, who deliver well built structures, will be in sympathy with our desire to keep our clients, and incidentally our money, away from fly-by-night builders or dealers in shoddy or flimsy materials.

"This is why, particularly in our institute work, we are featuring appraising courses so that the young people entering the business and the older ones who have not paid very much attention to this item, can become up-to-date and have a measure of value which they can apply when advising clients on the purchase of this house or that, or on tying up with this builder or that.

"With the education we are planning along these lines, our people will soon be able to pick out the reliable builders in their communities and can and will steer a great volume of business to them. Naturally, this is not an entirely new idea. The building and loan men have been interested in construction, in all its ramifications, for nearly a hundred years. We just know the building trade will thank us."

SEVERAL LEASES NEGOTIATED.

Reporting considerable activity in leases for commercial concerns this week, R. B. Rice and Sons, realtors, 60 Victoria Street submit the following list of leases negotiated within the last few days.

Kaufmann and Sons, wool dealers, are occupying a warehouse at 7 Scott Street.

The Great Atlantic and Pacific Tea Company will open another store on Silverthorne Avenue, Toronto, about the first of December.

How They Shoot in the Army.—Gunnery Officer—"See that man on that bridge three miles over there?"

Gunner—"Yes, sir."

Officer—"Let him have a couple of 75's in the eye."

Gunner—"Which eye, sir?"—Army and Navy Journal.

Try the Morgue.—Gentleman wants to rent furnished room suitable for sleeping quarters and large enough for baby grand piano. Must be in a home where playing at all hours will not disturb other occupants.—Goshen (Ind.) paper.

"The cost of a thing is not so much a matter of how MUCH you pay as of WHAT you get for your money. Which, most likely, is why so many builders prefer Pannill Products."

INTERIOR TRIM

WE manufacture our own trim at 132 Front Street East, Toronto. Nothing but kiln dried lumber is used—and this lumber is kept in our heated warehouse.

Perfect Lumber results in Perfect Trim

Red Gum
Figured Red Gum (Quartered)
Walnut
Clear Chestnut
Plain Oak
Quartered Oak
Willow
Basswood for Enamel
Whitewood
Good Old Ontario White Pine
(Pinus-Strobus)
B.C. Fir

These popular woods always kept in stock.

Pay us a visit.

Get our prices.

TRY THE SERVICE

"No transaction considered complete until every detail has been worked out to the complete satisfaction of our customer."

THEN—

There is that big stock of doors, sash, flooring, glass and built-up conveniences for the kitchen.

"SERVICE"
that's the thing!

Doors - Sash - Trim - Flooring
Fine Dressed Lumber

Pannill Door Company Limited

132 Front Street East

Toronto, Ont.

Phone Elgin 6358---4 lines to Central

Mechanics' Liens

October 22nd, 1930.

- 11965—John Regina, 235 Manning Ave., against Antonio Novaco, of 7 D'Arcy Street, for the sum of \$97.65
11966—Thomas H. Crozier, 104 Linsmore Crescent, against Louis C. Fauver, et al for the sum of \$125.
11968—The J. W. Butler Co., Ltd., against Queens Park Plaza Co., Ltd., for the sum of \$281,109.80
11971—Grace Champini carrying on business as Maple Leaf Contracting Company, 149 Claremont Street, against Antonio and Mnocenza Novaco, et al for the sum of \$57.50
11972—Fairbank Block & Supply Co., Ltd., against Robert C. Maguire, et al for the sum of \$553.47
11973—William Rollason, 1075 Gerrard Street East, against Leslie Malcolm, et al for the sum of \$170
13627—Vokes Hardware Co., Ltd., against Rebecca J. Noirie Miller, et al for the sum of \$52.68
13628—Arthur Sedgwick against James B. Brown, for the sum of \$63
13629—Ontario Hardwood Floorlayers, 557 Markham Street, against A. Skene, 1515 Dundas Street West, et al for the sum of \$1,020
13630—Watt Milling & Feed Co., Ltd., against L. G. Harvey, for the sum of \$144.04
13631—Louis Green, 156 Brunswick Ave., against Aaron and Bessie Edelist, et al for the sum of \$181.25

PROPERTY TRANSFERS.

(Continued from page 10)

