

WEEKLY BUILDING REPORTER

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Price 10 Cents

Wellesley Street Site of New Apartment.

G. C. Murdoch Will Erect Sixty Suite Building.

Wrecking operations are under way on a residence at 64 Wellesley Street to clear a site for the erection of a fine new apartment house which is to be built for G. C. Murdoch, 90 Carlton Street, according to the announcement of E. H. Paisley, architect, 247 Confederation Life Building. The estimated cost of the new apartment building is \$150,000.

The plans provide for a structure of four storeys, having a frontage of 67 feet and a depth of 150 feet. The construction of the new building will be of steel and brick, with stone trim, and there will be an ornamental stone balustrade surmounting the roof. Fireproof construction will be employed throughout.

There will be eight five-room suites and fifty-two three-room suites in the new building, all of which will be heated from a central heating plant. Electric refrigeration, and all modern conveniences and up-to-the-minute features will be provided.

It is hoped that the new building will be ready for occupancy by September 1st.

Canoe Club Vacates

Toronto Canoe Club Moves to New Quarters at Brule Lake.

The city's possession of the Toronto Canoe Club property at Lakeshore Drive and Dowling Avenue, became effective on April first, and demolition of the clubhouse will begin as soon as the contents have all been removed to the club's new headquarters at Brule Lake. A site for a new clubhouse has been donated to the club by R. Home Smith.

It has been rumoured that the bowling greens and tennis courts which belonged to the Canoe Club, will be maintained and devoted to community use. When asked regarding this matter, Parks Commissioner Chambers announced that such a move was at present under consideration, but that no definite decision had yet been reached.

Temporary accommodation will be provided for the paddlers and sailors of the club at their new location, pending the erection of the new clubhouse which will begin next year, according to the announcement of Commodore J. Harry Hodgson. Until then all excess furniture and equipment will be put into storage.

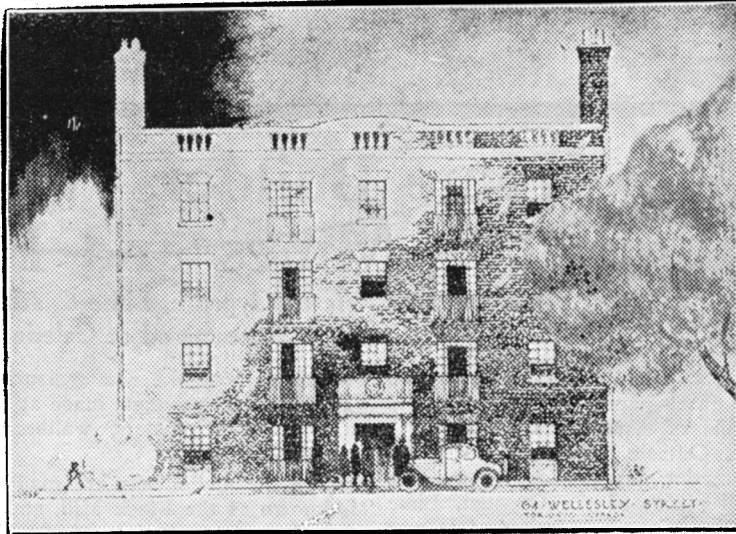
Those members who bowl and play tennis will be accommodated by various other clubs in the city until such time as tennis courts and greens are ready at the Brule Lake location.

New Theatre for North Toronto

\$250,000 Structure to go up on Yonge Street, North of St. Clair Avenue.

D. E. Bennett and Company, Temple Building, announce this week that construction will begin immediately for a new theatre on Yonge Street, between St.

NEW APARTMENT HOUSE FOR WELLESLEY ST.



This attractive structure will be erected at 64 Wellesley Street as soon as wrecking operations at present in progress on the premises are completed. Designed by E. H. Paisley, architect, 247 Confederation Life Building, it will be built for G. C. Murdoch at a cost of approximately \$150,000.

Clair Avenue and Heath Street, on the east side.

The site upon which the new theatre will be erected has a frontage of some 85 feet on Yonge Street, and a depth of 173 feet. Before its purchase by D. E. Bennett, it was a part of the Armstrong Estate, which was named as the vendor in the registry of the sale. Armstrong and McLeary were the agents handling the sale of the property.

H. G. Duerr, architect, 1010 Lumsden Building has been retained to draw up plans for the new structure. His design provides for a very fine modern building embodying all available up-to-date features, and will be executed in the Italian style in the exterior, the construction being of steel and stucco. The interior design will be after the popular Venetian style by the employment of which the architect seeks to create the atmosphere of refinement so greatly desired by today's theatregoers. The theatre will accommodate approximately 1,300 persons, and provision will be made for the erection of a balcony in the future.

The new theatre will be owned and operated by Federal Theatres Limited, a subsidiary of Famous Players Canadian Corporation. It is hoped to have the new theatre ready for opening by the first of October.

Propose Annex for Central Commerce

Would Cost Approximately \$150,000.

An "annex" to the Central High School of Commerce, costing about \$150,000 is proposed by Business Administrator W. W. Pearce in a recommendation to the advisory vocational committee which will be considered tomorrow. Cost of the site would be about \$45,000, and in addition to this the caretaker's house would have to be removed.

The annex would contain 15 classrooms, but two class-rooms of the present building would be required to provide communication between the annex and the existing school.

Mr. Pearce is reporting for a sub-committee which carefully considered the accommodation question.

There are at present twelve classes in portables and six in the basement at the Central school, making a total of eighteen classes in temporary accommodation. The boundaries suggested for the new Northern Vocational school will relieve Central Commerce by approximately 300 pupils. The committee decided that additional accommodation for twelve classes is required.

Another Proposed Lakeshore Apartment

Seek Permit to Erect Apartment House at Foot of Jameson Avenue.

A syndicate, headed by R. R. Penman are seeking permission from the city architect's department to erect an eight storey apartment house overlooking Lake Ontario at the foot of Jameson Avenue on Lakeshore Drive.

The property is owned by the syndicate, and comprises a parcel 150 by 150 feet.

If permission is granted, construction on the proposed structure will begin this spring. The estimated cost of the building is \$150,000. It will be eight storeys, of stone construction in the first two storeys, and will be completed in brick.

Permission to erect apartment houses along this section of the waterfront has several times been refused, it being the policy of the city to reserve this part of the waterfront for park land wherever possible, in order to preserve the attractiveness of the drive along the boulevard.

Unfair competition, embracing all acts characterized by bad faith, deception, fraud or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

Residential Construction on Up-Grade.

Statistics for First Quarter of 1930 Reveal Gains in Greater Toronto and Throughout the Province.

The other day, two well-known Toronto builders were discussing the outlook for building this year in and around Toronto. One was quite optimistic and affirmed his belief that "things were not going to be so bad after all," while the other could hardly see a ray of sunshine on the business horizon. "Now, look here, Bill," said he with the blues, "it's alright to be optimistic and all that, but there's no use kidding ourselves—all the optimism in the world won't change the facts." "Well," replied Bill, "let's look at the facts and see if this pessimism of yours is really warranted," and he proceeded to quote to his friend some of the latest figures on house building in Ontario.

Yes, what are the facts? According to MacLean Building Reports, Limited, during the first three months of 1930 there were contracts awarded in Greater Toronto for residential construction covering 606 projects, valued at \$3,294,700, compared with 600 jobs awarded for the similar 1929 period, valued at \$3,356,000.

The situation is even more reassuring when the whole Province is considered. During the first three months of 1930 there were 1,535 contracts awarded for residential construction in Ontario, valued at \$6,038,000, as compared with 1,244 jobs awarded during the first quarter of 1929, valued at \$5,604,700.

The following tables, covering residential construction in Greater Toronto and in Ontario for the first three months of this year, 1929 and 1928, and also for the individual months of January, February and March, 1930, are tabulated from MacLean Building Reports, Limited, and are well worth while a few minutes study, for they certainly reveal no real reason for pessimism, so far as house building is concerned.

Residential Construction Contracts Awarded in Greater Toronto.

	No.	Dollar Value
3 months, 1930	606	3,294,700
3 months, 1929	600	3,356,000
3 months, 1928	496	3,068,700
March, 1930	257	1,634,900
February, 1930	176	874,700
January, 1930	173	785,100

Residential Construction Contracts Awarded in Ontario.

	No.	Dollar Value
3 months, 1930	1535	6,038,000
3 months, 1929	1244	5,604,700
3 months, 1928	1287	5,720,600
March, 1930	659	2,866,200
February, 1930	507	1,781,800
January, 1930	369	1,390,000

A doctor said very softly and sadly to an aged patient:

"I am very sorry, but it would be wrong to hide from you any longer that you are a very sick man. Yes, a very sick man. Is there any one you would like to see?"

The patient nodded feebly.

"Who?"

The answer came in a scarcely audible whisper:

"Another doctor."

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Home Builders Visit Gypsum Mines and Plants

Members as Guests of Gypsum, Lime & Alabastine, Ltd., are Royally Entertained at Caledonia.

About six months ago—August 8th last to be exact—members of the Toronto Home Builders' Association journeyed to Caledonia, Ontario, where they spent a most interesting day touring the gypsum mines and plants of the Gypsum, Lime & Alabastine, Canada, Limited. It was an occasion that was thoroughly enjoyed by all who were there, and so it did not require very much urging for President W. H. (Bill) Kerwin to accept, on behalf of the members, another invitation to return to Caledonia. Last Thursday, April 3rd, was the appointed day, and over one hundred of the boys took advantage of the trip and "knocked off" for the day. This was almost double the number that made the trip last August, so there is no doubt but that Caledonia makes a strong appeal to the members of the Association.

