

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

Vol. 6—No. 38

TORONTO, SEPTEMBER 20, 1930

Price 10 Cents

Model Home Will be Erected in North Toronto

W. Breden Galbraith Preparing Plans.

Toronto is to see what a "model home" should be.

The prospective home builder is constantly on the lookout for any new ideas that he may incorporate into the house that he expects to build. Not only does he purchase magazines and plan books in order to develop his ideas, in respect to the exterior design and the interior layout of his future home, but he is keenly interested in improved methods of construction and in appliances that make for his general comfort and for convenience in housekeeping.

Toronto's model home is now being designed by W. Breden Galbraith, architect, its construction to commence immediately. In this home, some of the most advanced methods of construction will be used, together with nearly all appliances and appointments practicable to show for the benefit of home builders. From the foundation to the roof, from interior construction to decorated walls and finished floors, suggestions will be offered on how to build and new ideas will be incorporated. Not only will this home demonstrate the most improved manner in which those materials may be used. It will, of course, be impossible to show every building material or appointment on the market. Amongst the best makes of each, it is often impossible to say that one is better than another, but only those that rank amongst the best will be used.

The site selected is on Courtleigh Boulevard, west of and within a block of Avenue Road, chosen for the greater convenience of the public, who will be visiting Toronto's Model Home during and after its construction. This district is readily accessible from downtown, and is central from east to west of the city, adjoining one of the new main thoroughfares and served by a bus line.

Plans Approved For Carlton-Yonge Work

Plans submitted by Works Commissioner R. C. Harris for elimination of the jog at Carlton and Yonge Streets were approved by the works committee. It is proposed to extend College Street east to a width of 80 feet to run diagonally into Carlton Street at a point 100 feet east of Church Street.

Land necessary for the new right-of-way will be obtained from the International Realty Company in exchange for the old right-of-way. This transfer will be effected under an agreement which will be drawn up by the city solicitor and submitted for the approval of the Provincial Government.

The works commissioner said that if the agreement was sanctioned early it would enable the work of demolishing buildings to proceed this winter.

Commissioner Harris was asked to report as soon as possible on the proposed extension of Dundas Street east to Kingston Road and also on the proposed easterly extension of Eastern Avenue to meet extended Dundas Street.

A CHARMING OLD ENGLISH HOME



Situated at 75 Rosedale Heights Drive, this charming Old English residence is the home of J. M. Sheak. D. E. Kertland, architect, 6 Hayden Street, has provided an architectural design of outstanding merit, and G. C. Bennett & Company, Ltd., general contractors, 11 Hayden Street, have executed this design in such a fashion as to produce a most attractive home. John Price stock brick, supplied by the Toronto Brick Company, 897 Bay Street, has been used throughout in its construction.

Gone are the Good Old Days, but Changing Conditions Offer Opportunity

"Things Will Go On and There Will Be Work to Do, and He Who Can Best Do the Work Will Be Called On."

"Gone are the good old days when contracting was a gambling game, pure and simple, and a contractor could rush into an opening, take a glance at a set of plans, cube the job up on his cuff and land a contract that would give him a nice profit, and pull him out of a hole he had fallen into by making a bad guess on the last one," says C. L. Weeks, Vice-President of the Institute of Quantity Surveyors.

Also gone are the boom days, after the war, when the house shortage was so great that everybody was building, and you had to only name your price to get it. No longer is it possible to get fat cost plus or fixed fees, unless you can also supply the financing or take your profits in paper.

What these conditions are going to bring us to, is not an easy or pleasant thing to try to fathom. We are filled with dark forebodings. It is surely an industrial revolution of some sort, but industry has become so complicated that it is not easy to see the way out.

On the other hand, revolutions generally result in a cleaning up of intolerable conditions, and out of them comes a better future.

We have heard a lot about Credit Stabilization, Registration and Prequalification, but they do not seem to be a cure-all, any more than the Lien-Law or Bond. A great part of the building of the entire country continues to be done by upstart and outlaw fly-by-night con-

tractors, while the conservative old timer cannot land anything but a percentage contract any more, and they are getting scarce. There is certainly lots of room for improvement, and if an industrial revolution can make a business out of a nightmare, it will certainly be welcomed.

Perhaps, after all, we will "snap out of it," and find that in these changing conditions there is found the opportunity to bring in a new order of things.

It may be that all this chaos is simply the indication that Old Man Business is very sick, but that all his pains merely indicate that he is ridding himself of his foulness and corruption, and that he is not going to die, but will emerge, purged and fit, and ready to carry on with more wisdom and efficiency than he has formerly been blessed with.

Certain it is that we are going to have keen competition. It will be a long time before we have any more boom-days, if ever. We will have, however, a steady normal progress. Things will go on, and there will be work to do, and he that can best do the work will be called on.

Efficient Service to Count Most.

More than that, we will find that real service will be the thing that will count in getting business, not only unselfish service, but efficient service. The old school is passing. Gambling, hap-hazard methods are being replaced by intelligence, calculative training, preparation, education, scientific knowledge, modern equipment, and system.

We also have a different layman to deal with. Education is changing him. The whole world is moving faster. We are learning something about vibration. Stupidity and indifference are being re-

(Continued on page 12)

Needy Mortgagors May Have Help During Depression

York Township Reeve Attempts to Establish Measure.

Reeve Gilbert Dean introduced a resolution at this week's meeting of the York Township Council suggesting the establishment of a moratorium to prevent bailiff's warrants and judgments being executed against needy mortgagors during the coming winter. The Reeve feels that at this time a moratorium would be quite justified, in view of the tremendous unemployment and general shortage of funds which prevails. His appeal through the council will be placed before the Federal Government at Ottawa.

In Mr. Dean's opinion, the measure should remain in effect until the first of April at least. From that time on, it is hoped, the need will be less stringent, and conditions generally should be well on their way to a return of normalcy.

"I am appealing," he said, "to all other councils and public bodies in the province to assist by passing resolutions and forwarding them to their various members in the House of Commons, as well as to the Prime Minister."

The Moratorium Act was passed in 1915 for the first time, and was repealed in 1920, its purpose at that time being to give temporary relief to mortgagors who found themselves in difficulties due to the war. Mr. Dean feels that the present national crisis of unemployment is of a nature sufficiently serious to warrant the establishment of a moratorium.

Mr. Dean has studied the matter very carefully during the past two weeks, and has had a very complete survey made of the Moratorium Act and all its terms.

When interviewed by the Weekly Building Reporter this week, one of the city's most prominent realtors declared that while there were undoubtedly numerous cases to which a measure of this sort would be a real relief, the whole situation is not serious enough to justify such an extreme move. His opinion is that, while no question exists as to the fact that a bad winter is approaching, things will gradually but nevertheless certainly return to normal, and that the majority will weather the storm in fair shape. According to this authority the effect of a moratorium such as is proposed would do vastly more harm to business in general than it could possibly do good, under the present circumstances.

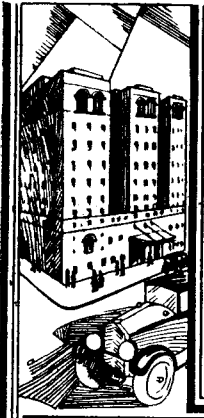
York Township Public Works Plans Ready for Approval

In anticipation of a hard winter for unemployment in York Township, Reeve W. J. Gilbert Dean announced before Council this week that a program of street widening, sewer work and public improvements totalling \$1,064,000 is now ready for approval by the Government.

Prominent in the list is the extension of Rogers Road sewer at Hilary Avenue, the estimated cost of which is \$350,000.

"This does not include grade separation work," said the Reeve.

The Rockcliffe disposal plant was the subject of a discussion amongst the reeve and councillors, and it was decided to have F. B. Goedike and an engineer of the firm of Gore, Naismith and Storrie inspect the plant.



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Certified Building Stimulates Home Buying

Simplified Financing and Competitive Bidding Are Features of Plan

Reference was made on this page a few weeks ago to the good progress being made in Certified Building by the Better Homes Bureau of Oklahoma City. A few months ago, Past-president W. H. Martin of the Toronto Home Builders Association visited several American cities where certified building was held to be a valuable factor in improving conditions for builder and owner alike. One of the cities he visited was Milwaukee, where the Certified Builders Association are working out their plans with very fine success.

The features of Milwaukee plan are:
Simplified Financing and Lower Monthly Payments.

Avoidance of Over-selling by Limitation of Sales to a sane proportion of the Purchaser's Income.

Smaller Down Payments.

The use only of Quality Materials.