- WANLESS AVE., n.s., west of Rowan Ave., vacant lot, 50 x 132.6, D. H. Patterson et ux, to Harold S. Meredith. Sale price, \$2,500.
YONGE BLVD., s.s., No. 21, 30.8 x 103.2, J. E. Burroughes et ux, to Walter P. Ferguson. Sale price, \$6,000.
MELROSE AVE., s.s., west of Elm Rd., vacant lot, 50 x 150, Geo. Field et ux, to Stanley L. Abbott. Sale price, \$1,600.
DAVISVILLE AVE., s.s., No. 343, 15.3 x 100, M. R. Gooderham to Harman C. Card. Sale price, \$3,900.
ORIOLE PARKWAY, w.s., No. 470, 50 x 143.1, W. M. Sanderson et ux, to Robert A. Wilson. Sale price, \$42,000.
HIGHBOURNE RD., w.s., No. 516, 48.1 x 100, James A. Livingston et al, trustees, to Geo. Sernissl. Sale price, \$22,900.
HILLSDALE AVE. E., n.s., No. 352, 26.4 x 124, S. F. Stinson et ux, to William G. Medland. Sale price, \$5,000.
SOUDAN AVE., n.s., east of Marmont St., vacant lot, 34 x 96.5, G. W. Hunt to Antonio Magliacomo. Sale price, \$1,100.
BRAEMAR AVE., w.s., north of Chaplin Cres., vacant lot, 105 x 130, H. E. McRobb to Harry Salter. Sale price, \$7,875.
GREER RD., e.s., No. 353, 25 x 118.4, J. R. Riley et ux, to Robert C. Bastable. Sale price, \$6,900.
EDITH DR., w.s., No. 78, 23.9 x 111, E. S.

Duggan et ux, to Mary Ommerli and Herman Ommerli. Sale price, \$4,000.

LYTTON BLVD., s.s., east of Mona St., vacant lot, 150 x 134, International Corp., Ltd., to Ewart R. Angus. Sale price, \$9,750.

DELORAIN AVE., s.s., No. 209, 22.7 x 100, R. S. Owens et ux, to Annie A. Counter. Sale price, \$5,900.

CHATSWORTH DR., n.e.s., No. 140, 31 x 106, L. J. Gaskon to Frank J. Quinn. Sale price, \$8,600.

FAIRLAWN AVE., n.s., No. 160, 31 x 106, Welsmiller McKenzie Bros. Limited, to Kathryn Kennedy. Sale price, \$4,150.

OLD ORCHARD GROVE, s.s., west of Greer Rd., vacant lot, 50 x 105, N. Norris to Fred R. S. Owens. Sale price, \$2,000.

CHATSWORTH DR., s.s., west of Duplex Ave., vacant lot, 39.4 x 372, H. M. Sanderson et ux, to William S. Hudson. Sale price, \$13,750.

LAWRENCE AVE. W., s.s., west of Greer Rd., vacant lot, 100 x 110, Standard Reliance Assets Limited to Robert Muir. Sale price, \$4,200.

ROSELAWN AVE., n.s., No. 30, 33 x 135, Albert Cornell et ux, to Hugh M. Lickley Sr. Sale price, \$16,000.

JEDBURGH RD., w.s., No. 70, 25.6 x 100, C. Coldwell et al, to Mary E. Gallagher and John J. Gallagher. Sale price, \$6,900.

RIDLEY BLVD., w.s., n. of Old Orchard Gr., vacant lot, 50 x 157, E. M. Robinette to Jas. A. McDonagh. Sale price, \$2,500.

LAWRENCE AVE. W., s.s., No. 175, 25 x 110, R. Muir et ux, to Hella A. Moore and Thos. P. Moore. Sale price, \$6,600.

FAIRLAWN AVE., n.s., No. 74, 25 x 145.10, James Merrilees et ux, to Robt. N. Briggs. Sale price, \$6,900.

CHERITAN AVE., s.s., No. 69, 46 x 129, H. O. Gee et ux, to Walter P. Ferguson. Sale price, \$12,000.

CASTLEFIELD AVE., n.s., east of Avenue Rd., new house, 25 x 134.3, William H. Kitchen et ux, to Ruby V. Sanderson and Robert H. Sanderson. Sale price, \$5,500.

MT. PLEASANT RD., w.s., Nos. 806-808, 50 x 230, G. Howarth to Margaret E. Ruskin. Sale price, \$27,850.

BROOKDALE AVE., n.s., No. 60, 25 x 110, Jean M. Robertson to Harold S. Meredith. Sale price, \$7,000.

BUILDING CONTRACTOR PASSES.

William Spradbrow, builder and contractor, died at his residence, 198 Oakwood Ave., this week after an illness of nearly four years. He was born in Maidstone, Kent, England, and came to Canada 40 years ago. He had been in the building business some 25 years, mostly in Oakwood, St. Clair and Avenue Road district. He was a member of Doric Lodge, No. 316, A.F. & A.M., Rani Ghar Grotto, and the Canadian Order of Chosen Friends. He is survived by his widow, formerly Miss Sarah Alice Gibbs, one son, Norman H. G., a daughter, Elma, and a brother, Charles, all of Toronto.

Pass the Cough Drops.—"Quick, Doctor, do something! I was playing a mouth organ an' swallowed it!"

"Keep calm, sir, and be thankful you were not playing the piano."—London Opinion.

QUALITY MILLWORK

See us for Sash,
Doors, Stair Work,
Interior Trim and
Fine Detail Doors.
Phone AD. 0611.



We specialize in
heavy timbers in
large sizes and long
lengths.