It required three of the largest of the Gray Line buses of the T.T.C. to convey the party last week, and the seventy miles were made in record time. Arriving at Caledonia, the party were first conducted down the mine.

Those who had inspected the mine last year were impressed with the great headway made during the past several months. Not only have the workings been considerably extended, but the size of the underground "rooms," where mining is carried on, have been widened to twenty-five feet as compared to a maximum of twenty feet used last year. To anyone who has never been down a gypsum mine, the workings at Caledonia are a revelation. The crude gypsum rock is mined at an average depth of about 90 feet underground (entrance to the mine being by way of a long, sloping tunnel, up which the rock is hauled by cable cars to the surface) and there are no less than 500 acres included in the mine properties of the company at Caledonia, beneath which lie the most extensive deposits of gypsum in the world. Compressed air drills are used to make the holes for the dynamite charges for blasting out the rock. Blasting is carried out twice a day, when all workmen are out of the mine. It is estimated that there are over 50 million tons of gypsum in the Caledonia deposit—a practically inexhaustible supply. Production is carried on at the rate of over 400 tons per day to keep up with the demand for the many varieties of gypsum products.

Tile and Block Mill.

Following the inspection of the mine, the party was divided up into groups of eight or ten and taken on a personally-conducted tour of the plants, where the gypsum is worked up into the products used in a variety of building operations to-day. The gypsum rock, after crushing, is cooked or calcined, with the exception of that which is to be sold to the cement mills for cement retarder, for

which purpose the raw gypsum is used. The principal products made at Caledonia are hardwall plasters, wallboards, lath, tile and blocks.

The tile and blocks are made in what is known as the Block Mill, and the process here is quite interesting. The calcined gypsum or stucco is mixed with wood pulp and water and then poured into the required moulds. The casting machine has a capacity of 1,000 feet per hour. The blocks, slabs and tile are reinforced with channel iron, and the smaller sizes with wire. Shoe tile for beam and column fire-proofing are here produced in large quantities. After moulding, the blocks and tile are placed in large

"There is no substantial decline in price levels impending, and there are no large inventories to be absorbed before business can resume its normal course—the business structure is sound, high production records were attained in 1929, and corporation earnings have been satisfactory."
—Extract from address of Vice-President C. E. Neill, Royal Bank of Canada.

kilns, 110 feet long, where they are thoroughly dried out. The setting process is further established upon leaving the kilns by leaving the product to dry and set in the open.

Gypsum Board and Lath.

The manufacture of gypsum board and lath never fails in interest, especially in the Caledonia Board Mill, the largest gypsum wallboard plant in the world. Here the stucco, mixed with wood pulp and water in proper proportions, is compressed between two layers of heavy chipboard paper, assuming the form of wallboard or lath as may be required, travelling on a carrier belt 675 feet long, moving at the proper speed for due setting, and finally passing into immense driers, from which it emerges ready for packing. An exact duplicate of the process has been set up in miniature in the sample room, where samples of lath and wallboard are made daily for use among the many distributors of the company.

The Banquet Hour and Addresses.

Following the mine and plant inspection, adjournment was made to the Community Hall, where the members were the guests of the company at a very fine dinner. Mr. W. J. McCann, Toronto, Ontario Sales Manager of the company, welcomed the boys in his usual pleasing manner. It was a pleasure indeed, he said, to have had such a splendid response to the invitation extended to the Associ-

ation and he looked forward to many more similar visits from Toronto Home Builders.

After dinner the party was taken by bus over to the new lecture and demonstration hall, recently erected by the company, where short addresses were made by Major George Thompson, research engineer of the company; Mr. L. V. Robinson, Superintendent; Mr. James Govan, Consulting Architect of the company; Professor G. R. Anderson, of the University of Toronto; Mr. W. H. Kerwin, President of the Toronto Home Builders' Association, and Mr. A. R. (Reg.) Whittemore, of the Weekly Building Reporter.

Major Thompson confined his remarks to showing why gypsum products are so efficient as fire insulators, the chief reason being its water content—over 21 per cent. by weight and over 46 per cent. by volume. This water, contained in the gypsum in congealed form, as present in a slab of gypsum three-eighths of an inch thick, required a temperature of 2,000 degrees F. before being driven off and the heat allowed to pass through.

Professor Anderson dwelt on both the sound and fire-proofing qualities of gypsum, while Mr. Govan paid special attention to the way in which gypsum is meeting the insulation problems of the builder. The use of gypsum to insulate steel columns in large buildings against buckling from heat in case of fire was now an accepted practice—the Toronto Star building was an example.

In residential construction, the method can be utilized to render fire-safe the framework of brick dwellings, houses of brick veneer, stucco or wood. Mr. Govan instanced the insulating of seventeen dwellings by Price Bros., the large paper mill concern, at a cost of less than \$300 each, but the saving on fuel and the assurance against any severe fire damage was a great asset.

Reg. Whittemore, of the Reporter, gave some very interesting figures relating to the present building situation in Ontario, and which showed clearly that residential construction has not only not fallen off, but for the first three months of 1930, actually exceeded the totals for the similar period last year. This is further dealt with on page one of this issue.

President Bill Kerwin, speaking on behalf of the members, expressed their sincere appreciation of the kindness of the company in providing such an interesting and thoroughly enjoyable day's outing and Bill led the boys in three rousing cheers for the company and Bill McCann.

At a few minutes past five, the party left for home, arriving safe and sound, (but oh gosh, how tired) back in old Toronto about 7.30.

AMONG OUR MEMBERS

Alfred Cheeseman, 503 Main Street, will begin work shortly for three pairs of semi-detached residences on the south side of Kerr Road, near Greenwood Avenue. They will be two storey dwellings of solid brick construction on concrete block foundations, and will cost about \$20,000. Mr. Cheeseman has recently sold a residence at 12 Main Street. It stands on a site having 45 feet frontage, and a depth of 135 feet. The purchaser, George P. Price and the selling price was \$29,275.

H. Ranson, 142 Highbourne Road has foundations in for a detached residence on the north side of Glencairn Avenue, near Avenue Road. It will be two storeys of solid brick construction on concrete block foundation, and will cost in the vicinity of \$8,500.

George A. Rome, 291 Mossom Road, has begun excavation operations for the erection of a pair of semi-detached residences on Woburn Avenue, near Greer Road. They will be two storey dwellings of solid brick construction on concrete block foundations. The estimated cost of the pair is \$8,000.

Down the Mine and Elsewhere

Trust an Irishman to start something. It was down the gypsum mine, a quarter of a mile or more from the entrance. The guide was explaining how the blasting is done, when suddenly there was a terrific bang. Was it a dynamite cap—a preliminary to a general blast? And did your knees waver? What was it, anyway? Oh, just Bert Little celebrating the 17th of March rather late or the 12th of July too soon by letting off a giant firecracker—and down a mine at that! And then they wonder why they have troubles in Ireland!

* * * *

"Don't go down the mine, Father; don't go down the mine," sang Jim Easton—it was pathetic, too—everybody cried or something.

* * * *

John Carroll wondered would he be plastered in the Plaster Mill. "Why not!" said Bob Muir. "It don't cost anything, but don't lose your head in the Block Mill." Oh, Bob, that was an awful crack—on the plaster, we mean.

* * * *

Geo. Webb tried to buy some shares in the mine, but Bill Kerwin beat him to it. "Are they at par?" asked Tom Robinson. "No, at Old Par," said Bill Fugler. "That's alright with me," remarked Chuck Pelton.

* * * *

Can Fred Mishaw sing? Well, we say he can and how, and at throwing the hammer, oh, boy, did you think you were at the police games, Fred?

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Patient (lady)—But, doctor, my tongue—

Doctor—Yes, madam, just rest.

The First Step.

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"Is that so?"

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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.

R. E. Seward, 601A Indian Road has the foundations in for a detached residence on the north side of Strath Avenue, near Lambton Road, in the Kingsway. It will be two storeys of stone and brick construction on concrete block foundations, and will cost about \$8,500.

C. Heatherington, 3 Scarboro' Road, is trimming a detached bungalow residence on the north side of East Avenue, near Warden Avenue, Birchcliffe, Ontario. It will be one storey of solid brick construction, on concrete block foundations and will cost about \$4,200.

W. Ball, 198 Humbercrest Boulevard, has the roof on a detached residence on the east side of Durie Street, near St. John's Road. It will be two storeys of solid brick construction on concrete block foundations, and the cost is estimated at \$5,000.

Thomas Leblond, 103 St. John Street Long Branch, Ontario, has the foundation in for a detached two storey residence on the east side of Greenwood Avenue, near Edgewood Road, long Branch, Ontario. It will be of brick and stucco construction on concrete block foundations, and will cost approximately \$3,500.

E. W. Brookfield, 2319 Bloor Street West, is getting the walls up for a detached residence on the north side of Strath Avenue, near Lambton Road, in the Kingsway. It will be of brick and stone construction on concrete block foundations. The estimated cost is \$8,500.

Thomas Arthur, 574 Durie Street, will shortly begin work for the erection of a residence on the east side of Indian Grove, North of Glenlake Avenue. It will be one storey of solid brick construction on concrete block foundations and will cost about \$3,000.

J. R. Kennedy, 1675 Kingston Road, will begin work this week for the erection of two detached residences on the south side of Kingston Road. They will be two storeys of solid brick construction on concrete block foundations.

George Davies, 18 Burlington Crescent has the foundation in for a detached residence on the south side of Douglas Avenue, near Greer Road. It will be two storeys of solid brick construction on concrete block foundations and will cost about \$6,000.