The thoughtless buyer runs the risk of losing his property by purchasing a home that he cannot afford. To avoid this, the Certified Builders Association of Milwaukee limit the property that a man may safely acquire to a total valuation of double the amount of his yearly income. Three times his annual income may be allowed, where credit and other conditions warrant. With this basis from which to operate, monthly payments may then be arranged that will not be burdensome. It is possible, through the Association's finance organization (one of the largest loan companies) to purchase for a little as 15 per cent. down.

Before any work is done, the financing is arranged. The purchaser selects his plan from more than 100 in the offices

of every member of the association, or he may have a special plan drawn for a slight premium. The association then calls in contractors from its membership and asks for bids. By this method the actual cost of the home is known and provided for in the financing, and the purchaser does not find himself confronted with unexpected problems and bills.

Contractors and material dealers are paid monthly. Failure to comply with this regulation means the ousting of the member from the association.

Under this system, when the purchaser makes his monthly instalment everything is covered and figured in, including taxes. This feature, with the economies it brings, is expected to interest thousands in home ownership.

All Set for Monday Night

Every member, and that means you, brother, should be on hand pronto Monday evening next, September 22nd, at 7 bells at the Prince George Hotel. This will be the first banquet and general meeting of the association after the summer season and a splendid program has been arranged.

While regretting the postponement of Mr. Clark's address on "The use of Canadian Woods," due to his delayed return from the West, the committee were able to rearrange its seasons program and to secure Mr. Gordon M. West, well known Toronto architect, to speak to our members at this meeting. Mr. West, who has just returned from an extensive tour of the United Kingdom, will undoubtedly provide a most interesting hour for what promises to be one of the best evenings held by the association.

AMONG OUR MEMBERS

Harry Graham, 307 Mossom Road, is erecting an attractive residence on the east side of Berry Avenue near Bloor Street West, in Etobicoke Township. It will be of brick and stone construction, two storeys in height. The estimated cost of this dwelling is placed at \$8,000. The walls are almost up at present.

J. O. Scott, 18 Glenwood Avenue, has almost completed the fine, new home on which he has been engaged during recent weeks. It is situated on the south side of the Kingsway just west of Lambton Road, and is two and a half storeys high, of stone and stucco construction. There is a two-car built-in garage with library above, and electric refrigeration is a feature. Walnut trim has also been used. The cost of this attractive home is placed by Mr. Scott at \$20,000.

A. V. Paddon, 51 Linsmore Crescent, is erecting a pair of semi-detached residences and a detached dwelling on the west side of Keen Avenue, near Sammon Avenue. All of these will be two storeys of solid brick construction on concrete block foundations, and the three will cost \$9,000. Interior trimming is in progress for the pair of semi-detached houses, and the roof is going on the other.

Gordon S. Shipp, 788 Coxwell Avenue, has begun the erection of a fine residence on the south side of Glencairn Avenue near Avenue Road. Plans for this dwelling have been prepared by D. H. Burnham, architect, 260 Lauder Avenue, and call for two and a half storeys of solid brick construction on concrete block foundations. Oil heating, tiled bathroom, etc., will be features. The cost of this home is placed at about \$9,000. The foundations are in at present.

"It's pathetic, on a hot summer day, to see the country's high powered business executives come home tired and all worn out after a hard day . . . on the links."

OPENING AUTUMN

Banquet and General Meeting

Toronto Home Builders Association

PRINCE GEORGE HOTEL, Monday Evening, September 22nd

7 p.m. sharp

The Speaker of the Evening will be Mr. Gordon M. West, Architect, of the firm of Molesworth, West and Secord. Mr. West is Vice-President of the Ontario Association of Architects and Treasurer of the Royal Architectural Institute of Canada. His address will deal with many interesting factors entering into the relationship between the architect and the builder.

BRING YOUR BADGE

Increased Value Given to Houses When Modernized

Face Brick Exterior Brings New Beauty.

Remodeling or modernizing of old houses has increased amazingly in the past few years. Worn, weather-beaten homes that have served their owners for years and are still in desirable locations are being given new beauty and greatly prolonged life at a cost that is well within the added value created.

Contractors and builders, who formerly gave little or no attention to this end of the building industry, are now in many instances specializing in modernizing work, with the result that many homes that really detract from the value of the lots they occupy are now being remodeled into modern face brick homes or apartments at a fraction of the cost of new construction.

One such case, on which actual figures of saving are available, is found in Decatur, Illinois. Here was an old house that was offered for sale at \$3,500, which was less than the value of the lot on which it stood. A buyer who had the vision to foresee its remodeling possibilities purchased the old structure and spent \$10,932 in modernizing it into a substantial, cozy, four-flat building with face brick exterior and new interior. When the job was completed, he rented all four flats and now enjoys an annual income of \$2,880. He has refused several cash offers up to \$25,000 for the building.

Other examples of similar nature are to be found in widely spread localities, for almost every city has houses built years ago that were well-constructed and despite their present shabby exteriors they offer a sound understructure upon which the contractor can work.

Beginning with outside, minor changes are easily made to eliminate architectural features that are no longer in style, and a wall of face brick is built up to enclose completely the old frame. Such walls are identical with those that are used in new houses constructed with face brick veneer. The brick are fastened to the studs of the old house by means of wall ties in the mortar joints, which makes the wall as substantial as new construction.

Just as in building a new house, the builder has his choice of the wide range of colors in face brick offered on the market. Any shade from the lighter tones of gray, cream, buff, golden and bronze tints through the mellow greens, blues, reds and the darker maroons, browns and purples may be chosen. Even black face brick are available.

With a permanent overcoating of face brick over the old frame, and modern fittings in the interior, many old houses can be converted into up-to-date, comfortable homes or apartments that will have new beauty and new life. An added advantage is that the owner, should he ever desire to sell, can ask and receive a price that will more than repay the cost of the remodeling.

The bride was very much concerned at seeing twin beds in their bridal suite. "What's the matter, dearest?" asked the attentive bridegroom.

"Why, I certainly thought that we were going to get a room all to ourselves."

* * *

An Oriental monarch was stricken with a strange malady and his court physician gave him up to die. He called in his magicians, and they told him that he would recover if he would wear the shirt of a happy man. He ordered his kingdom searched for a happy man. They found him up in the silent mountains, but alas, he had no shirt.

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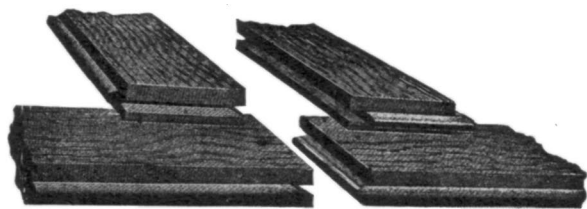
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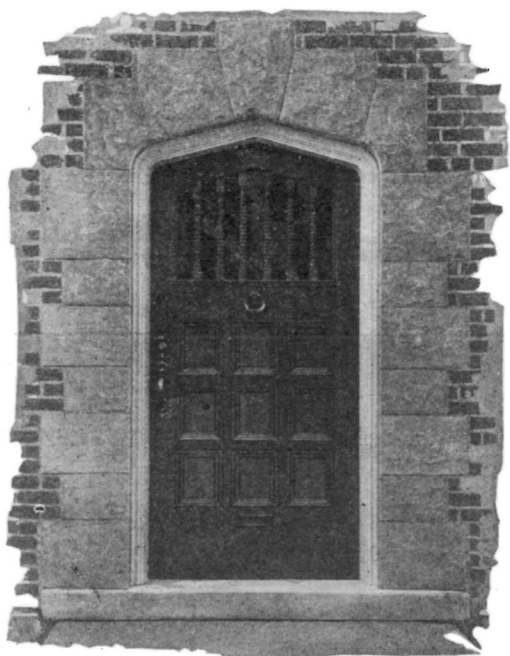
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The Ring of the Trowel and the Hum of the Saw

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

Work is expected to start shortly on the erection of a service station for the British American Oil Company at the southwest corner of Bathurst Street and Helena Street. J. Hunt Stabford & Son, 57 Queen Street West, architects, have prepared plans for the erection of this station. The general contractor is D. McKay, 287 Ashdale Avenue.

Another service station under way in the city at present is that being erected by the Imperial Oil Company at the northeast corner of Danforth Avenue and Langford Avenue. The company's own architect has supplied the design, which is being executed by H. B. McConnell, Trent Street, Whitby, Ontario.

The walls are up for the garage and showroom being erected on the north side of Dundas Street West, just east of Spadina Avenue by W. H. Muckle. J. Hunt Stanford, architect, 57 Queen Street, is responsible for this structure's architectural design. It will be a one storey structure of brick and steel construction and is to be completed at an estimated cost of \$30,000.