Phone Evenings
C. A. Curry, HU. 0169w

JOHN B. SMITH & SONS LTD.
53 STRACHAN AVE
TORONTO 2

FAIRBANK LUMBER & COAL

COMPANY, LIMITED

Lath
Shingles
Trim
Rough Lumber
Dressed Lumber

Dufferin St.
and Old Belt
Line
Phone:
KEBn. 0203
and 6123

BUILDERS HARDWARE AND CONSTRUCTION MATERIAL

Telephone RAndolph 5127
W. WALKER & SONS, LIMITED

Warehouse: 10-20 Alcorn Ave.
Showroom: 1228 Yonge St.

SALESMEN:
B. Fletcher - HOWard 4555
G. Bottrell - HILLcrest 4833J
R. Nichol - HARgrave 7131

Sales Manager — E. C. Roberts. JU. 6332
Manager — W. Morgan Smith. HY. 3032



STRUCTURAL STEEL

BEAMS, ANGLES,
COLUMNS, REINFORCING
RODS, ETC.ASK FOR OUR PRICES
Standard Iron & Metal Co.3400 Dundas St. West
LY. 4631 Nights: LY. 5826

BUILD WITH BOOTH BRICK

A HUDSON SHALE PRODUCT
New Toronto 212W Lakeside 3617W
BOOTH BRICK - NEW TORONTO

THE WELSH LUMBER CO. LTD.

2219 YONGE ST.

Lumber, Lath, Shingles,
Trim

Phones: HUd. 3367 and 3368

GARAGES

MANUFACTURED AND ERECTED



METAL
FRAME
STUCCO

First class work-
manship. Every
garage guaran-
teed. We erect
garages anywhere
in Ontario and
Quebec. Write or
phone for new
catalogue and
estimates to

BENJ. LEE 1836 Davenport Road,
Toronto. JUct. 6377

WEEKLY BUILDING REPORTER AND REAL ESTATE REVIEW

Established 1924

A Weekly Paper for Architects, Builders, Contractors, Financial and Real Estate Firms

Subscription Rates:

\$3.00 per year to any address in Canada or United States. 10 cents per single copy.

Published every Saturday by

WHITTEMORE PUBLICATIONS LIMITED

31 Willcocks St., Toronto 5. Telephones: Midway 3527-3528

Official Publication of the Home Builders' Association, Toronto.

A. R. Whittemore - President
P. F. McCleary - Editor



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

Also Publishers of BUILDING IN CANADA (Issued Monthly)

EDITORIAL COMMENT

THE CUTTING OF PRICES

(A Fable)

AT the beginning of things, when the world was young, the donkey was esteemed by all the tribes of men as the wisest of animals. The good Shiek El-Sta-Shun-Air owned a great herd of these sagacious beasts, which was the pride and joy of his life.

Other shieks from miles around came to listen and marvel at the wisdom of the herd. At such a time came even the Prophet himself—most learned and wise of all the sons of the East. With much glowing of pride, El-Sta-Shun-Air led him out to the herd and said:

"Behold, O Prophet, the wise and talented asses. Converse with them, test them, and see if they are not verily wiser than forty trees full of owls."

Then the prophet addressed the asses. "Let us test your wisdom" said he. "Answer me this question: What should an ass require for a three days' journey?"

And they counseled among themselves and then made reply: "For a three days' journey, O Prophet, any ass should require six bundles of hay and three bags of dates."

"Very good," quoth the Prophet, "that soundeth like a fair and proper price." Whereupon El-Sta-Shun-Air broke into loud chuckles and said: "Did I not tell you they are passing wise?"

The Prophet answered, "Wait!" and he again addressed the asses. "I have for one of you," he said, "a three days' journey, but I will not give you six bundles of hay and three bags of dates for making it. Let him who will go for less stand forth."

And behold, they all stood forth and all began to talk at once. One would go for six bundles of hay and two bags of dates. Then another for three bundles of hay and one bag of dates, until finally one specially long-eared ass agreed to go for one bundle of hay.

Then spake the Prophet: "Fool," quoth he, "you cannot even live for three days on one bundle of hay, much less profit from the journey."

"True," replied the long-eared one, "but I wanted to get the order."

And from that far-off day to this, asses have been known as fools, and price cutters known as asses.—Prin-talk.

LOW CONSTRUCTION COSTS

A TORONTO architect desiring his name not divulged tells this story. A year ago, figures were asked on an 18-suite apartment building. The owner, after seeing the bids, decided not to build. The cost was too high to warrant a fair return on his investment. Lately, figures were again submitted for this type of building showing a reduction of \$8,000 from last year. Another instance where building costs are down. Bargain days are here, but do not last forever, so why not make hay while the sun shines?

A Toronto paper headlines a page with: "Huge Bay-Yonge-Church Development Perfected in Mayor Wemp's First Year." Verily so; and it is also the year that Frank Callaghan's "Mineralogist" won two races at local tracks and that Winnie Lightner starred famously in "The Gold Diggers of Broadway."

The way to get your share of the better than normal business of to-day is to call in the squads of asthmatic depression dimes and replace them with battalions of vigorous advertising dollars.

If your business has gone to Helentirely, worrying about it won't get you anywhere.