M. McGregor, 3154 Yonge Street, has foundations in for three duplex residences on the east side of Avenue Road near Collegeview Avenue. Each will be 30 by 40 feet, of two storeys, and will be of solid brick construction on concrete block foundations. Their equipment will be most up-to-date and modern in every detail.

Wm. R. Moore, R.R. No. 1 Eglinton, Ontario, has the foundations in for a detached residence on the west side of Thurston Avenue. It will be one storey of solid brick construction on concrete

block foundations and will cost about \$3,000.

A. H. Topple, 391 Millwood Road, has foundations in for a detached residence on the south side of Roselawn Avenue, near Avenue Road. It will be two storeys of brick construction on brick foundations. The cost will be about \$7,500.

A. Gadsby, 139 Pinewood Avenue, has the walls started for a pair of semi-detached residences on the south side of Elinor Avenue, near Oakwood Avenue, York Township. They will be two storeys of solid brick construction on concrete block foundations. The cost will be about \$8,000.

John Armstrong, 5 Lanark Avenue, will begin work in a few days on the erection of a bungalow residence on the north side of Livingstone Avenue, near Locksley Avenue, to be of solid brick construction on concrete block foundations. The cost will be about \$3,500.

H. S. Bowyer, 70 Glenmore Road, has foundations going in for a pair of semi-detached residences on the east side of Donegal Drive, near Fleming Crescent, Leaside, Ontario. They will be two storeys of solid brick construction on concrete block foundations. They will cost approximately \$7,000.

Stephen Janes, 82 Salem Avenue, has foundations in for a ten-room residence on the north side of Burton Road, Forest Hill Village. H. D. Martin, architect, 59 Barker Avenue, has drawn up plans which specify brick and stucco construction on brick foundations to be completed at a cost of about \$15,500.

Alex. Groat, 61 Lawton Boulevard, is getting foundations in for three detached residences on the south side of Strathearn Boulevard, near Milbank Avenue, Forest Hill Village. D. H. Burham, architect, 260 Lauder Avenue, has drawn up plans which call for two and a half storeys of solid brick construction on concrete block foundations.

Tenders are being received at present for the erection of the new Rogers Presbyterian Church, to go up at the corner (Continued on page 15)

Mechanics' Liens

April 9th, 1930.

11724—Alex McGee, against Balmoral Apartments, Limited, et al for the sum of \$16,525.00
11725—Canadian Industries, Limited, of 372 Bay Street, against Korman's Beverages, Limited of 101 Duchess Street, et al for the sum of \$142.15
13514—Michael Chernick, of 241 Lippincott Street, against Ida Smuckler of 86 Palmerston Boulevard, for the sum of \$100.00
13515—Horace Fearnley, against Marjorie Dingle, et al for the sum of \$103.00

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A High Note in a District of Beautiful Homes

D. E. Kertland, Architect.

Elsewhere in this issue reference has been made to some of the problems the architect is up against when planning to fill a corner lot in a better class residential district. Another instance of this nature is provided in the home so successfully completed for Mr. E. Frost, Toronto, from plans by Mr. D. E. Kertland, of that city. From whatever point of the compass this residence is approached, the prospect is equally pleasing. The substantial chimney that might seem over-heavy in some types of architecture is all of a piece here. It forms a massive pivotal point that gathers around itself the various sections of the house in a manner at once pleasing and unique. It is not often that a fine residential house "carries" its chimney so elegantly as does that of Mr. Frost.

A great deal, pro and con, may be said on the subject of enclosing a residence of this description with a garden fence. English visitors to this country are much impressed with the open lawns that are so characteristic of Canadian towns and cities; and, on the other hand, Canadians visiting the Old Country cannot but see a certain charm in the "pailings" with which the Brit-

isher makes his home his castle. Certainly, some of these fences are a contribution to the amenities of a house, whilst others most decidedly are not. The fence around Mr. Frost's dwelling would seem to be a

happy medium that offers the desired seclusion and protection without in any way detracting from the general attractiveness.

Situated on Oriole Parkway, in a section of Toronto where beautiful

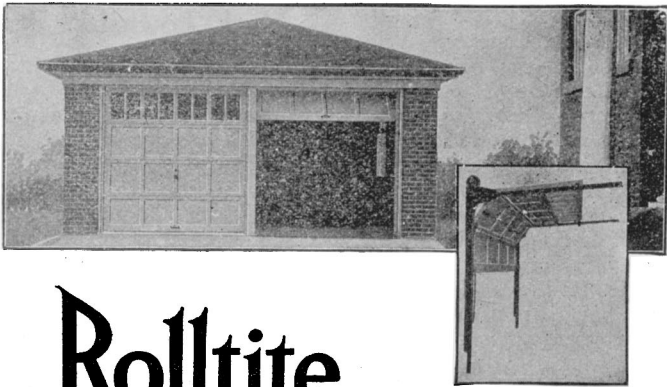
homes are very numerous, Mr. Frost's abode makes a noted contribution. It conforms to the modern type of English architecture,

(Continued on page 12)



Your Garage Doors

Appearance is important . . . a fine doorway makes a fine garage.
Operation is important . . . nothing is more annoying than a troublesome garage door.



Rolltite

Rolltite is a space-saving door that rolls up overhead, opening in, away from wind or snow.

It requires a minimum of clearance over the car length and is available in any width up to twenty feet.

It is constructed of white pine with fir veneer panels. Heavy malleable hinges are used and a two point latch with cylinder lock is supplied.

A heavy torsion spring carries the weight. A ball-bearing shaft and ball-bearing hinges make the door extremely easy to operate.

Rolltite doors are supplied as complete units—doors and all necessary hardware.

Catalogues and full information will be sent gladly on request.

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This spring you will want to complete your first jobs as quickly as possible in order to have them on the market to meet the demand for new homes.

More than ever before we are to-day organized to offer keen, attentive service on all orders—whether small, medium or large in size, or varied in character.

If we can be of service to you in preparing estimates for work in contemplation, or in other ways, we shall welcome the opportunity.

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Toronto District Building Permits

Ben. F. Cook, 164 Wolverleigh Blvd., one det. brick dwlg. and garage attached, 338 Glen Manor Dr., nr. Beaufort Rd., \$6,500

Geo. Price, 24 Playter Blvd., one pr. semi-det. brick dwlgs., Greenwood Ave. southeast cor. Applegrove Ave.... \$6,500

Jacob Axler, 181 Bathurst St., dem. three dwlgs. 103-7 Wolseley St., nr. Bathurst St. \$500

Dominion Knitting Mills, 372 Richmond W., make interior alterations to factory bldg., 3114-16 Dundas W., nr. Clendenan Ave. \$500

W. W. Hiltz & Co., 1857 Danforth Ave., alter store with dwlg. over to dwlg. bldg. for two families, 751 Woodbine Ave., nr. Gerrard St. \$1,200

Lockwood Clinic, 164 Bloor St. E., build corridor connecting two bldgs. of hospital, 164 Bloor St. E. nr. Jarvis \$1,500

Imperial Oil Co., 56 Church St., erect roof sign n.s. Fleet St., nr. York. ..\$1,200

Neville Copper Ltd., 117 Beverley St., build factory, 54 Sumach St., near Queen St. \$4,000

Arthur Fisher, 15 Benlamond Ave., build addition and make alterations to dwlg. for two families only, 15 Benlamond Ave., nr. Main St. \$1,500

Rogers, Sanderson & Watson, 510 Lumsden Bldg., build one pr. semi-det. two-storey brick two-family dwlg., 151 Highbourne Rd., nr. Collegeview Ave. \$15,000

Oscar F. Silver, 11 Highbourne Rd., one det. brick two-family dwlg. with garage attached, w.s. Highbourne Rd., nr. Kilbarry Rd. \$18,000

W. E. Dillon & Co., 189 George St., build storage warehouse, 194 George St., nr. Queen St. \$2,000

Geo. Rathbone Lumber Co., Northcote Ave., build addition to woodworking plant e.s. Gladstone Ave., nr. Queen St. \$20,000

Edward C. Finch, 24 Inglewood Dr., build one det. brick two-family dwlg. and private garage, 74 Kilbarry Rd., nr. Highbourne Rd. \$10,500

Chas B. Routcliffe, 11 Roseheath Ave., build one pr. semi-det. brick and shingle dwlg. s.s. Harriett St., nr. Hastings Ave. \$4,000

Swift Canadian Co., St. Clair Ave. W., erect addition on roof of warehouse, n.s. St. Clair Ave., nr. Keele St. \$15,000

Mrs. Jno. Black, 42 Oakmount Rd., build addition and make alterations to dwlg. for two-families only, 42 Oakmount Rd., nr. Bloor St. \$1,400

Jno. Nelson & Son, 225 Lippincott St., build office for plastering business, 225 Lippincott St., nr. Harbord. \$900

Canadian Pacific Railway, King and Yonge Sts., alter partition in office and build new stairway to balcony, also

build new partition, King St., s.e. cor. Yonge. \$5,000

Herbert Mitchell, 140 Pinewood Ave., build one pr. semi-det. brick dwlg., 196-8 Melrose Ave., nr. Greer Rd. \$8,000

Albert J. Henderson, 10 Oriole Gdns., build one det. brick two-family dwlg. with private garage attached, Oriole Parkway, n.e. cor. Anderson Ave. \$12,000

Hugo H. O'Donnell, 355 Yonge St., alter 3rd floor of store bldg. for dwlg. quarters, 355 Yonge St., nr. Elm St. \$1,500

Arthur W. Lake, 117 Ranleigh Ave., build one det. brick dwlg. 39 Hilda Ave., nr. Wanless Ave. \$5,000