D. C. Kay, 18 Strathearn Boulevard, has been awarded general contract for the erection of a showroom and warehouse for the Renown Plumbing Supplies Limited, at 236 Parliament Street, near Dundas Street East. It will be a one storey structure of brick construction. The cost is estimated at about \$30,000.

Hugh L. Allward, 61 Yorkville Avenue, is preparing plans for the erection of a residence at York Mills. The owner's name, or any specifications or particulars are not available at time of going to press.

The walls for the service station being erected at the southeast corner of Kingston Road and Silverbirch Avenue have been completed. The owner of the new station is David L. Sneddon, 939 Kingston Road, and the general contractor is H. B. MacConnell. The station will be a one storey structure of brick and stucco construction, and will be completed at an approximate cost of \$7,500.

The walls are almost completed for a residence being erected by R. Wilson, 34 Chilton Road, on the west side of Edith Avenue, near Millwood Road, in the Town of Leaside. It is to be a two storey dwelling of solid brick construction, on concrete block foundations and will be completed at a cost of about \$4,500.

W. Green, 85 Earlsdale Avenue, has two residences under way on Chiltern Road, near Eglinton Avenue West. They are to be two storey dwellings of solid brick construction on concrete block foundations and will each cost about

\$6,500. One has the foundations partly in, while excavation operations are in progress at present for the other. Hot water heating will be employed in both.

F. Lemmer, 53 Durant Street, holds general contract with the owner for the erection of a store at the northeast corner of Mortimer Street and Linsmore Crescent. It will be a two-storey structure of solid brick construction on concrete block foundations and will be completed at a cost of \$4,500. Mr. Lemmer also expects to begin work soon on the construction of a three storey brick on the north side of Gerrard Street, near Sumach Street. It will be a store and apartment building, and will be completed at a cost of \$12,500.

Mrs. Lucy James, 431 Grace Street, has let the contract for the erection of two residences on the east side of Heddington Avenue, near Eglinton Avenue West to W. J. James, general contractor, 431 Grace Street. They will be two storey dwellings of solid brick construction on concrete block foundations and will be completed at an approximate cost of \$12,000.

Work will begin shortly on the erection of three detached residences to be erected on the east side of Elmsthorpe Avenue, near Eglinton Avenue West, by Coldwell and Kent, building contractors, 261 Roxborough Street East. Two storeys each, all three will be of solid brick construction on concrete block foundations and will be completed at an approximate cost of \$12,000.

G. Courtney, 30 Oakdene Crescent, is plastering the pair of residences which he is erecting on the west side of Connor Avenue, near Sammon Avenue. They will be two storeys of solid brick construction and will be completed at an approximate cost of \$5,000.

G. H. Plowman, 10 Silverbirch Avenue, has the roof on the fine residence which he is erecting on the south side of Millbank Avenue, near Madison Avenue. J. A. Parrot, architect, 325 Kingston Road, has prepared plans for this dwelling calling for two storeys of stone construction. It will be completed at an approximate cost of \$15,000.

P. R. Langman, 88 Stephenson Avenue, is plastering the residence which he has under construction at 1 and 3 Ad-drossan, near Lawrence Avenue. They are two storey dwellings of solid brick construction on concrete block foundations and will be completed at an estimated cost of \$10,000.

Hopkins and Veare, building contractors, 187 Fulton Avenue, are roofing the detached residence which they are erecting on the south side of Westwood Avenue, near Logan Avenue. It is a one

(Continued on page 15.)

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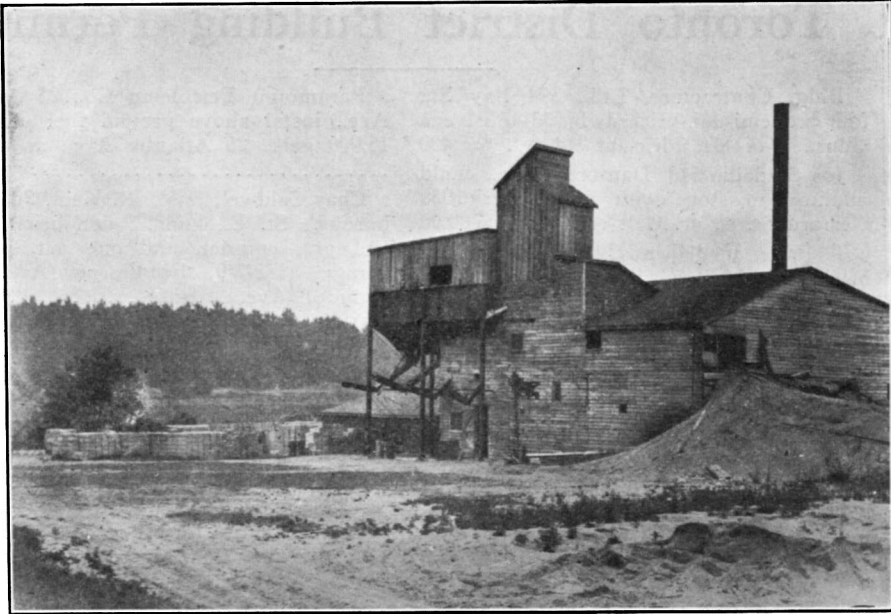
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View of main plant of Perry Cement Products Co.

Perry Cement Products Company Enjoys Rapid Growth

Fine Plant is Located at Highland Creek

Early in 1929 a plant for the manufacture of concrete blocks and similar products was set up near the village of Highland Creek, Ontario, by Mr. G. H. Perry, of Toronto. Known as the Perry Cement Products Company, it has enjoyed such a healthy and steady growth that it has taken its place already among the outstanding manufactures of these products in Ontario.

The site of the plant, which comprises about fifteen and a half acres, is situated about a mile north of the village of Highland Creek, which is exactly nine miles east of the eastern limits of the City of Toronto. There are two buildings on the property. The accompanying illustration gives a very good idea of the size and style of the plant proper in which the actual processes of manufacture are carried out. Attached to this structure are the kilns in which all blocks turned out are thoroughly steam cured before being piled in the yards. The office building is separate from the plant, and provides a place in which business can be dealt with free from the noise and dust of industry.

While specializing in the manufacturing of concrete blocks, the Perry Cement Products Company also turn out quantities of bricks, pipe, drain tile, silo blocks, etc. Their location is favourable to both rural and urban business, being right in the farming country and at the

same time within an easy nine mile haul of the city.

When in full production, about fifteen men are employed, a number which presents quite a contrast to the four, or sometimes five, whose services were required when the business was first under way.

The plant is powered by one large 125 horsepower boiler which drives the machinery and feeds the kilns. A drag line is used to convey sand and gravel from the pit directly to the screening apparatus. All sand and gravel are screened and sorted into four grades—sand, pea-gravel, and one and two inch gravel. Four bins, to which are attached chutes for loading purposes, contain these four grades, and loading can be accomplished almost instantaneously by this method. The company's sand and gravel pit is located within a few feet of the plant, a feature which serves greatly to reduce costs of production, with the resultant saving to the consumer. A photograph which excellently illustrates the pit and its proximity to the plant is shown on page 7.

The company's delivery facilities leave nothing to be desired. Two trucks, one a platform vehicle and the other a dump body vehicle are kept in constant operation, while as many more as are necessary to the needs of the delivery schedule are immediately available on call.

(Continued on page 7.)



The Public Appreciate Quality

The residence of R. C. George, 16 Alva Road, was designed by D. H. Burnham and constructed by C. L. Reburn, of John Price Brick, which is manufactured by