An eternal triangle is a man, a wife and a can opener.

Some men prefer bachelor quarters to better halves.

Endurance tests are rather hard on the reading public, too.

IN THE LEAD SUPERIOR SASH—



smoother finish
... accurate di-
mensions ...
finer workman-
ship. Truly the
LEADER.

A trial order will
convince you that
they are a Superior
product.

Telephone KEBn. 3211
Evenings KEBn. 2114J

SUPERIOR SASH CO.

450 Gilbert Ave
Toronto Ont.

Phone: HOward 7224

W. L. UPTON

LATHING CONTRACTOR

"Lathing in One Day"

Material Supplied

83 Birch Cliff Ave. - TORONTO

CALEDON SHALE BRICK

1167 Bay St. - KINGSdale 1431

Ernest M. Lee

BARRISTER and SOLICITOR

Sun Life Building ELgin 5301
Adelaide and Victoria Sts., Toronto 2

SASH

GEO. S. HOPE & SON

390 Delaware Avenue
LOmbard 6900

4%

paid on deposits—
subject to withdrawal
by cheque.

CENTRAL CANADA LOAN AND SAVINGS COMPANY

KING AND VICTORIA STS., TORONTO
23 SIMCOE ST. N., OSHAWA

ESTABLISHED 1884



This texture is procurable in several ranges of pleasing shades.

"Maple Bark" Texture was designed to meet the demand of modern home building. Discriminating architects state that it is the finest rough textured brick now in use in this country.

MILTON BRICK CO., LIMITED

1158 BAY STREET

TORONTO

Kingsdale 4158

DSL SIX POINT SASH

has six points of superiority that every sash buyer should heed:



THIS IS THE MARK OF A BETTER SASH

1, Carefully selected materials; 2, Thoroughly seasoned stock; 3, Expert manufacture; 4, Accurate sizes; 5, Outstanding values; 6, Prompt service.

These six points of superiority, found only in D.S.L. Sash, make it profitable for you to use them exclusively.

D.S.L. Six-Point Sash is a specialized product, the result of many years' experience in sash building. Every step in the manufacture of D.S.L. Sash is watched closely, and the finished sash is thoroughly inspected before it receives the D.S.L. trademark. Because we make nothing but sash and make more sash, D.S.L. Six-Point Sash costs you no more than ordinary sash.

We would welcome the opportunity of showing you through the D.S.L. factory which is one of the most modernly equipped sash factories in Canada.

DEMAND DOMINION SASH

We sell only through recognized dealers

DOMINION SASH, LIMITED

STREETSVILLE

ONTARIO

SEAMAN-EATON Hardwood Flooring

For Builders who understand that flooring is an important factor in the renting and selling of homes and apartments.

Prices and Quality are attractive.

SEAMAN-EATON FLOORING CO. LTD.
48 ABEILL ST. TORONTO
LAKESIDE 7386

Retail Prices of Building Material

MILTON BRICK LIMITED

Delivered on job in Toronto—Sales Tax included
Less 5%—Cash 10 Days

No. 1 Maple Bark or Milton Rug	\$33.00 per M
No. 2 Maple Bark or Milton Rug	29.50 per M
Autumn Tints	25.00 per M
No. 1 Dark Red, Buff or Brown Pressed	27.00 per M
No. 2 Dark Red, Buff or Brown Pressed	27.00 per M
Red Face Veneering	27.00 per M
Red Pressed Factory	26.00 per M
Pressed or Wirecut Culls	19.00 per M

HEATH TILE

8" x 8" x 8"	\$104.00 per M
Headers	104.00 per M
4" x 8" x 8"	52.00 per M

INTERPROVINCIAL BRICK CO., LIMITED

No. 1 Dark Red Pressed, Shade 10	\$32.00 per M
No. 1 Light Red Pressed, Shade 10	27.00 per M
No. 1 Medium Flashed, Shade 30	32.00 per M
No. 1 Light Flashed (Buff), Shade 32	32.00 per M
No. 1 Dark Flashed, Shade 41	32.00 per M
No. 1 Special Dark Flashed, Shade 31	35.00 per M
Old English	26.50 per M
No. 1 Veltex Red	33.00 per M
No. 1 Veltex Mingled	33.00 per M
No. 1 Veltex Dark Range	33.00 per M
No. 1 Rug Red	33.00 per M
No. 1 Rug Mingled	33.00 per M
No. 1 Rug Dark Range	33.00 per M
Red Pressed Factory Face	26.00 per M
Hard Foundation Brick	22.00 per M
Culls	19.00 per M

Delivered in Toronto, Sales Tax included, less 5% Discount ten days from date of statement.

THE COOKSVILLE CO., LTD.