Robt. Falconer, 51 High Park Blvd., alter dwlg. to three suite apt. house, 51 High Park Blvd., southwest cor. Indian Rd. \$10,000

Gordon S. Shipp, 788 Coxwell Ave., one det. brick dwlg. with garage attached, 267 Glencairn Ave., nr. Avenue Rd. \$9,000

Imperial Oil Ltd., 56 Church St., erect gasoline service station, Church St. s.w. cor. McGill. \$10,000

Dunkley Bros., 199 Glenholme Ave., build one det. brick dwlg. n.s. Lawrence Ave., nr. Greer Rd. \$3,500

Stanley Weeks, 22 Barton Ave., build one-storey brick private garage and shed for newspaper agency, 22 Barton St., nr. Bathurst St. \$900

Fred Nash, 50 Helena Ave., make interior alterations to dwlg. by moving partitions, for one family only, 50 Helena Ave., nr. Bathurst St. \$850

Jacob Goldstein, 617 Dufferin St., alter projection room of theatre, Dundas St., s.e. cor. Dufferin. \$700

Gelber Bros., 205 Richmond St. W., alter ground floor of factory bldg. for new entrance, 86-88 Richmond W., nr. Bay St. \$700

Wm. H. Hallsworth, 4 Ostend Ave., build store with dwlg. over, 266 Jane St., nr. Harslaw St. \$4,500

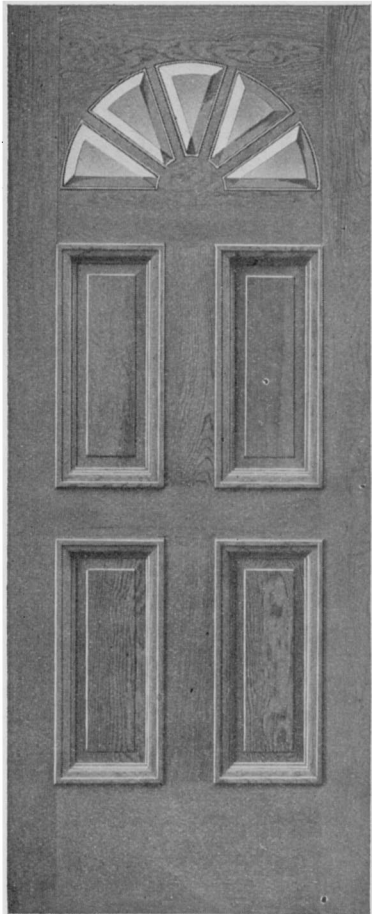
Rev. D. T. McKerroll, 19 Laws St., make alterations to dwlg. for two families only, 19 Laws St., nr. Annette \$2,500

York Township Permits

J. Armstrong, 5 Lanark Avenue, one and one-half storey brick dwelling on 12-inch blocks, with garage at rear. North side of Livingstone Avenue, near Locksley Avenue. \$3,600.

School Section, No. 25, Inglewood Avenue—six-room addition to rear of present school building of brick and tile on 18-inch & 22-inch brick basement. \$65,000.

J. J. Quirk, 4007 Dundas Street West—addition to rear and side of present building—one storey of blocks on 14-inch con-



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crete blocks, on the south side of Dundas Street West, near Humberhill Avenue. \$7,000.

School Section, No. 15, Guy Street—addition of four rooms to present school building—two storeys of brick and tile on 18-inch basement—west side of Guy Street, near Bude Street. \$40,000.

G. Berner, 345 Shaw Street—a two storey brick dwelling on 14-inch blocks on the west side of Main Street, near Eglinton Avenue. \$4,500.

W. M. Stewart, 50 Earlsdale Avenue—sub-basement, to present house on the north side of Earlsdale Avenue, near Holland Park Crescent. \$1,000.

A. Veitch, 404 Lauder Avenue—a two storey brick dwelling on 12-inch blocks on the west side of Lauder Avenue, near Rogers Road. \$5,000.

R. French, 41 French Avenue—a one storey brick dwelling on 10-inch blocks on the west side of Mariposa Avenue, near Pritchard Avenue. \$3,200.

J. McCandlish, 5 Cloverlawn Avenue, a two storey brick dwelling on 12-inch blocks on the west side of Lauder Avenue, near Keywest Avenue. \$4,000.

J. Eloi, 69 Hatherly Road—a 10-inch block basement, under rear of house on the south side of Hatherly Road, near Ennerdale Avenue. \$1,000.

School Section, No. 15, Memorial Nairn Avenue—add two storeys, containing four rooms to the present school building on the west side of Nairn Avenue, near Cassington Avenue. \$41,000.

M. Henry, 35 Kenwood Avenue—two 2 storey brick dwellings on 10-inch blocks on the south side of Belgravia Avenue near Times Road. \$7,000.

W. Ash, 6 Hatherly Road—a one-and-a-half storey brick dwelling on 12-inch blocks, with garage at rear, on the north side of Belgravia Avenue, near Locksley Avenue, \$3,600.

School Section, No. 15, Vaughan Road—add twelve rooms and gymnasium to present building of brick on 18-inch basement. East side of Dufferin Street, near Vaughan Road. \$106,000.

W. Churchill, 162 Earlsdale Avenue, a one-and-a-half storey brick dwelling on 12-inch blocks, on the north side of Jesmond Avenue, near Glenholme Avenue. \$3,500.

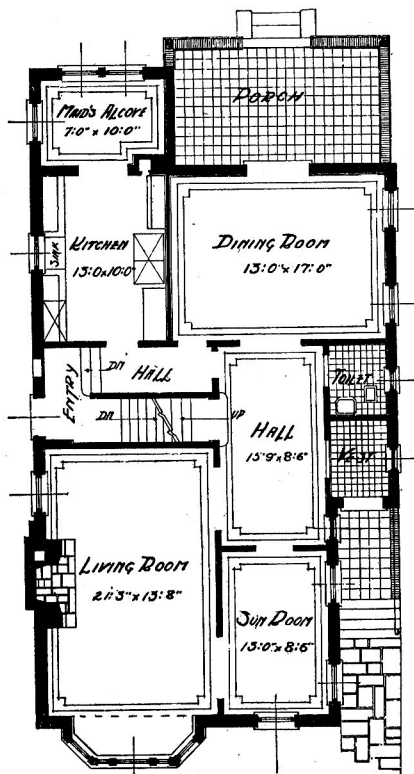
M. J. Jennings, 492 Northcliffe Boulevard—one pair of two storey brick dwellings on 12-inch blocks on the west side of Lauder Avenue, near Genessee Avenue. \$8,000.

TRAVELOG.

"Madame," said the polite sailor who was showing a young lady over the ship, "this is the quarter deck."

"Oh, how fascinating," beamed the young lady, "and could I see what you have for fifty cents?"

The best thing to take when one is run down is the number of the car.

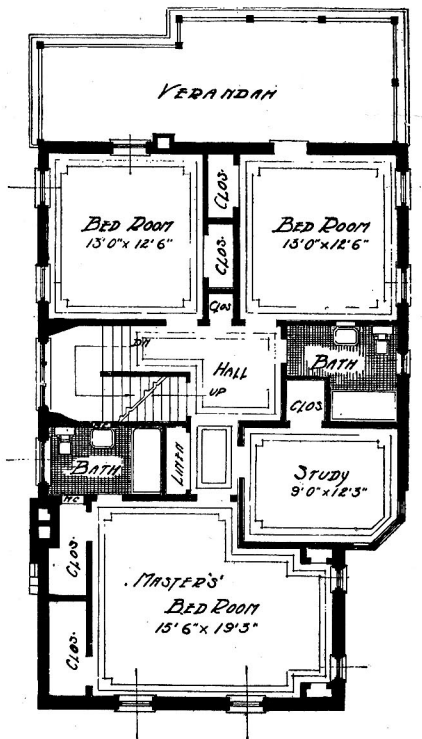


Giving Breadth to the Narrow Lot

By Catto & Catto, Architects

In meeting the limitations of a forty foot lot, the architects have succeeded in giving a sense of fullness to what is a comparatively narrow frontage. Compactness, convenience and nice balance mark the plan. The exterior is brick. An effective color scheme has been secured by brown shingled roof and green shutters. A most careful disposition of the rooms has been made to provide plenty of space where it is most needed.

The ground floor has entrance hall leading to living room, sunroom, dining room and kitchen hall. The second floor plan shows two large and two smaller bedrooms, a study or "den", and two bath rooms. The rear of the house accommodates a large verandah its entire length.



"Convenience Outlets"

Have your electrician place plenty of "convenience outlets" in the houses you build. They enable the purchasers to make their homes real electric homes. The "Red Seal" wiring specifications show you the minimum number required in a modern home.