Toronto Brick Company, Limited

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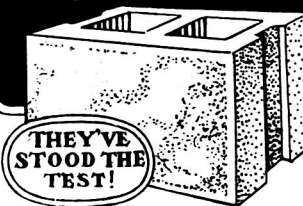
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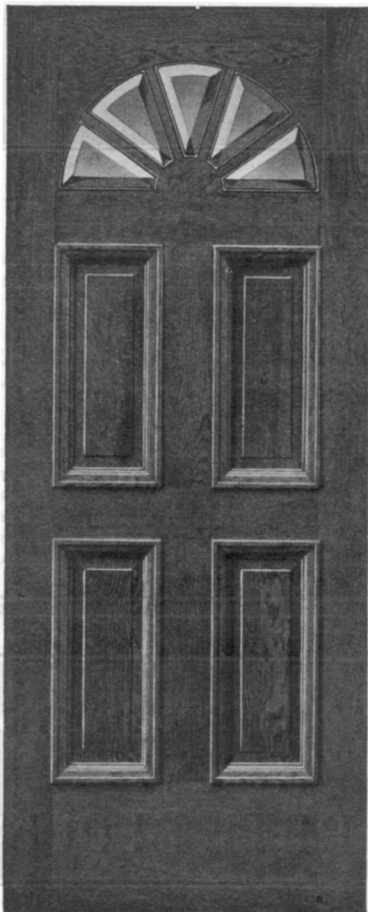
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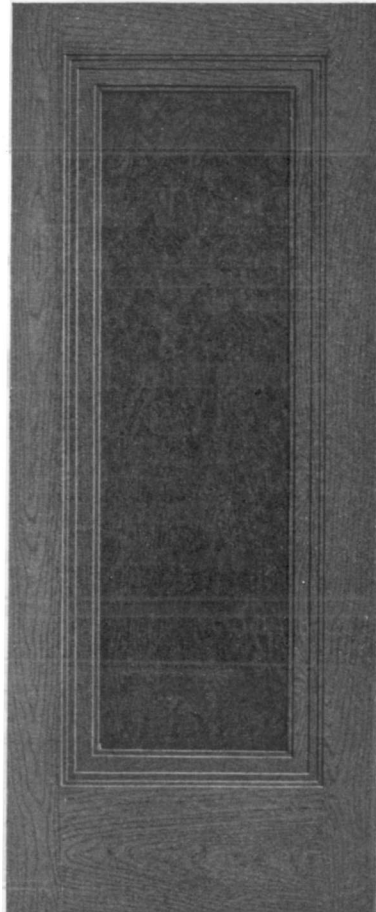
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Toronto District Building Permits

Bldg. Contractors, Ltd., 394 Bay St., four pr. semi-det. brick dwlg, 33-47 Elvena Gdns., e. of Mt. Pleasant Rd. ... \$25,400

Jos Badalli, 513 Danforth Ave., build addition to store with dwlg over 1039 Gerrard St. e., nr. Galt Ave. \$700.00

T. Price, 37 Bedford Pk., build one det. brick dwlg., 150 Wanless Ave., nr. Hilda Ave. \$4,000

H. P. Price, 18 Hertle Ave., build one pr. semi-det. brick dwlg., w.s. Hertle Ave., nr. Applegrove Ave. \$10,000

Runnymede Wrecking Salvage, 3382 Dundas St. W., dem. club house, bricks to be taken down course by course, Lakeshore Rd. off Dowling Ave. \$600

McMahon & Archer, 94 Maitland St., build two det brick dwlg., e.s. Whitehead Rd., nr Davisville Ave. \$7,000

Wm. T. Bennett, 59 Rosepark Dr., build one det. private res. with private garage attached, n.s. Douglas Dr., nr McClennan Ave. \$8,000

Martin Bros., 34 Lawrence Ave. E., build one det. brick dwlg with private garage attached, 1 Courtleigh Blvd. s.e. cor Courtleigh Cres. \$9,500

Frank C. Swan, 1962 Gerrard St. E., build one det brick dwlg., 20 Balsam Rd., nr Balsam Ave. \$5,500

H. Farrell, 557 Danforth Ave., build one det. brick dwlg. w.s. Corwell Ave., s.w. cor Glebeholme Blvd. \$10,000

John Pike, 467 Roselawn Ave., build one det. brick dwlg, 514 Concord Ave., nr. Hallam St. \$3,200

Richard Holmes, 55 Indian Rd. Cres., build private garage with breakfast room over, also cut 2' 6" window in s. wall of dwlg., 55 Indian Rd. Cres., s.e. cor Wanda Ave. \$500

Wm. Halliday, 37 Forest Hill Rd., build a three-storey brick bldg. for doctor's offices with rooms over for two families only, e.s. Coxwell Ave., nr. Danforth Ave. \$16,000

E. D. Maguire, Ltd., 901 Excelsior Life Bldg., build twelve attached one-storey brick and con. blk. private garages, 208-220 Millwood Rd., nr. Acacia Rd. \$4,500

Lorne L. Lankin, 45 Thorncliffe Ave., build four pr. two-storey brick and shingle semi-det. dwlgs., w.s. Billings Ave., nr. Athletic Ave. \$21,600

Lloyd F. Robertson, Pawassan, Ont., build fire escape and provide openings for same, enclose stairways and protect ceiling of boiler room of stores and dwlgs., 502-504 Spadina Ave., nr. College St. \$500

F. Rogers Coal Co., 77 Florence St., build coal bunker rear of 77 Florence St., nr. Brock Ave. \$500

Prospect Cemetery, St. Clair Ave. W., build cement blk. garage, also move greenhouse to new location on same property, n.s. St. Clair Ave. W., opp. Lansdowne Ave. \$1,000

Thos. Corrigan, 943 Logan Ave., brick veneer sides of dwlg. and increase found. with 8" concrete wall, 943 Logan Ave., nr. Ainsworth \$700

Martin Bros., 34 Lawrence Ave. E., build one det. brick dwlg., 3 Courtleigh Blvd., nr. Courtleigh Cres. \$9,500

Dufferin Paving & Crush Stone, Ltd., Fleet St., build weigh scale house, s.s. Fleet St., nr Bathurst St. \$700

Chas Jolliffe, 295 Jane St., build one pr. semi-det. brick two-family dwlgs. and two det. private garages, 303 Jane St., nr. Ardagh Ave. \$16,000

Mrs. A. Sprachman, 305 Dundas St. W., finish attic of two-family dwlg. for maids quarters only, College View Ave., n.w. cor. Highbourne Rd. \$500

Edward Saunders, 65 Chestnut Pk. Rd., build addition to rear of dwlg. for lavatory, bldg. to be used as single det. private res. only, 65 Chestnut Pk. Rd., nr. Roxborough St. \$500

Thos. Turner, 194 Caledonia Rd., build one det. brick dwlg., 367 Osler Ave., nr. St. Clair Ave. \$3,000

Paramount Petroleum Co., 25 Atlantic Ave., instal above ground fuel oil tank, 15,000 gals., 25 Atlantic Ave., nr C.N.R. \$1,000

Chas Caldwell & W. R. Kent, 261 Roxborough St. E., build 3 det. brick dwlg. and pr. semi-det. and one det. private garage, 375-7-9 Elmthorpe Ave., nr. Eglinton Ave. \$10,500

Wm. Brydon, 224 Jarvis St., underpin dwlg. with 8" concrete blk found., all footings to be 4' 0" below grade, 42 Walder Ave., nr. Roehampton Ave. \$500

S. Harold Menzies, 867 Bloor St. W., build addition to tire repairing shop, 867-869 Bloor St. W., nr. Roxton Rd. .. \$1,500

A. Nordheimer, 100 Adelaide W., enclose sunroom to form bedroom and make a further addition for a bathroom, 114 Heath St. W., nr. Oriole Rd. \$2,500

Mrs. Ray S. Bennett, 740 Bathurst St., build one det. brick private res. with private garage attached, 70 Lennox Ave., nr. Bathurst St. \$8,000

Buscombe & Dodds, 255 Wellington St. W., repair fire damage to rear portion of warehouse, 255 Wellington St. W., nr. Windsor Ave. \$500

G. A. Rumsby, 227 Perth Ave., build one det. brick dwlg., 508 Hillsdale Ave. E., nr. Forman Ave. \$4,000

Geo. A. Locke, 252 Woburn Ave., build one det. brick dwlg. and private garage, 212 Woburn Ave., nr. Greer Rd. .. \$2,800

H. Percy Howard, 208 Pearson Ave., alter and build addition to dwlg. for two families only, 208 Pearson Ave., nr. Roncesvalles Ave. \$2,000

Geo. Bedford, 38 Harold St., Mimico, build one det. brick dwlg. and garage, 46 Rowntree Ave., nr. Silverthorn Ave. \$3,500

Thos. Kilner, 9 Milverton Blvd., build one pr. semi-det. brick and shingle dwlg., 39-41 Kerr Rd., nr. Greenwood Ave \$6,000

W. C. Stevens, 155 Melrose Ave., build one det. brick dwlg., also private garage, 11 Elmwood Blvd., nr. Avenue Rd. \$5,000

Canada Bread Co., 1478-90 Bloor St. W., erect sign on roof of bakery, 1478-90 Bloor St. W., nr. Dundas St. \$3,500 also erect two signs on roof of bakery, 1281 Danforth Ave., nr. Lamb Ave \$4,000 Also erect sign on roof of bakery, 1478-90 Bloor St. W., nr. Dundas St. \$2,000

C.P.R., Montreal P.Q., alter first tower storey of hotel for radio broadcasting studio (Royal York Hotel) n.s. Front St. W., nr. York St. \$1,000

Cornelius Droog, 120 Christie Ave., build one det. brick dwlg., n.s. Ashbridge Ave., nr. Coxwell Ave. \$2,200

Mrs. Mary O'Toole, 207 Laughton Ave., make alterations and build addition to dwlg., 207 Laughton Ave., nr. Exeter St. \$500