Cooksville Bark Texture	\$35.00 per M
Cooksville Log Texture	35.00 per M
Ruff-Tex Corduroy—Rug	33.00 per M
Ruff-Tex Matt	33.00 per M
Cooksville Red Pressed	32.00 per M
Cooksville Buff Pressed	32.00 per M
Colonial	29.50 per M
"Ever-Hard" Smooth Face	27.00 per M

STOCK BRICK

No. 1 Red Face	\$29.50 per M
No. 2 Red Face	26.00 per M
Hard Cellars	22.00 per M
Insiders	19.00 per M
Sand and Lime Brick	13.00 per M

Delivered in Toronto, Sales Tax included, less 5% Discount ten days from date of statement.

COOKSVILLE HAYDITE LIGHTWEIGHT BUILDING UNITS.

3" x 8" x 16"	8 1/2c each
4" x 8" x 16"	9 1/2c each
6" x 8" x 16"	13c each
8" x 8" x 16"	21c each
9" x 8" x 16"	23c each
10" x 8" x 16"	26c each
12" x 8" x 16"	29c each
13 1/4" x 8" x 16"	31c each

Fillers, 4" x 8" x 2 1/4"	\$20.00 per M
Header Units	Same price as standards
Jamb Units	Price of standard plus 1 1/2c
Steel Sash Units	Price of standard plus 1 1/2c
Units plain at one end	Price of standard plus 1c
Units plain at two ends	Price of standard plus 2c
Flue Units	Price of standard plus 2c
Solid Units	Price of standard plus 3c
Quarter Units	Half price of standard plus 2c
Half Units	Half price of standard plus 2c
Three-quarter units	Same price as standard
Roof and floor slabs	Prices according to sizes
Lintels and sills	Prices according to sizes

COOKSVILLE PARTITION TILE

2"	\$ 97.00 per M
3"	97.00 per M
4"	105.00 per M
6"	145.00 per M
8"	205.00 per M
12"	295.00 per M
1 1/2" and 2" Split Furring	52.50 per M

COOKSVILLE LOAD-BEARING TILE

8 x 8 x 12	\$164.00 per M
8 x 8 x 12 Headers	164.00 per M
8 x 5 1/4 x 12	104.00 per M
4 x 5 1/4 x 12	\$52.00 per M
2 1/2 x 4 x 12	33.00 per M
4 x 6 1/2 x 12 (Jumbo)	52.50 per M

Delivered in Toronto, Sales Tax included, less 5% Discount ten days from date of statement.

TORONTO BRICK CO. LIMITED

(Delivered in Toronto—including Sales Tax)
(Less 5%—Cash 10 Days)

JOHN PRICE BRICK

John Price Stock Face	\$29.50 per M
John Price Hard Face	26.00 per M
Hard Cellars	22.00 per M
Insiders	19.00 per M

DON VALLEY BRICK

No. 1 Dark Red Pressed	\$32.00 per M
No. 1 Buff Pressed	32.00 per M
No. 1 Oriental and Rug, all shades	33.00 per M
No. 2 Oriental and Rug, all shades	29.50 per M
Enamel Brick, all shades	50.00 per M
Enamel Brick, all colors	127.50 per M
No. 1 Grey Stock Face	24.50 per M
No. 2 Grey Stock Face	22.00 per M
Hard Foundation Wirecuts	22.00 per M
Wirecut Insiders	19.00 per M

SAND AND LIME BRICK

Rocktite \$13.00 per M

CINCRETE BUILDING UNITS

3"—Standard 3 x 8 x 15 1/4 at	8 1/2c
4"—Standard 4 x 8 x 15 1/4 at	9 1/2c
6"—Standard 6 x 8 x 15 1/4 at	13c
8"—Standard 8 x 8 x 15 1/4 at	19c
9"—Standard 9 x 8 x 15 1/4 at	21c
10"—Standard 10 x 8 x 15 1/4 at	25c
12"—Standard 12 x 8 x 15 1/4 at	27c
13 1/4"—Standard 13 1/4 x 8 x 15 1/4 at	29c
Cincrete Bricks 4 x 8 x 2 1/4 at	\$20.00 per M
Header Units	Same price as standards
Jamb Units	Price of standard plus 1 1/2c
Steel Sash Units	Price of standard plus 1 1/2c
Units plain at one end	Price of standard plus 1c
Units plain at two ends	Price of standard plus 2c
Flue units	Price of standard plus 2c
Solid Units	Price of standard plus 3c
Quarter Units	Half price of standard plus 2c
Half Units	Half price of standard plus 2c
Three-quarter Units	Same price as standard

All above prices subject to 5% Cash Discount for payment ten days from date of invoice, which are rendered on the 15th and 30th of each month.
Third or Shorter 60.00 90.00

STANDARD BRICK CO., LIMITED

(Delivered in Toronto—including Sales Tax)
(Less 5%—Cash 10 Days)

STOCK BRICK

Standard Stock Face, No. 1	\$29.50 per M
Standard Hard Face (No. 2 stock)	26.00 per M
Standard Hard Face (No. 3 stock)	22.00 per M
Hard Cellars	22.00 per M
Insiders	19.00 per M

CALEDON RUG, MATT OR B/B TEXTURES

Dark Ranges	\$33.00 per M
Medium Range	29.50 per M
Light Range	26.50 per M
No. 1 Red, Buff or Brown Flashed, Pressed Brick	30.00 per M
No. 2 Red, Buff or Brown Flashed, Pressed Brick	28.00 per M
Light Red Pressed	26.50 per M
Smooth Wire Cut	24.00 per M
Culls	19.00 per M

Delivered on the job in Toronto or vicinity, Sales Tax included, less 5% Cash Ten Days.