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



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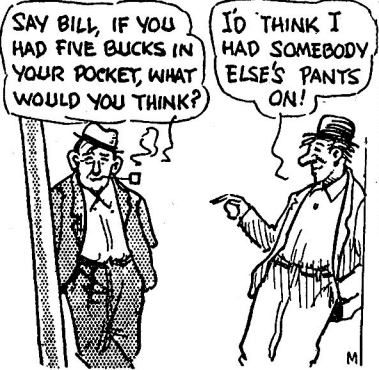
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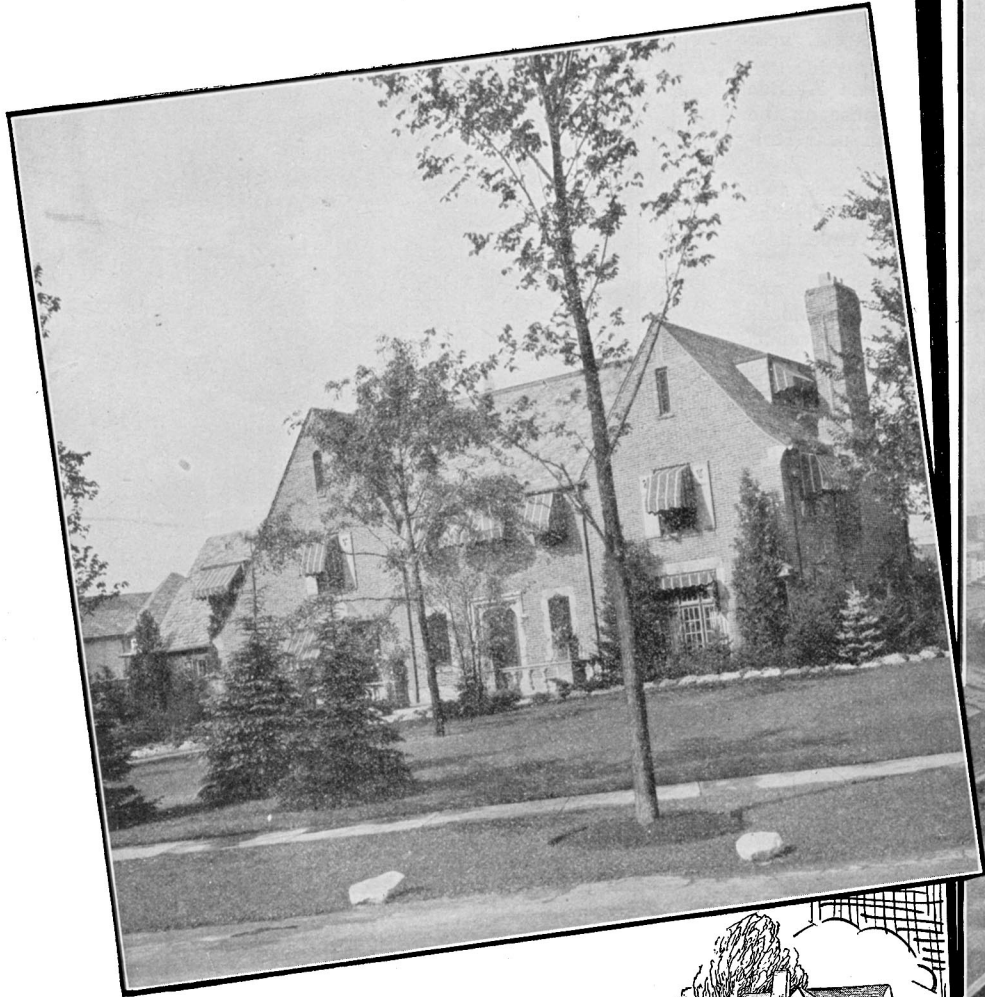
(If your remittance (\$5 for 2 years) is not enclosed, we will bill you. Subscription for one year, \$3.00).

In the days of yesteryear, before the "talkies" and radio came along as an antidote to boredom, flaming youth was wont to debate the question: Which metal is of the greatest benefit to man—iron or gold? This burning problem was settled at least once a year by every Mutual Improvement Association in the land. The writer recalls an occasion when the aforesaid topic was threshed out by a group of earnest young men and he rose to his feet and ventured to observe that, compared with clay, neither iron nor gold was worth a hoot. Followed an impassioned and illuminating panegyric on the virtues of plastic earth. It was pointed out that without clay in one or more of its many forms, civilization would never have arrived where it has. Clay gave our prehistoric ancestors their first durable homes, our first cities and our first libraries. Long before iron was known to have much intrinsic value, or gold was more than a pretty ornament, clay was building up the foundations of our present civilization. Indeed, today, where would iron and clay be but for the fiery retort and crucible of clay? And so forth and so on.

Altogether, a fairly good case was made out for clay, and, incidentally, for brick. Some water has run under the bridges since that debate was flashed to the four walls of a small room at the rear of an obscure conventicle, but nothing has happened since to rob brick of its prestige; much, indeed, has occurred to enhance it. It has not only held its own but has made great strides, and that in face of determined opposition. Despite the competition of other building materials of great merit, brick still remains the most adaptable, the most flexible

THE BEAUTY AND UTILITY

Regardless of size or architectural design, there is an appropriate face brick for every structure. From the smallest cottage to the tallest skyscraper.




Illustrated above is a beautiful dwelling in which the use of face brick makes a harmonious picture with its immediate surroundings.



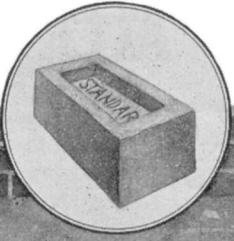
and the most versatile medium for expressing the builder's art.

Those master builders, the Romans, were superb brickmakers and brick-builders. Wherever they set foot remains of their skill in this direction remain in perfect preservation. Not only did they perfect the building brick but they invented the hollow tile, as those who have visited Roman remains in England and elsewhere can testify. At the city of Bath may be seen intact the hollow tiles with which they provided hot air for their vapour baths, and another pattern of the same materials with which they roofed their bath houses. Brick,



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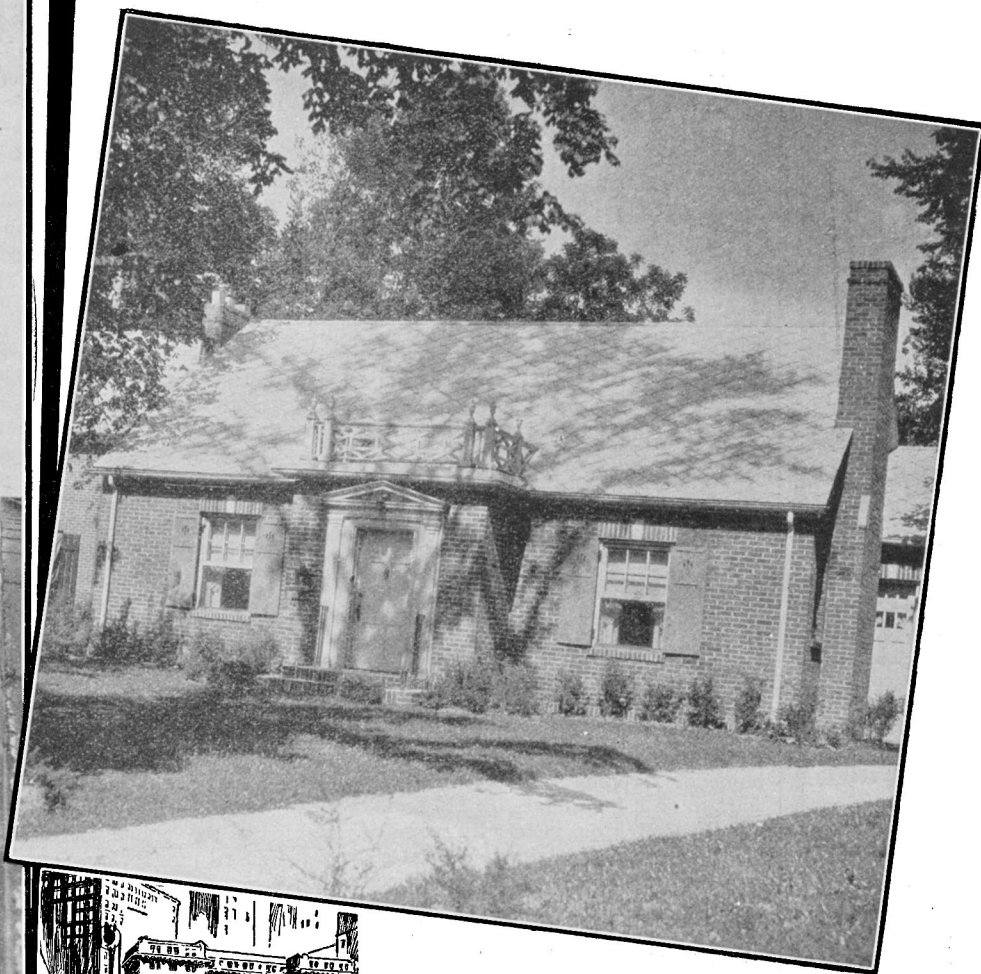
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LITY OF FACE BRICK

Skyscrapers in our great cities, when of face brick construction, contribute a much needed splash of warmth and color.



Colonial in design, this cottage is a pleasing example of what can be accomplished in small house construction with face brick.

well made and of everlasting quality arrived sometime ago and came to stay, and the modern builder pays his tribute to this material by using it in ever-increasing quantities and in a bewildering variety of forms for an infinity of purposes.

A walk through any modern community provides a striking object lesson of the extreme latitude offered the builder by brick. It is found built into foundations, into walls, and into exteriors. It has proven itself to be an ideal medium for the smallest and most humble cottage and for the towering cathedrals of commerce that thrust upwards into the sky in every modern city on this continent. In itself it may appear to be

for every structure. The smallest cottage or the tallest skyscraper can be given a mellowed appearance by its use that a century of weathering could hardly bestow otherwise. The beauty of face brick construction is largely due to the remarkably wide range of colors that has been introduced. Not only is this brick made to withstand practically unlimited exposure to the weather, but it is possible by its use to enhance the beauty of the structure to a remarkable degree. Architects with a skilful eye for color realize that face brick is not only desirable in itself but that it has the undoubted power of enhancing the strength, dignity and beauty of the building.

a thing uncomely and without much form, but in combination with its fellows it can be made to produce architectural monuments of exceptional beauty. Some of the finest specimens of modern buildings owe their external grace and beauty entirely to brick. Much of this success may be attributed to the constant increase in improved methods of manufacture. A modern brick plant has its chemical laboratories no less than any other highly organized industry. Clays are analysed and tested with meticulous care and precision so that exactly the right grade of brick for any given purpose may be produced with unflinching accuracy. The result of this careful and scientific experimenting has produced what is known as the face brick, and to this type of brick, more than any other, perhaps, is due the success achieved with the material to-day. Without this improved face brick, it is doubtful if so much clay would find its way into so many of the stately modern structures we see on every hand.