P. Legg, 77 Hocken Ave., raise dwlg. about 2' 0" and underpin with 8" con. blk. found., also build kitchen at rear 85 Hocken Ave., nr. Wychwood Ave. \$800

Arthur A. Hobson, 543 Merton St., build one det. brick dwlg., also private garage, 197 Douglas Ave., s.e. cor. Elm Rd. \$3,500

Labro Audreoff, 110 Lauder Ave., build a private garage for four cars, 1351 St. Clair Ave. W., nr. Lansdowne Ave \$800

F. A. Mitchell, 175 Woodycrest Ave., build one det. brick dwlg. and one private garage, 85 Drayton Ave., nr. Hanson Ave. \$2,800

Jenny Lind Co., Star Bldg., alter store front, also make interior alterations to same, 1722 Queen St. W., nr. Roncesvalles Ave. \$500

A. Imperator, 1439 Dufferin St., make alterations to dwlg. attached to rear of store, also build garage, 1446 Dufferin St., nr. Chandos Ave. \$500

Robt. Porter, 509 Hillsdale Ave. E., alter and build addition to dwlg., 509 Hillsdale Ave. E., nr. Forman Ave. \$1,000



This photograph, taken from the bottom of the Perry Cement Company's gravel and sand pit, presents a rather unusual view of the plant, and also gives an excellent idea of the size of the pit. This material is conveyed into the plant by means of a drag-line. The path of the drag, or bucket, is plainly visible on the right, and the drag itself is seen just below the doorway through which it passes into the interior. The proximity of the pit to the plant effects a great saving in manufacture, in that the cost of hauling the material to the plant is at an absolute minimum.

Perry Cement Products Company Enjoys Rapid Growth

(Continued from page 5)

During the short year and a half of this company's existence it has enjoyed a remarkably healthy growth—a fact which is undoubtedly due to the fine quality of the products turned out. Their location places them in a position most advantageous for the successful handling of drain tile, silo blocks, and such other products as are in demand by the rural consumer. At the same time their

proximity to the city makes possible a participation in urban business without which success would not be possible. All indications point to a steady continuation of the Perry Cement Products Company's progress and prosperity, and as the city grows eastward an even greater opportunity will present itself for the building up of one of Canada's largest and finest plants for the manufacture of concrete blocks and allied products.

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

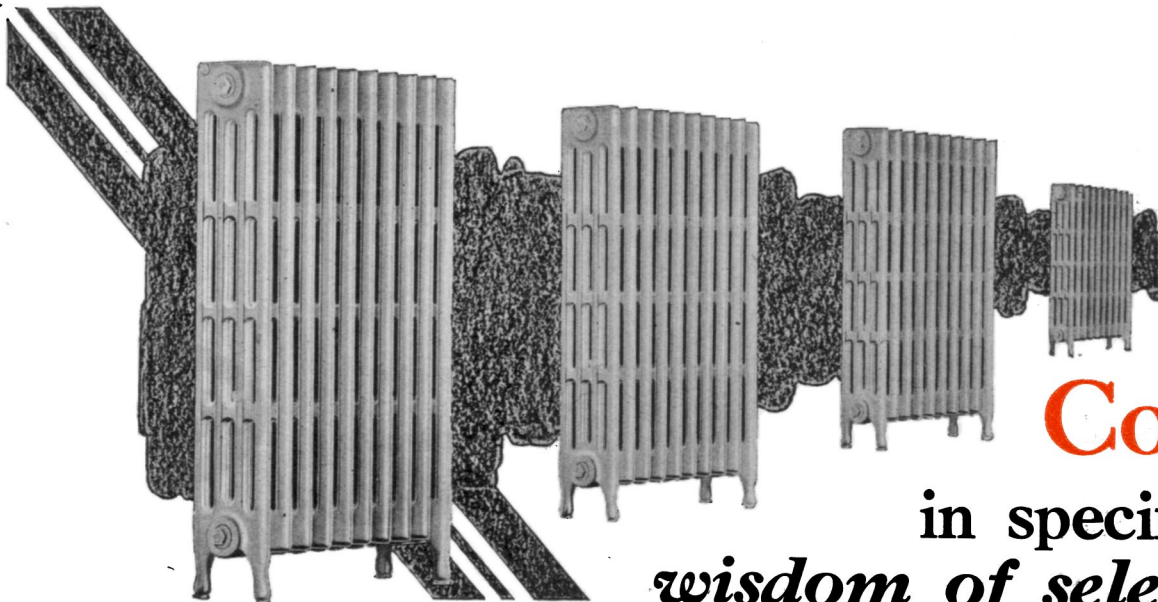


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ARCHITECTS and builders know the enhanced reputation that has come to them from previous trouble-free Copley installations. They use these installations as strong selling arguments for prospective buyers. And now they include Copley Radiators in all their specifications because it has proven the wisdom of their choice.

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In planning homes, business or public buildings, architects and builders all over Canada are specifying Copley Radiators. They know that they give the utmost in radiator appearance, and heating qualities.

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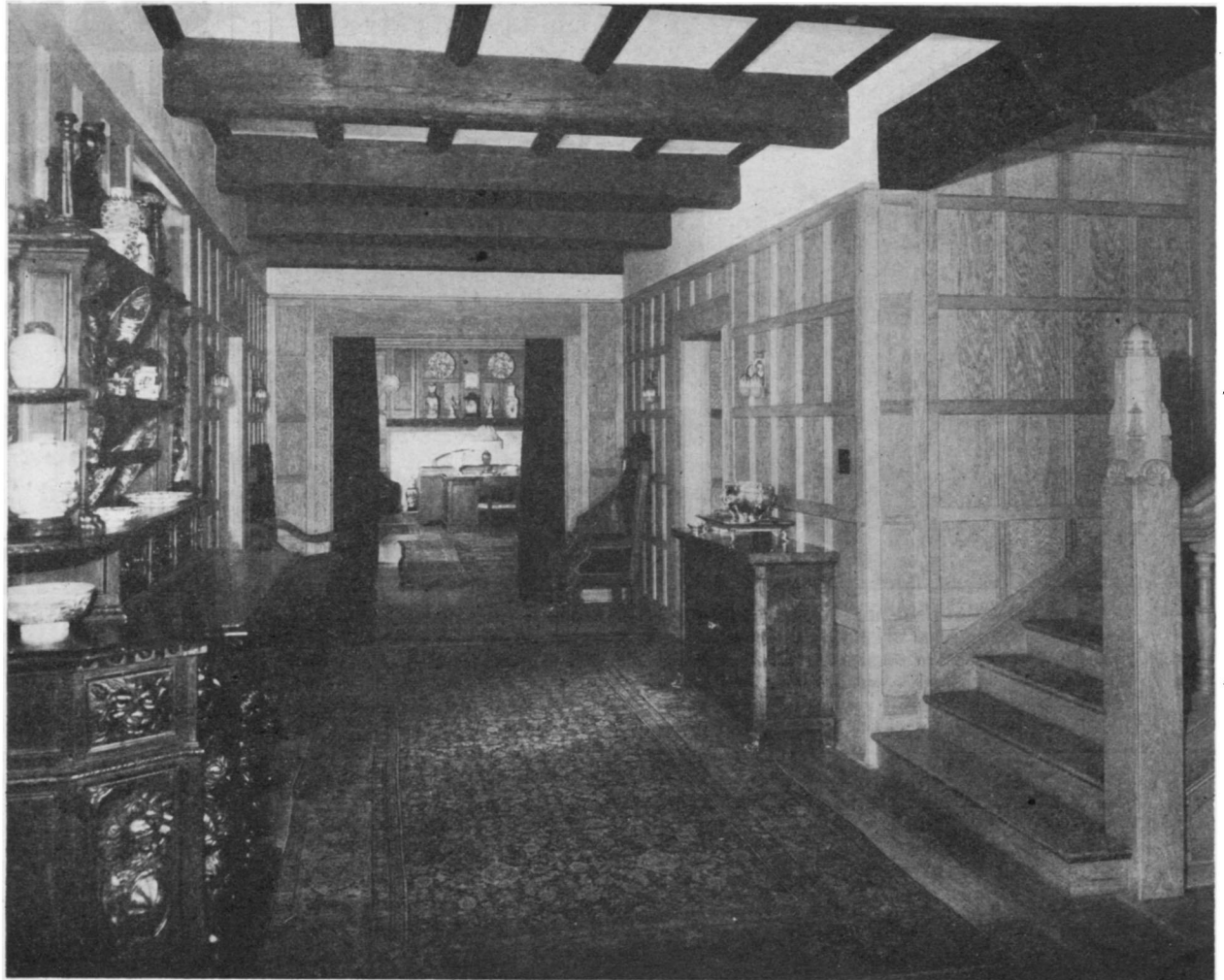
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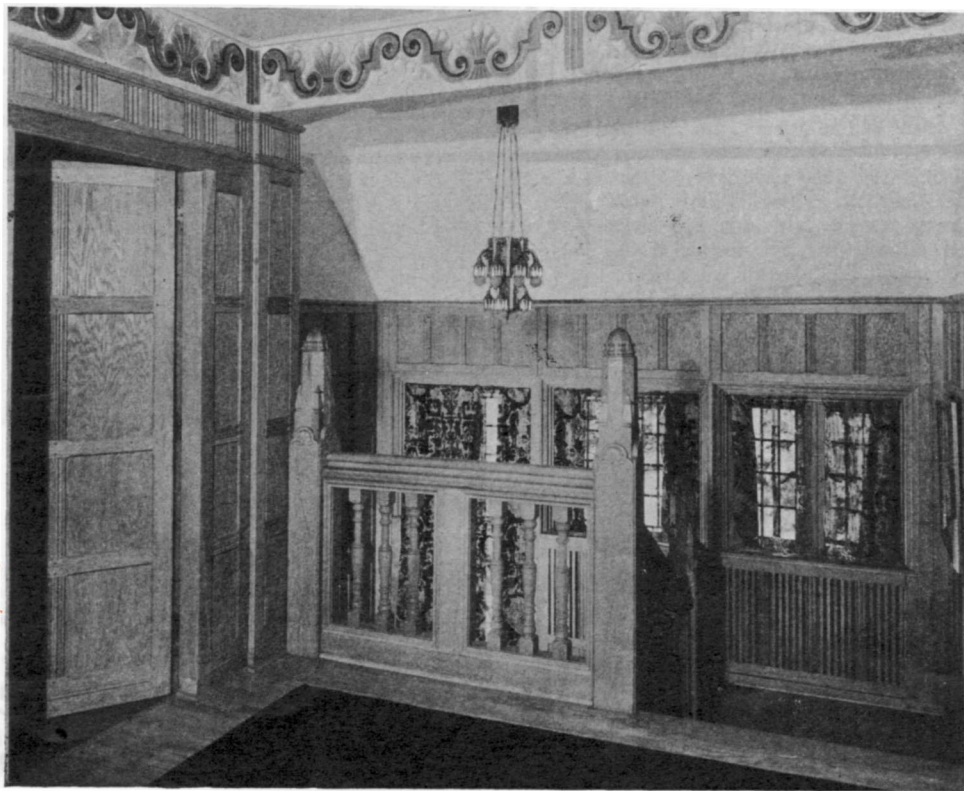
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Above—Looking from the hall to the living room