GRANITE CONCRETE BLOCK CO. LTD.

4" Concrete Blocks, plain	14c each
8" Concrete Blocks, plain	19c each
9" Concrete Blocks, plain	21c each
10" Concrete Blocks, plain	23c each
12" Concrete Blocks, plain	26c each
13 1/4" Concrete Blocks, plain	28c each
Rock Face	One cent extra on plain
Granite Face	Six cents extra on plain
All Solid Blocks	Five cents extra

Terms Net 30 Days—Discount 4% 10 days.

LEASIDE BLOCK & TILE LTD.

4" Concrete Blocks, plain	14c each
8" Concrete Blocks, plain	19c each
9" Concrete Blocks, plain	21c each
10" Concrete Blocks, plain	23c each
12" Concrete Blocks, plain	26c each
13 1/4" Concrete Blocks, plain	28c each
Rock Face	One cent extra on plain
Granite Face	Six cents extra on plain

(Light Weight Units)

3" "Cin-Con", plain	8c each
4" "Cin-Con", plain	9c each
6" "Cin-Con", plain	12c each
8" "Cin-Con", plain	17c each
9" "Cin-Con", plain	19c each
12" "Cin-Con", plain	25c each
13 1/4" "Cin-Con", plain	27c each

The above prices include Tax and Toronto and suburban delivery, and are subject to the following discounts: Concrete, 4% 10 days from statement date; "Cin-Con", 5% 10 days from statement date.

PERRY CEMENT PRODUCTS CO.

4" Concrete Blocks, Plain	14c each
8" Concrete Blocks, Plain	20c each
10" Concrete Blocks, Plain	24c each
12" Concrete Blocks, Plain	28c each
Rock Face	One cent extra on plain
Granite face	Six cents extra on plain
All solid blocks	Five cents extra

Terms: 30 days net. Discount 5% 10 days after delivery.

CONGRATULATIONS, ALF!

Now that the probe into York Township affairs is over—the judge, lawyers and the cloud of witnesses departed—and may we pause to congratulate Councillor A. J. B. (Alf.) Gray, member of the Home Builders Association, on coming through with untarnished esentcheon. They didn't even ask Alf. to testify.

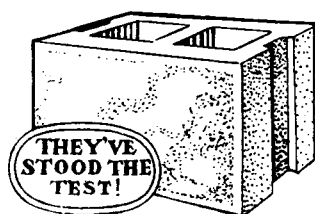


HALL'S DISTEMPER

Manufactured by
Sissons Brothers & Co., Ltd., Hull, Eng.
The Famous Oil-Bound

FLAT WALL PAINT
"Use Hall's for all your Walls"
Easy to Apply—Beautiful Shades
Agents: STURGEONS LTD., Toronto

"Better Blocks for
Better Buildings"



**TESTED
BLOCKS**

Cinder or Concrete
Guaranteed Strength

Blocks Tested and Approved by
Canadian Inspection & Testing
Co., Ltd.

Specify

"TESTED BLOCKS"
for

Complete Satisfaction

**BLOCK SUPPLY CO.
LIMITED**

185 Eglinton Ave. W. HU. 2113
General Sales Agents for:
Granite Concrete Block Co., Ltd.
Fairbank Block & Supply Co., Ltd.
Leaside Block & Tile Co., Ltd.
Cooper Block Co., Ltd.

DIRECTORY OF ADVERTISERS

When forming business contacts with firms advertising in this publication, it would be greatly appreciated, if you would state to such firms that your patronage is in response to their advertising in "Weekly Building Reporter". A classified directory of advertisers is given below and we suggest that there is no better way of keeping in touch with what is new and in securing good value and prompt service than by dealing as much as possible with these firms.