Regardless of size or architectural design, there is an appropriate face brick

CAROLINA-CREST HOTEL

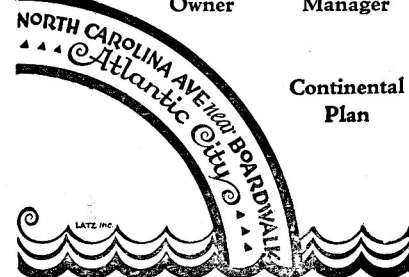


NO CHARGE!

This charming hotel surrounded by green lawns and sun porches is the only hotel in Atlantic City serving breakfast in your room without charge.

The bedrooms are built for comfort; each with its own private bath, large closets, modern furnishings, bridge and reading lamps and three or more windows to the room. Everything is cozy and home-like.

Chas. A. Perry H. L. Fairbairn
Owner Manager



Continental Plan



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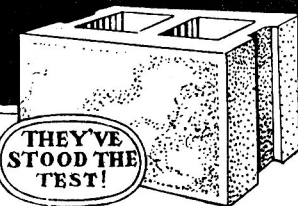
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\$2.50 and up

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BUILDERS

All signs point to a decided shortage in houses of about \$6,000 this summer.

LATIMER AVE.
(west of Avenue Rd., off Roselawn)
at \$40.00 per foot
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Realty News of the Week

Home-Seekers Respond To Spring Weather

Interest Awakens with Advent of Warm Days.

Stating that warm weather of the last week has resulted in increased numbers of inquiries from prospective home purchasers, A. E. LePage, realtor, reports the following sales:

A. F. Collins purchased from J. O. Scott, builder, No. 56 Baby Point Cres. for \$19,600, centre hall plan, English type of home on a lot 60 feet by 145 feet, consisting of 9 rooms and 3 bathrooms, with 2-car heated garage.

Taylor Bros., builders, sold to W. Pidduck, No. 200 Strathallan Blvd., for \$12,600, solid brick, square plan, detached home of 7 rooms and 2 bathrooms, on a lot 37 feet by 135 feet, with private drive and 2-car garage.

J. P. Byrne, purchased from J. V. Saracini, No. 52 Larratt Ave., for \$10,600, detached home of 6 rooms and tiled bathroom on lot 38 feet by 125 feet.

C. M. Nixon, purchased from C. B. Sears, builder, No. 7 Elora Rd., a new centre hall plan home of 6 rooms and tiled bathroom on a lot 39 feet frontage, with private drive and garage.

D. S. Graham, purchased from Arthur J. Everist, No. 52 Anderson Ave., a \$9,200 detached, square plan, solid brick home of 7 rooms with private drive and garage on a lot 31 feet by 110 feet.

J. L. Creighton, purchased from W. H. Curless, No. 99 Beresford Ave., at a price of \$6,700; Wilfred D. Jackson, purchased from R. Dryden, No. 24 Deforest Rd., for \$6,800, a detached, centre hall plan home of 6 rooms.

Mrs. Bond, purchased from Mrs. C. Sherriff, No. 118 Imperial Ave., at \$12,000, a centre hall plan home of 7 rooms and 2 bathrooms, on a lot 40 feet by 140 feet, with private drive and garage.

R. B. Rice and Sons, realtors, 60 Victoria Street, report that Brass Men's Shop, will occupy premises at 207 Yonge Street, and that possession will be taken immediately.

House Shortage Serious

Agents All Over City Report Acute Situation.

Due to the arrival of spring, the many homeseeking citizens of Toronto have turned out in full force to find new places of abode, but on account of the remarkable shortage of houses to rent, many have been out of luck altogether.

The recent stock market collapse has had a marked effect on building, and the result is now most apparent. The present tight money market does not help the situation at all, as it makes it necessary for many persons to rent homes who in more normal times could afford, and would be able, to buy.

According to the statements of many real estate agents in various parts of the city, the present condition resembles that which prevailed during the years immediately following the war. At that time many persons who could not rent suitable homes were forced to buy in an abnormally low market, created by the shortage of houses which existed then, due to the many factors contributed by the war.

The latest report of the Assessment Commissioner shows a smaller number of houses in Toronto in 1929 than in 1928, despite the increase in population. Since these figures were compiled, the city is going to wipe out a couple of hundred more at the Beaches to provide for new park lands along the waterfront. The report for last year, too, shows only about two per cent. of houses vacant in the city, which is proportionately small for a city of 600,000. The house and population figures for the last four years are as follows:

	No. of Houses	Population
1926	107,307	556,691
1927	108,769	569,899
1928	110,038	585,628
1929	108,014	606,370

In the above are included unfinished houses numbering several hundred each year.

The increase in population has no doubt been absorbed by apartment houses, triplexes, duplexes and apartments over stores.

From different sections of the city come reports of a real scarcity of houses to rent.

"We have only four houses to rent under \$100 per month," stated E. T. Brownridge, sales manager of C. M. Baldwin & Co., successors to F. J. Smith & Co. "Two of these are in 'the Ward' and really hardly habitable, and the owners will not spend the money to put them in a decent condition. You simply cannot get any houses to rent, and we handle three to four thousand houses, mostly owned by estates. All of them are occupied. The shortage of houses for rental has never been so great since 1920, when people needing homes were forced to buy. There are, of course, plenty of houses for sale, but the people have not got the money to buy them."

According to information received at Deadman and Todd's office in North To-

(Continued on page 12)

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COMPANY LIMITED

The "LOCKWOOD DOOR"

In almost every field, there is one product that is accepted as standard quality. In doors, the Lockwood is the acknowledged leader from every viewpoint—design, quality of materials and workmanship. It is made in all popular woods and is stocked in sizes from 2-0 x 6-8 to 2-10 x 6-10, ready for fast delivery. Larger sizes made to order on short notice.

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FINE DRESSED LUMBER

132 Front Street E. Toronto
Elgin 6358 - 4 lines to Central.

Subdividing Successfully

Some Policies that Have Brought Success in the Planning, Development and Selling of Sub-division Property.

When a real estate company steps into the subdivision business, they are, to quote a realtor known to many of us, "tackling a man size job." There are few business ventures that call for more planning, organization, and the insight to grasp opportunity and to act on it with precision and effectiveness than does subdividing. But like all things really worth special effort and hard work, subdividing does pay, that is when it is handled properly, with due regard to general conditions.

There have been many large subdivisions successfully developed in and around Toronto—successful both from the standpoint of the developers and of the builders and home buyers. Right now there are several large subdivisions in the process of development in greater Toronto, each with a very good prospect of complete success, even in the face of stock market and wheat slumps. Just why some subdivisions succeed when others, apparently as well situated, fail, is a subject on which one could write or talk for hours. Each property would have to be exhaustively analysed, and all circumstances carefully considered; but there are nevertheless certain essentials that must be present in the handling of any subdivision if it is to succeed. Some of these essentials we think have been realized by a realtor down in Newark, N.J.—Harry Stevens by name. Mr. Stevens told his story recently in an address to the New Jersey Association and for the benefit of our readers some of the chief points in his address are summarized here.

The subdivision known as South Mountain Estates is one of the best known around Newark. It comprised 157 acres, nicely wooded, but of irregular surface. Streets were laid out, skirting the hills and avoiding the trees wherever possible. Sweeping plazas were provided at all intersections, eliminating all corners, and perfecting a layout without a straight line in all the 157 acres. The absolute minimum of cutting and filling was obtained by following the natural contours of the land, even though it meant long lots and wide, sweeping lots in some cases, and apparently meant a sacrifice of valuable ground. But nature had been good to the subdividers, and their idea was not all to spoil their fine heritage. That proved a successful policy for had straight streets and regular sized lots been formed, the great natural advantages of the tract would never have been cashed in on. Why some subdividers persist in putting steamshovels to work removing pleasing knolls and prominences, and laying all streets out at right contour of the site, is a mystery.

Although the South Mountain division was some seven miles out of the city, the promoters were able to get a few builders started, after advertising and selling plans had been laid out. An attempt was made to get a combination of builders and private buyers, realizing that a certain number of lot buyers would eventually not bother to build, but would buy constructed homes, in some cases turning in their fully paid lots or partially completed instalment contract. The first houses to go up were mostly by builders, and the company took every precaution to convince the builders that they had made no mistake. Confidence in the tract as a home centre had to be established.

An advertising campaign was started in the local papers, with copy directed toward the idea of selling the desire to own a home, and pointing out the beauty

and convenience of the estate. An active campaign to sell the builders was also instituted. Every builder who sold a home was good for a couple of more lots. Certain people got out their own plans and started to build for themselves, but in most of these cases the company succeeded in getting the building contracts for their old-standby builders who had taken the first risk in putting up the first houses. It was found that it paid well to stand by these original builders, in fact the company made it a policy to co-operate to the full with all the builders whenever possible.

Even before the final improvements were in, the first section was entirely sold out, representing about \$350,000 in less than a year. This comprised the "cream of the tract" the section nearest the radial line and highway. This policy was severely criticised at first, as many thought there would be extreme difficulty in selling the less favored sections. The company felt, however, that they could take values with them into the undeveloped section, because with the rigid restrictions required, every house built, added to the value of the tract.