At left—Upper hall showing paneling and staircase in plain white oak



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Living Room with Fireplace. Panelling is of plain white oak

The Interior Trim and Panelling of this architectural gem, wears its own characteristic air of quality in both workmanship and materials. And this impression which Rathbone has created, is symbolic of every job no matter how large or small.

and lumber. Orders, large or small, receive equal care and attention.

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New Oil Station at Bathurst-St. Clair Corner

Indicative of Rising Land Values, Says
Realtors.

The future importance of the new Bathurst street bridge, north of St. Clair Ave., is indicated by the sale, which has just taken place at the southwest corner of Bathurst street and Helena avenue. Linking up St. Clair and Eglinton avenue, through the construction of the bridge will in all probability result in a big development of Bathurst street north and thus enhance greatly the importance of the whole street as a business thoroughfare all the way from the waterfront to the city limits and beyond. It at least will serve as a new link between the northwest section and down-town.

The corner sold is to be utilized as a site for a new gasoline service station and has been purchased by the British American Oil Co. Two parcels have been acquired, one from William Hearne being the piece on the corner, having 33 feet frontage by 100 feet depth, which was bought for \$15,000, and the other, 30 feet by 100, immediately south, bought from the General Securities Co., for \$5,000.

To clear the site it will be necessary to remove three small stores facing Bathurst street and John Hall's real estate office fronting on Helena. It is

expected the station will be completely built in a month's time.

Two well known Toronto real estate men express the opinion that this sale is one more proof of the expected development of this already fast growing section. If the oil companies have confidence in the development of a locality it is not without reason, they maintain.

Will Build Bridge this Fall

Construction of the proposed Woodbine Ave. bridge a few hundred yards south of St. Clair Ave. will, it is expected, be started late this fall. The original route joining the proposed bridge with Eglinton Ave. and Dawes Road has been straightened out and will give a more direct approach from the bridge to these northern highways, which converge at this junction point.

Already the township of East York has obtained complete right of way in its municipality, and on Wednesday last, North York passed an appropriation by-law to obtain the right of way through that township. Scarborough Township has also acquired its portion of the right of way from the Harris Syndicate. This is only a small parcel between Dawes Road and Eglinton. The complete right of way is over three miles in length, and has a width of 86 feet.

It is understood that the bridge is to be constructed of steel and concrete, will have an over-all width of 60 feet and that provision is also to be made for the accommodation of street car traffic at some future date. The length of the bridge will be approximately 820 feet.

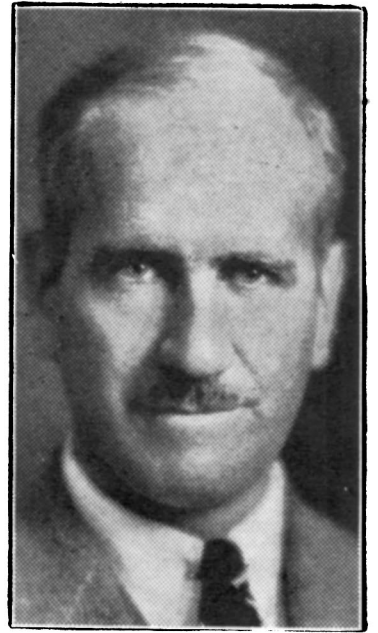
In the opinion of numerous Toronto building contractors, and a prominent real estate man, this bridge cannot help but have a beneficial effect on building and real estate in the adjacent districts. It will facilitate entry and exit to these districts, a factor which is always of prime importance in selling either lots or houses. It is also expected that it will permit these localities to open up more rapidly than would otherwise be possible, and will tend to make for a better class development.

A ritzy hotel is a place where you pay two dollars a day extra to get a two-cent morning paper slipped underneath your door.

Playground for Oriole Parkway District

Land to be Purchased in Old Belt
Line Property.

News that a playground is to be established in the old Belt Line property near Oriole Parkway will be welcomed by residents of this district. Instructions were given this week to Assessment Commissioner Farley to open negotiations for the purchase of a site to be used for playground purposes. The suggestion was originally made by the Oriole Parkway Ratepayers Association, who decided finally that the purchase of a parcel of the Upper Canada College property would be too expensive an undertaking.



A. L. WILSON

Well known in Toronto real estate circles, who has been appointed executive in charge of the Residential Property Department of McWilliams & Broughall.

(Portrait by the Milne Studios).

Leaside to Have Postal Delivery

One more milestone of progress has been passed by the town of Leaside with the coming of the announcement that postal delivery service will soon be inaugurated there. A letter containing news to this effect was received from the Deputy Postmaster-General, and was read at the meeting of the Town Council this week. Outlined in it were all the requirements necessary to the establishment of a postal delivery service in the town, and the council has stated that these are practically all in order.

Doors and Sash

If they are well designed and of good workmanship, doors and sash do much to speed up selling.

Our stock selection of front and interior doors is unequalled and includes a wide range of designs in various woods and standard sizes.

Poorly fitting window sash are trouble makers. Quality materials and careful workmanship make Boake Sash a pleasure to the owner and a source of pride and good-will to the builder.

Fast service on hardwood flooring is another feature of Boake Service. All grades in all thicknesses used in Ontario are quickly available.

Send for a free trim estimating sheet and let us have the details of some contemplated job. We will gladly submit estimates without obligation.

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Made of well-matured, West Virginia Mountain Oak, thoroughly seasoned, and machined to a smooth, satiny finish.

Satin Finish costs you no more than ordinary flooring, and is actually cheaper in the long run, due to the saving in finishing costs.