ARCHITECTS	
Card, Raymond	GE. 8421J
BANKS	
Central Canada Loan & Savings Co.	AD. 7225
Royal Bank of Canada.	
BELTING AND HOSE	
Smith Belting Works	AD. 1437
BRICK	
Booth Brick & Lumber Co.	LA. 3617W
Cooksville Brick Co. Ltd.	EL. 8171
Milton Brick Ltd.	KI. 0906
Standard Brick Co. Ltd.	GR. 1118
Toronto Brick Co. Ltd.	KI. 1186
BUILDERS' SUPPLIES	
Calkins Ltd., H. W.	HY. 7601
Canada Building Materials Ltd.	WA. 1051
Community Builders Ltd.	KE. 9606
Ellins Bros.	LY. 2060
McCord & Co., Ltd., S.	EL. 8141
CARPENTERS	
Boon, J. F.	HY. 2210
CONCRETE BLOCKS	
Block Supply Co. Ltd.	HU. 2113
Perry Cement Products Co.	AD. 3528
Toronto Brick Co. Ltd.	KI. 1186
CONTRACTOR'S EQUIPMENT	
Wettlauffer Bros.	TR. 1862
CULVERTS	
Metallic Roofing Co. Ltd.	LA. 0800
DRAIN TILE	
Perry Cement Products Co.	AD. 3528
ELECTRICAL CONTRACTORS	
Gillespie, W. M.	JU. 1221
ELECTRICAL FIXTURES and APPLIANCES	
Base-O-Lite Products Ltd.	EL. 5812
Morden Ltd., H. W.	LY. 5880
Toronto Hydro-Electric System	AD. 2261
FLOORING (Hardwood)	
Algonquin Building Products Ltd.	LA. 2829
Roake Mfg. Co. Ltd.	MI. 1133
Builders' Flooring & Millwork Ltd.	KE. 6600
Kent Oakley Ltd.	MI. 2427-8-9
Laidlaw Lumber Co. Ltd., R.	EL. 5234
Satin Finish Hardwood Flooring Ltd.	JU. 1186
Seaman-Eaton Flooring Co., Ltd.	LA. 7386
Seaman Kent Co., Ltd.	LL. 3101
Sheppard & Gill Lumber Co. Ltd.	GR. 2116
Stanners, E. H.	JU. 3766
GARAGES	
Lee, Benj.	JU. 6377
Lee, Gordon S.	LY. 6815
GAS APPLIANCES and GAS HEATING	
Consumers' Gas Co.	AD. 9221
GLASS	
Adanac Glass Service	TR. 1719
Cons. Plate Glass Co. of Can. Ltd.	TR. 8000
HARDWARE	
Rice-Lewis & Son, Ltd.	AD. 9281
Richards-Wilcox Canadian Co. Ltd.	AD. 6893
Walker & Son, W.	RA. 3133
HEATING (Hot Water)	
Gurney Foundry Co., Ltd.	AD. 4274
HOLLOW BUILDING TILE	
Cooksville Brick Co. Ltd.	EL. 8171
Milton Brick Ltd.	KI. 4158
INSULATION	
International Fibre Board Ltd.	
INSURANCE	
Curtis & Co., W. A.	AD. 9904
Kennedy, Geo. H.	WA. 2327
Suckling & Garrett Ltd.	EL. 4249
LANDSCAPE ARCHITECTS	
Brobst Forestry Co.	HL. 1602-3
LATHING CONTRACTOR	
Upton, W. L.	HO. 7224
LAWYERS	
Farrell, Squires & Gauld.	AD. 4121
Gregory & Gregory	AD. 3211
Lee, Ernest M.	EL. 5301
LUMBER, SASH and DOORS	
Algonquin Building Products Ltd.	LA. 2829
Boake Mfg. Co. Ltd.	MI. 1133
Comrie Lumber Co., Ltd.	HO. 1800
Dominion Sash, Limited, Streetsville	80
Fairbank Lumber & Coal Co. Ltd.	KE. 0203
Gardiner & Son, Ltd., P. W.	KI. 5414
Hind Lumber Co. Ltd., Edmund	GR. 1133
Hope & Son, Geo. S.	LO. 6900
Kent Oakley Ltd.	MI. 2427-8-9
Laidlaw Lumber Co. Ltd., R.	EL. 5234
Leeder, W.	LL. 6878
Pannill Door Co., Ltd.	EL. 6358
Rathbone Lumber Co. Ltd., Geo.	LA. 0914
Reid & Co., Lumber, Ltd.	EL. 7251
Sheppard & Gill Lumber Co. Ltd.	GR. 2116
Smith & Sons, Ltd., John B.	AD. 0611
Superior Sash Co.	KE. 3211
Welsh Lumber Co. Ltd.	HU. 3367
MANTELS	
Classic Mantel & Stone Co., Ltd.	WA. 6436
MARBLE—TILE—TERRAZZO	
Marbles & Tiles Ltd.	AD. 3166
Petch, W. B.	JU. 3706
Stanners, E. H.	JU. 3766
METAL LATH	
Metallic Roofing Co. Ltd.	LA. 0800
MORTGAGE LOANS	
Curtis & Co., W. A.	AD. 9900
Fortier & Ames	ELgin 6168
Gregory & Gregory	AD. 3211
McLaughlin, W. C.	EL. 5022
Moffatt, Hudson & Co.	AD. 5497
Suckling & Garrett Ltd.	EL. 4249
ORNAMENTAL IRON	
Art Wire & Iron Co.	HA. 8524
PAINTS, STAINS and VARNISHES	
Sturgeons Ltd.	HA. 1153
PHOTOSTATS	
Canadian Photo Copy Co.	AD. 0270-0279
PLASTERERS	
Wm. Law	LL. 9330
PLASTIC WALL FINISHES	
Morene Ltd.	KI. 2692
REAL ESTATE	
Garton & Hutchinson	EL. 4281
Home Smith & Co.	LY. 3141
Suydam Realty Co. Ltd.	EL. 1321
Tijou & Co., Ed.	HI. 7795
ROOFING	
Toronto Asphalt Roofing Mfg. Co. Ltd.	JU. 1126
SAND and GRAVEL	
Ellins Bros.	LY. 2060
Perry Cement Products Co.	AD. 3528
STRUCTURAL STEEL	
Standard Iron & Metal Co.	LY. 4631
STUCCO	
Calkins Ltd., H. W.	HY. 7601
Stucco Products Ltd.	HU. 9757
WALLBOARD and INSULATION	
International Fibre Board Ltd.	LL. 6567
Laidlaw Lumber Co. Ltd., R.	EL. 5234
Stanners, E. H.	JU. 3766
WEATHER STRIP	
Kitchen, J. A.	HY. 4104