The new section was opened—two winding streets down and two winding streets back. Many of the first buyers who had sold at a profit, bought again. A confidential personal letter was sent to all buyers in the first section, announcing the pre-sale of plots at five per cent. off the regular price and a further discount for cash. Many of the original purchasers who could not take advantage of the offer, asked that they might pass the opportunity along to their friends. Almost every builder who had sold a house in the old section, was ready to get in on the new, and before the public announcement was made, the new tract was half sold out.

Said Mr. Stevens, "We forgot lots, and talked homes, homes, homes. The advertising to the public was what we call tone and particular, selling the tract and then the charm of three or four houses—always pictures to catch the errant eye wandering over the newspaper column. We began to catch up on production—home owners were moving in every day it seemed, the first streets were paved, the lots and shrubbing were beginning to shape up and the home touch was apparent. Pride in the community began to be our best ally. Visitors and relatives of our own residents came, saw and were conquered.

Helping the Builder to Sell.

"Still some houses did not move. We concentrated on them, studied what was wrong; advised price cutting in some cases, easier terms in others, advocated refinements, landscaping, shrubbing, etc. One man who had carried five houses for four or five months, not only found himself without a building on his hands, but

with three contracts ahead from prospects who had been trying to make up their minds for months, and then found their 'pet homes' gone over a busy week end. Soon we were scurrying around in our completed section for lots for these builders—result that they had to pay profits of from twenty to forty per cent to the early purchasers. The builders and these profit-takers wanted to know about our new section, even offering to buy a year before the opening. We were beginning to ration lots.

"We had a job to pay for our improvements; we had set plan for reasonable work, we did not want to spread too fast, we wanted to keep ourselves short on the completed product, we did not want to cut the gravy too thin.

"In the fall we put the shovel in the new streets—again two streets down and one street back. All winter long we worked on the sewer cutting, and in the early spring we put in sidewalks and curbing. In the early summer we put in water and gas; in the late summer installed stubs to the curbing on those lots where houses were not started. We let the streets bear the pounding so that all sinking was gone by the time that our paving was put in, in the late fall. For four years we have never varied in this routine. It gave us plots to sell at opening, key up times when we needed them badly.

"Sales to builders in opening sections began to be not one lot, but four or five, and in some cases we took one of their second mortgages as part payment, on a good sized purchase, and spread the credit over the lots, so when they came to take title to each individual lot, we got some cash, and their cash outlay was reduced. New builders were, of course, added from time to time, and some of our old ones dropped out.

"In the case of a new builder we allowed him to purchase only one lot at the start, until he had proved that he was stable. We tried to impress on him the fact that we wanted to sell homes—not simply lots.

"Don't push anything on a man; never overload him; sell at a price that allows a fair profit after house cost, financing, carrying and commission are added; this has been our rule, from which we have never varied.

"We never let houses pile up. If a street is not moving, we allow no new building on the block if we can help it. If a builder has unsold products on his hands, we keep him from building any more until he gets a break. If he has lots under contract, we carry him along until he gets his breath. We watch every man; if he plays on the level, we stand by him. If he cheats his houses, he buys no more. Builders that we have refused to sell have resorted to subterfuge by buying through a third party.

We simply refuse approval of their plans, without which they cannot get along.

"We always give our residents more than we promised them. After our first two sections were entirely sold out, we went back and constructed a shrubbed plaza at every main street intersection, set out hedges along Milburn Avenue, constructed rustic stone pillars, built little parks here and there with sun dials and crystal globes, turned an old pond into a glistening, flower-banked pool with a spillway, creating an incessant silvery waterfall, built a shelter house at the top of a knoll—all of these things unpromised and unhinted at, but gradually transforming a lazy pasture into an enclosure of homes."

A Back Yard Investment

Not long ago, a well-known traffic engineer remarked that a man who failed to build a garage on his property was foolish—whether he owned a car or not. "Any one who owns a garage with a convenient right-of-way is sure of keeping it rented, if he has no car of his own," he said.

That is sound advice to the home owner. A neat garage adds far more than double its first cost to the value of house and lot; and that is not all. Suppose you build a garage in your back yard for, let us say, \$75.00. Now, if you rent that garage for even as little as \$5.00 a month, you are cashing in to the tune of \$60.00 a year on an investment of \$75.00. Where is there a stock or bond that will return you dividends like that?

Take, for example, such districts as Parkdale, High Park and Dovercourt, where there are many thousands of car owners, many of whom have neither lanes or side drives for access to their property. Here, there would seem to be many opportunities for one to gain additional revenue by either erecting a garage or doubling the size of the present one.

It is, of course, quite possible to have a first-class garage built and erected complete in your yard for as low a cost as \$75.00—and a sound, weather-tight, draught-proof garage that will preserve your car, or bring in a neat income by storing your neighbor's car.

Benjamin Lee, 1836 Davenport Road, who has specialized in garage construction for many years, will build a garage for \$75.00. Even if you were to buy the material and parts and attempt to erect a similarly finely built garage yourself it would cost considerably more, and you would be missing expert work, which only an expert in garage building can give.

"Make your back yard earn you money," Benjamin Lee, Junction 6377, will be pleased to talk it over with you.

THE ART OF SHOPPING.

They were arguing as to whether men liked shopping or not.

"They haven't the patience to go from one store to another looking for bargains," Mrs. Smith explained.

"And they can't tell a bargain when they do see one," put in Mrs. Jones.

"That's why we have to do four-fifths of the shopping," said a third.

From store to store they tramped, until they began to discover that their own shopping expedition was not going as well as they had expected.

"Of course, I admit it's awfully hard to find what you want when you are shopping," said Mrs. Smith wearily.

"Very," responded the tired-out Mrs. Jones; "especially when you don't know what it is you want."—Vancouver Star.

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Extra
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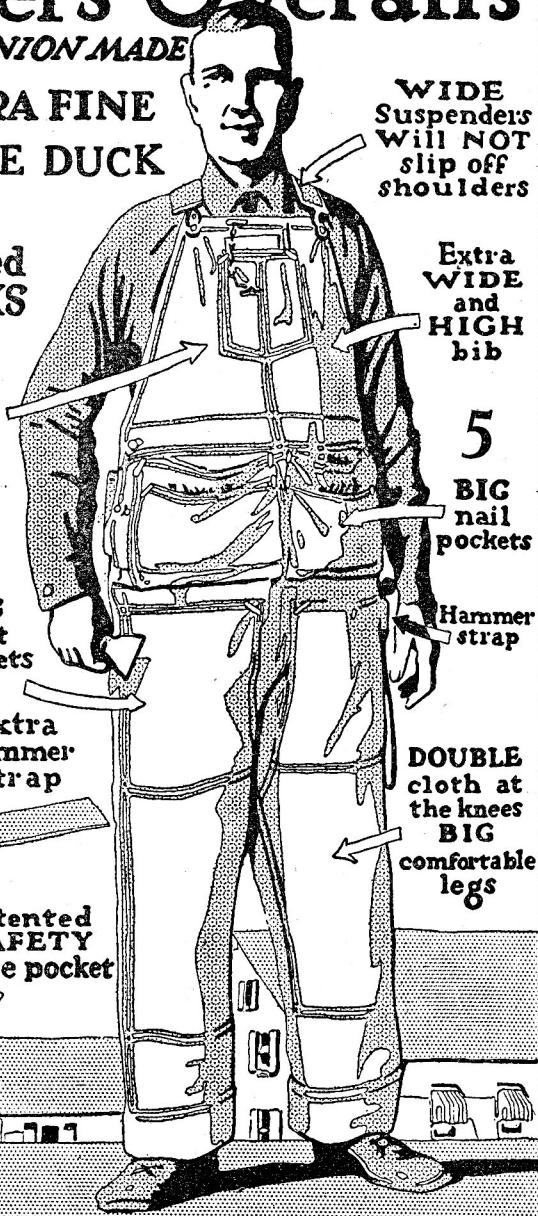
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A FOOT'S A FOOT

House Shortage Serious

(Continued from page 10)

ronto, there is a scarcity of houses to rent in the north end of the city.

"Houses renting up to \$65 a month are rented as fast as we get them," stated one member of the firm. "A house is not on our list two hours before it is rented."

From the west end, H. M. Davey's office reports that last year at this time they had a few, but this year they haven't any. As soon as a lease expires, another prospective tenant is ready to sign up.

"We could rent a dozen six-roomed houses a day if we had them just now," declared one of the members.

"We could rent 100 houses right away almost if we had them," stated Henry Massie, Danforth Avenue real estate broker. "We have only one at present, and it is for \$100 per month. One reason for annexing East York is to provide housing accommodation for civic employees, who must live inside the city limits."

Hard to Rectify.

The situation seems to be one that is hard to rectify. Owing to economical conditions, many who want to rent are looking for smaller class of homes with less rental charge, and are really not in a position to buy a home even if forced. For the same reason, the tight money market conditions will hardly warrant an increase in rents despite the big demand created.

R. B. Rice and Sons, realtors, 60 Victoria Street, report that M. Jacobs will open a taxi business, to be known as the "Down Town Taxi," at 283 Victoria Street, on April 10th.

A High Note in a District of Beautiful Homes

(Continued from page 5)

which, in turn, is based on earlier types of that country, embodying the best of each. In a city with English proclivities so pronounced as Toronto, this class of home does not seem out of place, and its artistic merits are such that it can be noticed for its intrinsic beauty alone. It is built of brick, painted, and is two storeys high. Its accommodations consist of twelve rooms, three bathrooms, and there is a two-car

garage. The living room follows a plan that is finding favour in the planning of larger residences; it runs up two storeys high, with a gallery all around. The bedrooms and bathrooms, etc., open off this gallery, giving the interior a singularly compact and at the same time unique appearance. The half-timber work, high gables and square chimney all contribute their quota to the pleasing, variegated exterior of the house.