**Satin Finish Hardwood Flooring
Limited**

Weston, Ontario

JU. 1186

Developing a Successful One-Man Business

Despite the fact that many have declared that the day of the "one-man" real estate office is past, Newton C. Farr, president of the Chicago Real Estate Board is a firm believer in the small real estate office, and is convinced that the service which such an office can give will be in demand as long as the realtor continues to function. Writing on this point in the National Real Estate Journal, Mr. Farr asks "just what is a one-man office?" and makes it clear that he does not limit it to an office without any employees and continues: "I do not believe that this Realtor must necessarily serve as rent collector, cashier, bookkeeper, telephone operator, and sales manager. I believe that he should have the necessary employees to handle the various details in his office and might possibly have a junior partner to make decisions when he is not available. I can point to many successful one-man offices of this type in Chicago which have functioned successfully over a long period of years. In many cases the "one man" has been succeeded by his junior partner and he in turn has passed on the business to another man. However, the policies have remained continuous, the reputation of the office has been maintained and the clients have continued to call with their business and that of their associates and successors.

A reputation for good judgment and integrity is an element of immense value to a real estate office and you will find that this reputation has generally been built up by the personal standing of the man who is at the head of the office. You all know of cases where a Realtor has been called in to handle a certain transaction not only by business men and concerns outside of the profession but also by fellow Realtors who need co-operation in order to successfully complete their deals. Such a reputation is certainly a big element of success in a real estate office, and it is hard to build up such a reputation for personal performance in a large organization with constant changes in the personnel. It is my contention, therefore, that an office to be really successful must, in addition to a record of satisfactory earnings over a period of years, have a general reputation of high standing in the community.

The Realtor should be established in his community on a basis of permanence and stability. The public likes to bring its problems to experienced operators—persons to whom they know they can return in the future for continued advice. Our office has been in existence continuously since 1872. Is it a sign of lack of progress that our organization has not grown and we do not occupy a greatly increased amount of office space? I am sure that our ideas and experience have grown and our income has increased.

There are often demands for the assembling of groups of properties by one customer. These purchases must be made carefully and quietly. In a large office it is pretty hard to keep a secret. Where outside help is needed in the acquiring of such properties, it is much more efficient to utilize the co-operation of several other offices than to have the purchases handled by several salesmen, all representing the same organization. The co-operation of other real estate brokers should be cultivated. The one-man office can afford to get the benefit of the listenings of other realtors by dividing with them the commission earned.

In your sales department you should limit the number of salesmen to those with whom you can discuss the details of all transactions. This, of course, eliminates the possibility of building up a large sales force and the handling of large promotional projects where an extensive



Top view shows Reception Room in new Private Patients' Pavilion, Toronto General Hospital.

Below—A typical Private Patient's Bedroom.

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sales organization is necessary. I do not believe that the so-called "one-man" office can successfully handle large subdivision projects. However, he can handle subdivisions where personal service is a controlling factor and where the number of customers is limited to those who expect and are willing to pay for this service.

I am convinced that the "one-man" office presents a most attractive field for profit as well as an interesting real estate business. The personal element in your deals and the experience gathered thereby adds to the interest in your profession and is at the same time greatly appreciated by those with whom you are associated in business.

The New TRADE MARK on ALGONQUIN Lumber

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*Your Guarantee
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NOW even lumber is trade-marked! Each bundle of flooring and trim coming from Algonquin Mills is branded with the "Algonquin Brand" Indian Head.

Algonquin has pioneered in this field in Canada as it has in the promotion of Canadian BIRCH for Interior Trim and Flooring.

Branding lumber in this manner is an advantage to the builder and contractor. It identifies for him lumber of first quality. He has the double assurance that the Algonquin Mills will only include in its output that class of lumber which reflects credit upon the organization — that type of product which it is proud to brand.

Prompt attention given to every lumber requirement, large and small.

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Good Old Days Gone

(Continued from page 1)

placed by keenness and perception. Trade secrets are being discovered to all.

Is not this upheaval in the business world an economic adjustment of conditions in accordance with natural laws. Will it not result in business being forced in self-preservation to discard those practices which have been the result of the abuse of prosperity. Will not those who survive the test be the ones who find in all this uncertainty and demoralization the opportunity of real Service.

To be more specific, and apply this idea to the Construction Industry, is it not a fact that in spite of the wonderful advances made in the development of construction design, and the development of construction materials, there is still room for improvement in construction execution methods, especially in estimating and contracting management.

The system, or lack of system, in competitive bidding, used in the great majority of construction projects, whereby each competitor is compelled to estimate with inadequate and unscientific methods and in an insufficient period of time, results in a deplorable economic waste in duplicated, and for the most part futile effort. It results in the selection of contractors on a basis of price consideration only, and not on that of merit.

This means a great part of the construction work of the country goes into the hands of contractors who do not earn it by their ability and fitness to handle the work, but simply because they happen to put in the lowest bid, which is more likely to be the result of incompetency and lack of knowledge than of real ability.

The contractor who figures close to true values is seldom low. The incompetent contractor bids in a wide range, and is very high one time and probably very low the next, and if dishonesty is added to incompetency, he will be low on nearly every job he bids on.

Contractors have in their hands the opportunity to perform a real Service to the owner, by advocating Quantity Survey, and thereby facilitating the introduction of a system which would eliminate a great amount of costly duplication, and result in a great reduction in construction costs.

They would, at the same time do more for the Construction Industry itself than any other proposition that has so far been tried out or proposed.


Quantity Survey stands for a square deal to both owner and Contractor. The game must be played with the cards on the table, and the best man must win. It means that the gambling game of the past, with all its possibilities for unethical practices, a game of wits where on the one side a man may be robbed by deceit and misrepresentation on the other

where he may be ruthlessly broken, will be superseded by a service which is carried on under conditions assuming the selection of the contractor best qualified for the particular work, and with a feeling of confidence and co-operation.

Mechanics' Liens


September 17, 1930.

- 13604—S. Orsini & Company, against Dr. W. H. Wright, for the sum of \$.481.20
13605—The Sarnia Bridge Company, Ltd., of Sarnia Ont., against Ethel Applebaum, for the sum of \$107.77
13606—C. L. Maltby & Company, of 1912 St. Clair Ave. W., against A. Browning, of 42 Eileen Ave., for the sum of \$53.92
13607—Charles Granatstein, against Samuel Applebaum, et al, for the sum of \$2,175.00
13608—William Delingat, against the Toronto Labor Lyceum Association, Ltd., et al, for the sum of \$70.05
13609—H. Bernkissel, against the Toronto Labor Lyceum Association, Ltd., et al, for the sum of \$44.90
13610—Lakeside Tile & Floor Company, against Robt J. Dodds, et al, for the sum of \$350.00
13612—Toronto Ready Mix Concrete, Ltd., against C. N. Temes Company, et al, for the sum of \$181.03
13613—Harry Naftolin trading under the firm name of the West Toronto Iron & Building Supplies Company, against Aquila Skine, et al, for the sum of \$255.00
13614—David Goodman, against Toronto Labor Lyceum Association, Ltd., of 364 Spadina Ave., for the sum of \$525.84
11908—John Regina, against Louis Starkman, et al, for the sum of \$273.00
11909—Louis White, against Abraham Glass, et al, for the sum of \$95.00
11914—Harris Baylen, against Abraham Glass, et al, for the sum of .. \$2,367.30
11915—Henry John Jessard, against DeMarco, Ltd., et al, for the sum of \$132.60
11916—Herman Zamussi, against Thos. H. Watson, et al, for the sum of \$295.00
11917—Joe Cortese, against H. Baylen, et al, for the sum of \$142.00
11918—Harbor Brick Co., Ltd., against Max Heiber, et al, for the sum of \$54.90
11920—James Kennedy Murdoch, against Louis C. Fauver, et al, for the sum of \$132.12
11921—Edgar James Price, against Louis C. Fauver, et al, for the sum of \$246.55
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EDITORIAL COMMENT

"KEEPING UP WITH JONESES" FROWNED ON BY LOAN LEAGUE

IN scanning the press despatches of the past week, it is noted that a nation-wide campaign to stabilize realty values, by not allowing home buyers to purchase domiciles beyond their means, will be undertaken during the next few months by the United States Building and Loan League. A committee of League officers has been appointed to see that home buyers do not bite off more than they can pay off, and to attempt to call a halt to the fallacy of "keeping up with the Joneses" in so far as purchasing too expensive homes is concerned. The League feels that this campaign will greatly aid in adjusting conditions throughout the country.

While the desire of the League to improve conditions in the realty and building fields is commendable, we cannot see how they are going to prevent anyone from purchasing a home at any price if the purchaser is able to make the required first payment and is agreeable to the signing of all the regular legal documents. For any association to determine whether a person is financially able to carry out the terms of a purchase would require either that the purchaser was willing to disclose all the facts concerning his financial condition, including his present income and the possible sources of future income, or that he be compelled by law to swear to all information asked for by the League and to agree to new and more stringent legal regulations governing property sales which presumably would have to be enacted by the state. In any event, either alternative would constitute another piece of meddlesome procedure or legislation, of which there are far too many at present, particularly in the "land of the free."