AMONG OUR MEMBERS.

(Continued from page 3)

Berry Ave., just south of the Kingsway, ready for lathing. It is of stone and stucco construction, two and a half storeys in height, and is on concrete lock foundations. Oak flooring and gumwood trim are used exclusively. \$12,000 is the cost of construction.

SUMMARY OF EAST YORK PERMITS For the Month of September.

33 Dwellings	\$99,500
65 Garages	5,262
11 Additions	3,150
10 Stores	34,500
1 Removal	10
1 Portable School	3,000

\$145,422

EIGHT-ROOM ADDITION FOR HUMBERCREST SCHOOL.

The building contract for the erection of two four-room additions to either end of Humbercrest School, St. Mark's Rd., were awarded this week with building operations getting under way immediately in order to have the additions completed by the end of March, according to an announcement to-day of Messrs. Smith and Wright, architects, Imperial Bank Building, 2338 Dundas St. W.

Each wing will be two storeys high to conform with the present structure and the school, upon completion, will have a total frontage of 250 feet and will contain twenty-five classrooms. The addition will be of brick construction.



**COMRIE
LUMBER
COMPANY, LTD.**

SCARBORO JCT.

Lumber - Doors - Trim
Sash - Builders' Supplies
EVERYTHING FROM
FOUNDATION TO
RIDGE BOARD

HOward 1800
Phones: Scarboro 20
Independent 3802

LET US HELP YOU IN YOUR
MORTGAGE FINANCING

Loans Quickly Arranged

Fortier and Ames

320 Bay Street - ELgin 6168

**RICE-LEWIS
& SON, LIMITED**

19 Victoria St., Toronto

(Established 1847)
'Phone AD. 9283

Complete Line of Hardware
"From Excavation to Interior Finish"
For Prompt Service 'Phone
WES. DAVIS. AD. 9281

J. P. RAHELLY LES. WALKER
GR. 9865 KI. 4706
Manager, J. S. FERRIE, GE. 7357
QUALITY and SQUARE DEALING

SMITH BELTING WORKS

We will be glad to quote prices on
rubber hose, split pulleys, shafting, trans-
mission equipment and rubber and
leather belting.

140 YORK ST. - Phone ADeL 1438

The ADVERTISERS
in this PUBLICATION

are reputable business men and
are desirous of your patronage.
They are equipped to handle
your orders, large or small, and
will give you the best in
service.

WHY NOT LET THEM
HEAR FROM YOU?



**DETROIT'S
GREAT
HOMELIKE
HOTEL**

In THE VERY HEART OF DETROIT

THE TULLER is the headquarters
for tourists and travelers. De-
lightfully furnished, homelike at-
mosphere. Abundance of air and
sunshine, large, spacious lobbies
and lounging rooms. Famous for
our restaurants.

**800
ROOMS WITH BATH
\$2.50
and up**

HOTEL TULLER
Facing Grand Circus Park

HAROLD A. SAGE, Manager LAYZ INC.

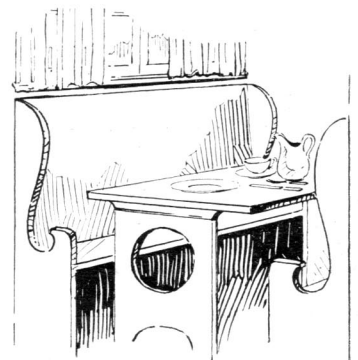


Building Beauty and Comfort Into the Home

BEAUTY and comfort are demanded by men and women seeking a permanent home. Their demand may be satisfied by using more and better woodwork—for well-designed, carefully planned woodwork has an irresistible appeal.



For many years we have been makers of stairs, mantels, bookcases, china cupboards, kitchen cabinets and other built-in furniture—in short, wood work that adds beauty and comfort to the home.



*Let us submit designs
and estimates*

R. Laidlaw Lumber Company, Ltd.

Established 1871

Head Office: 67 Yonge St., ELgin 5234

TORONTO 2

CANADA

West Yard:

2280 Dundas St., LLOYdbrook 2151

East Yard:

23 St. Lawrence St., ELgin 9237

North Yard: 117 Merton St., HYland 1131