Summary of Toronto Permits

Week ending April 8.

1 apartment alteration	\$ 10,000
13 brick dwellings	106,500
2 frame dwelling alterations ..	1,350
3 brick dwelling alterations	5,400
1 factory	4,000
3 factory alterations	21,300
2 garages	1,600
1 office	900
1 office alteration	5,000
1 service station	10,000
1 sign	1,200
2 stores	13,400
3 store alterations	4,200
1 warehouse	2,000
1 warehouse alteration	15,000
2 miscellaneous	2,000
	<hr/>
	\$203,750

E. G. Blackmore, 17 Cloverdale Road, is roofing a detached residence on the north side of Wanless Avenue, near Hilda Avenue. It will be a two storey dwelling of solid brick construction on concrete block foundations.

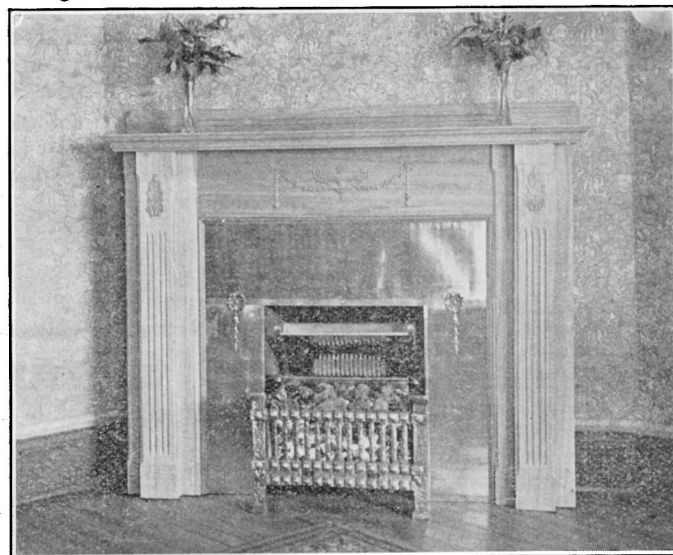
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You have a dollar. I have a dollar. We swap. Now you have my dollar—I have your dollar. We are no better off.

You have an idea, I have an idea. We swap. Now you have two ideas and I have two ideas—both are richer.

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EDITORIAL COMMENT

What the Bankers Say

The head of a great banking institution claims neither to be a prophet nor the son of a prophet. But because the very nature of his business, forces on his mind a clear-cut picture of the state of all business, his utterances at the annual meetings of his shareholders are not lacking in the elements of prophecy, says "Marketing."

Are his prophecies "soft sayings" or are they carefully considered and conservative predictions of future business conditions? The only way to answer this question is to apply what has been called "the deadly parallel." What did our financial chieftains say in 1929, and were their prophecies borne out by the facts?

Last year the heads of banks saw the horizon of 1929 fair with promise. They pointed to the continued growth of mining, the increased earnings of our two great railway systems, the regular reductions of our national debt as evidences on which to predict a year of good business. Also they pointed to—their own words—"An orgy of speculation" as an understandable but real danger to the economic health of the country.

They were right—almost too right, it may be thought—but right.

It seems but fair, then, to place more than a guarded amount of reliance on the statements which our bank heads have made concerning the future business in Canada for 1930. To do so is to be both fair, and comforted. For our bankers, as one of them puts it, see "nothing wrong with Canada." "Everything," says this financier, "seems to be pulling our way. Science, research and inventive genius are adding value to our unparalleled natural resources and enormously increasing our per capita production through the mechanization of industry, thus making it a positive advantage to have only a small population for which to find employment."

Spring Building Situation
Reassuring to Everyone

The statistics given on the front page of this issue regarding residential building in Greater Toronto and throughout the Province, should banish any fears that one might still be entertaining about building operations this spring and summer. There has been so much talk about the business slump, "depression" as Andy of the air calls it, that most people actually believed that things were not only in a bad way, but were heading for a much worse fate. It is certainly most reassuring then to know that, so far as residential building is concerned, that the number of contracts awarded in Ontario for the first three months of this year were considerably in

excess of the total for the similar period last year. Even in Greater Toronto, where on every hand one heard that "theres no house building going on at all," 606 contracts for residential construction were awarded during the first quarter of this year—a gain of exactly 6 houses over the 1929 first quarter, but a gain, mark you, not a loss.

Have we not almost all been suffering from a bad case of business nerves—fear of this and dread of that. First it was the stock market, and then it was the wheat market, and if prices had ever crashed down on the St. Lawrence market—well many of us would have passed out, that's all. All of which inclines us to the opinion of Ernest Calkins, former well-known advertising specialist and now essayist, that the business slump such as we have been in danger of is all a matter of belief—and mind you he said that with reference to the situation in the United States, which admittedly is a thousand times worse than here.

But when Calkins was criticised for that statement, he came right back and reaffirmed it in these words: "There is nothing wrong with the machine that makes, advertises, and sells goods; nothing subtracted from the wages and income of the great masses of the people. Nothing has happened but the squeezing of inflated paper values from a lot of stocks. Such adverse circumstances as there are existed before the slump. Those that have arisen since are due entirely to loss of confidence and hesitation—the only thing to be feared at this moment is a psychological business depression. There are no adverse factors except the mental hazard of last year's stock slump in men's minds—the obstacle is psychological, not physical."

Our leading economists and industrial leaders have assured us, time and time again, that business in Canada is fundamentally sound, and while there is probably a period of hesitancy just now, it is but temporary and will not, unless we willingly permit it, develop.

The chief engineer and the master mechanic had spent the evening together. For obvious reasons, the M.M. was a little hesitant about going home.

"I'll tell you what to do if you don't want to disturb your wife," said the chief.

"When you get in the house, undress at the foot of the stairs, fold your clothes neatly, then creep quietly up the steps to your own room."

They met the next morning at the plant. "How did you get on," asked the chief.

"Rotten," replied the M.M. "I did just as you told me. I undressed at the foot of the stairs. I folded my clothes neatly. I crept quietly up the steps. But when I reached the top—it was the elevated station!"—The Fire Box.

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 Red Pressed Factory..... 26.00 per M
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 10"—Standard 10 x 8 x 1 3/4 at..... 25c
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 13 1/4" x 8" x 16"..... 31c each
 Fillers, 4" x 8" x 2 1/2"..... \$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 5c
 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

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.....27c each
 13 1/4" Concrete Blocks, plain.....29c each

Rock Face.....One cent extra on plain
 Granite Face.....Six cents extra on plain

(Light Weight Units)

3" "Cin-Con", plain..... 8 1/2c each
 4" "Cin-Con", plain..... 9 1/2c each
 6" "Cin-Con", plain..... 13c each
 8" "Cin-Con", plain..... 19c each
 9" "Cin-Con", plain..... 21c each
 12" "Cin-Con", plain..... 27c each
 13 1/4" "Cin-Con", plain..... 29c 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.

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

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.

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)..... 60.00 per M
 All the above prices f.o.b. building site, Toronto, including tax, less 5% cash discount ten days from date of statement.

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 (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
 Eatonia 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

CONCRETE BUILDING UNITS

3"—Standard 3 x 8 x 1 3/4 at..... 8 1/2c
 4"—Standard 4 x 8 x 1 3/4 at..... 9 1/2c
 6"—Standard 6 x 8 x 1 3/4 at..... 13c

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THE RING OF THE TROWEL AND HUM OF THE SAW.

(Continued from page 4)

of Woodbine Avenue and Wolverleigh Boulevard. Plans by Frederick Noad, architect, 11 Leader Lane, call for steel faced, stone trimmed brick construction, with dimensions 65 by 170 feet. The cost will be about \$60,000.

D. E. Bennett, 303 Temple Building, will invite tenders within a few days for the erection of a theatre on the east side of Yonge Street, north of St. Clair Avenue, for Federal Theatres, Limited, a subsidiary of Famous Players Corporation. H. D. Duerr, architect, 1010 Lumsden Building has drawn up plans which specify steel and brick construction, two storeys, containing two stores and a theatre, with a seating capacity of 1,300.

George H. Paul, 1153 Ossington Avenue, will begin work in a few days for the erection of a detached residence on the east side of Teddington Avenue, near Eglinton Avenue, West. D. H. Burnham, architect, has prepared plans which specify two storeys of solid brick construction, on concrete block foundations, to cost about \$4,500.

P. McDonagh, 2084 Dundas Street, West, is getting the walls under way for a pair of detached residences on Forman Avenue. They will be two storeys of solid brick construction on concrete block foundations, and will cost about \$6,000.

J. E. Peterkin, 11 Garfield Avenue, has the walls ready for roofing a detached residence on Deverall Avenue, Forest Hill Village. Containing nine rooms, it will be two and a half storeys of solid brick construction on brick foundations. D. E. Kertland, architect, 6 Hayden Street prepared the plans. The cost of the dwelling will be about \$12,500.

I Opinion.

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Samob: "Yuh done kept it so long dat Ah don't know if it's wuff while for me to change mah 'pinion of yuh jee' ' two bits."

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Jones: "Have you seen one of those instruments that can tell when a man is lying?"
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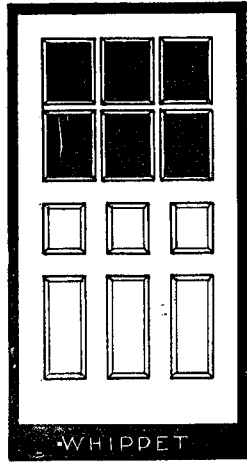
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