An educational campaign to persuade people not to buy homes beyond their means might have some merit; but even then—why single out home buying? What about the thousands who purchase motor cars and other luxuries beyond their means? We have yet to hear of the automobile industry waging a campaign to even persuade, much less prevent people from buying cars which they cannot afford. There is, admittedly, a good deal to be said in opposition to the purchasing of homes beyond the financial limits of buyers, but whether such "buying over their heads" on the part of some persons is a serious deterrent to other people purchasing homes is a matter of opinion. Quite candidly, we do not think that it counts for very much in the selling of more homes, though of course it is a problem for the loan companies who have to deal with particular cases; but there again it is a matter of business judgment—shall we or shall we not make this loan?

The United States has had a sloppy surplus of "campaigns," "movements" and silly legislation of various types, and it would seem that the Building and Loan League are about to give birth to another. What is needed is not so much a campaign to curb the buying of too expensive homes, but one to induce people who can afford it (and there are tens of thousands of them) to buy homes. In other words, make the movement positive—not simply negative, and the results to both the building and loan businesses would be of tremendous value. A movement on the part of the people towards home ownership is exactly what the home builder needs, and it can only be brought about by confidence, efficient service and well directed publicity along sound business and positive lines.

The human race is divided into two classes—those who go ahead and do something, and those who sit and inquire, "Why wasn't it done the other way?"—Oliver Wendell Holmes.

Never before noted for good marketing, the building industry has been stimulated by hard times to sharpen its wits, and evolve a number of interesting plans to make it as easy and as popular to buy a home as to buy a car.

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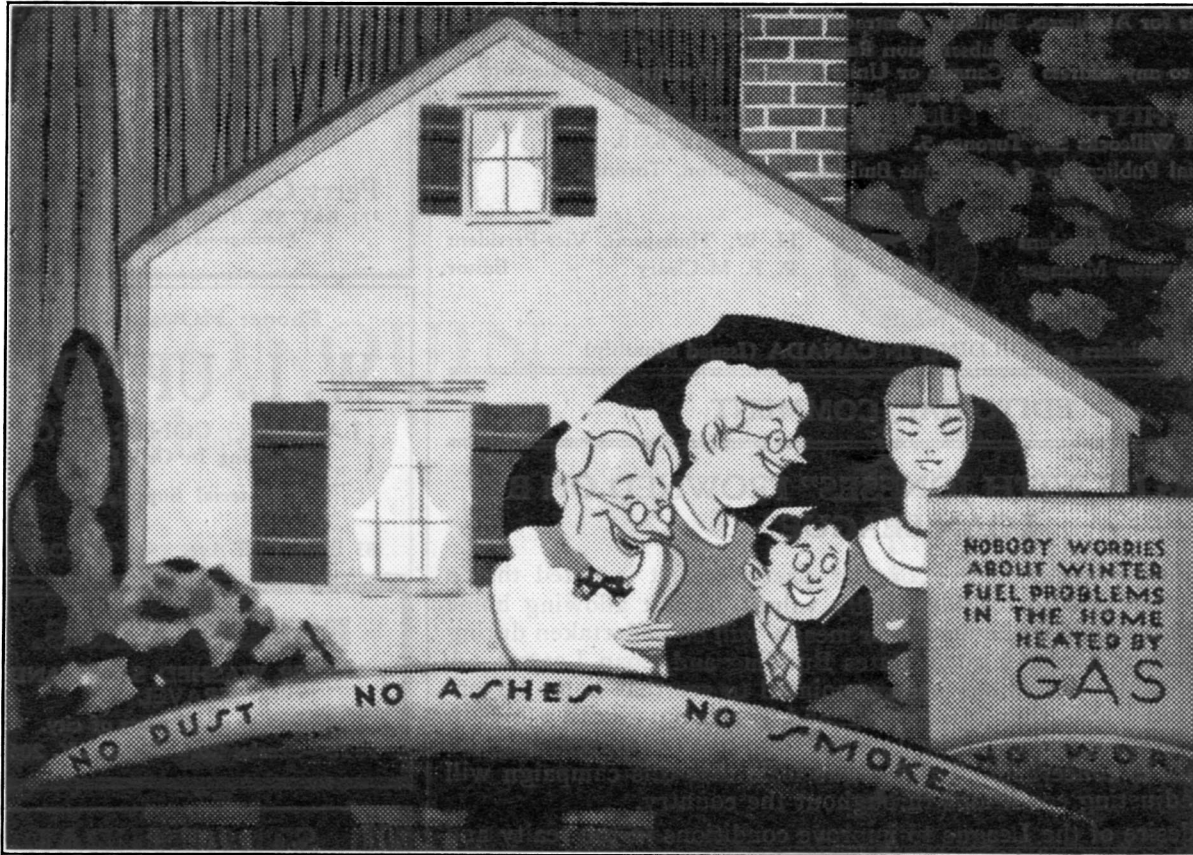
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(Continued from page 4)

storey dwelling of solid brick construction on concrete block foundations and is being erected at an approximate cost of \$4,000.

* * *

J. Crowe, 1 Indian Valley Crescent, has completed excavation operations for the erection of a fine residence on the west side of Indian Grove, near Indian Valley Crescent. It will be a two storey dwelling of solid brick construction on concrete block foundations and will be completed at an approximate cost of \$7,000.

* * *

D. W. Nasmith, 69 Ridge Drive, has the roof on the residence which he is erecting at 104 Glen Road. It will be a

two and a half storey stone and stucco dwelling, and is being built for Leslie G. Mills, the owner. The cost of this fine home is estimated at about \$25,000.

* * *

Richard Monkman, 555 Millwood Road, has begun excavation operations on the erection of a residence at 530 Harvie Avenue, near Redhill Avenue. It will be a two storey dwelling of solid brick construction on concrete block foundations and will be completed at an approximate cost of \$3,500.

* * *

W. T. Watts, 2073 Davenport Road, has begun excavation operations for the erection of a detached residence on the west side of Scott Road, near Ewart Avenue. It will be a two storey dwelling of solid brick construction on concrete block foundations and will be completed at an approximate cost of \$4,500.

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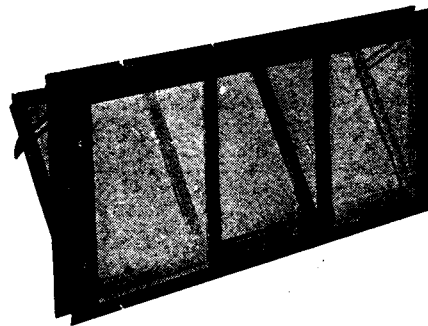
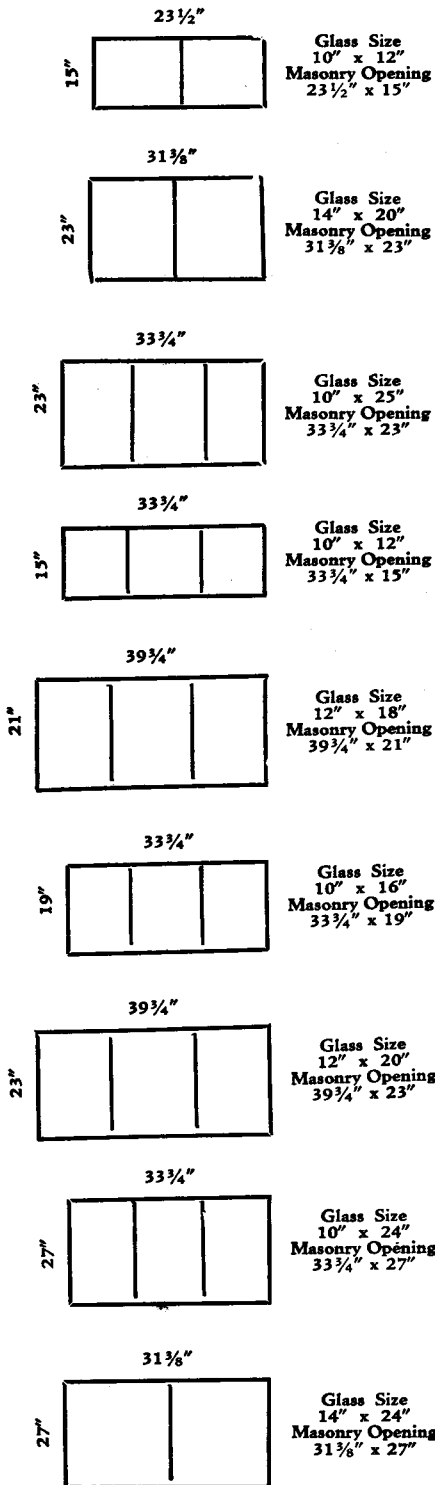
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