

WEEKLY BUILDING REPORTER

And REAL ESTATE REVIEW

Vol. 6—No. 13

TORONTO, MARCH 29, 1930

Price 10 Cents

Contracting Plasterers' Convention a Success

Association Holds Annual Meeting and Contest at Windsor.

Friday and Saturday, March 21st and 22nd, were the dates of the occasion of the annual convention of the Contracting Plasterers' Association of Canada, at Windsor, Ontario. The conclave was well attended by members and visitors from Toronto, Hamilton, Windsor, Brantford, London and many other centres, and was unanimously acclaimed a distinct success by all who were present.

Features of the convention were the annual business meeting, the annual dinner and an apprentices' contest, which was held at the Windsor-Walkerville Technical School, open to all apprentice plasterers.

Members of the Association were entertained at luncheon in Detroit on Friday afternoon as guests of the Detroit Association, and later in the day attended the annual meeting of the Association at the Prince Edward Hotel in Windsor.

The annual dinner on Friday evening was characterized by a large attendance, consisting of members of the Canadian Association, the Detroit Association and visiting supply dealers or their representatives. Among the speakers were J. Nelson, of Toronto; C. H. Hannaford, of Hamilton; F. McWaine, of London, and George Gander, of Toronto.

On Saturday morning, March 22nd, the Windsor-Walkerville Technical School was the scene of the apprentice plasterers' contest. The contenders were divided into four groups, viz., first, second, third and fourth years. Each member of these groups was required to display his ability to comply with certain specifications designated as suitable to the group in which he was. Some excellent examples of skilful craftsmanship resulted, and the boys were heartily congratulated on their efforts. Prize money totalling \$100.00 was awarded to the winners of first, second and third place in each group. First prize was \$15.00, second, \$8.00, and third \$5.00.

The first prize winners were as follows:

First year—Robert Skeates, Hamilton.

Second year—Reginald Smith, Toronto.

Third year—L. A. Hewson, Brantford.

Fourth year, James McLeish, Toronto.

The delegates and visitors returned to their homes on Saturday night after a very enjoyable afternoon and evening of sightseeing in Windsor and Detroit.

W. S. Boyce, Toronto, is president of the Association, and H. W. Taylor is secretary.

Welding Company To Open Toronto Plant

It is announced by the Toronto Industrial Commission that another new industry will shortly set up a plant in Toronto, when the Dominion Welding Engineering Company opens its new office at 1139 Shaw Street. The head office of the Company is in Montreal, with its main plant situated at Lachine, Quebec. It is associated with the Dominion Bridge Company, and for the present, welding operations will be carried on at the local works of the Dominion Bridge Company in this city.

RESIDENCE OF DR. G. J. STEELE IN ROSEDALE



This beautiful residence, situated at the north-west corner of Castle Frank Drive and Drumsab Road, is a striking example of up-to-date home construction. It is owned and occupied by Dr. G. J. Steele, of the Standard Brick Company, Toronto. The architect has executed a pleasing design in red brick with stone trim. The house contains twelve rooms, two baths, and two sunrooms.

The company is developing the welding of structural steel in construction work, which method is expected to replace the present system of rivetting.

J. H. Wallis, general manager of the company, has been in charge of developments leading to the establishment of a Toronto plant, in co-operation with A. Ross Robertson, local manager for the Dominion Bridge Company. Mr. Martin Stirling has been appointed manager.

Carlaw-Gerrard Subway Will Cost \$412,000

Board of Control Approves Agreement Between C.N.R. and City.

Works Commissioner R. C. Harris reported to the Board of Control this week that an agreement between the city and the Canadian National Railways had been drawn up to provide for the construction of a new subway at Carlaw Avenue and Gerrard Street East, at a cost of \$412,000.

Under the agreement the railway will contribute \$100,000 and the city \$312,000, the former to call for tenders, award contracts and supervise construction.

Commissioner Harris explained that the structure would cross both Carlaw Ave., and Gerrard Street at an angle, and that the subways will have ample clearance to provide for any future linking up of street car transportation down Carlaw to Dundas Street.

The Board adopted the recommendation of the Commissioner and asked him to do everything possible to speed up the work.

Shell Company Will Move Head Office to Toronto

The Shell Company of Canada announce that sometime next month the head offices of the company, which, up

to the present, have been situated in Montreal, will be moved to Toronto. The move will be made about the fifteenth of April as arrangements now stand.

The company have already launched an extensive program in this city, and work is about to begin on the big distribution plant on the waterfront near the Turning Basin at the foot of Carlaw Avenue. In addition to this, negotiations have recently been completed for the leasing of 4,000 feet in the Federal Building to provide the necessary quarters for the large headquarters executive staff.

Toronto to Have a New Hospital

Fine New Orthopaedic Institution to Go Up at Isabella and Huntley Streets.

The northwest corner of Isabella and Huntley Streets will be the site of Toronto's new orthopaedic hospital, construction of which will begin soon. The new building will be four storeys with basement, having accommodation for eighty to one hundred beds and will be erected at a cost of half a million dollars.

Messrs. Horwood and White, architects, 229 Yonge Street, have prepared plans which call for a building of splendid appearance, being of monolithic construction and as fireproof as the latest devices of modern science make possible.

The main floor will be entirely devoted to administrative and professional offices, the second and third floors to wards, and the top floor to operating rooms, X-ray department, research laboratories and gymnasium and exercising rooms.

The new building, whose dimensions will be 123 feet x 136 feet, will occupy a site having a frontage of 271 feet on Huntley Street and 190 feet on Isabella Street.

Sir James Wood is chairman of the hospital board.

Toronto Building By-Laws Criticized

Controller Pearce Declares Censure of City Regulations Unfounded.

Colonel Duncan Donald, when addressing the Building Owners' and Managers' Association at its annual dinner held last week at the Royal York Hotel, subjected the Toronto building by-laws to considerable criticism. Colonel Donald, who is supervisor of the premises department of the Canadian Bank of Commerce, feels that in the case of the bank's new head office building unnecessary expenditure was made, due to the building by-law limiting structural steel stresses.

"In our building we have more steel than will ever be necessary for the structure," declared the Colonel. "We came along just after the city had increased the steel stress from 16,000 to 18,000 pounds—the standard long recognized in the United States, where high buildings have been common for years. The Canada Permanent Company built under the old stress and had enough to put two more storeys on and wisely did so.

"The consequence is that there is considerably more steel in the structure than is necessary for stability, and just because our civic fathers were timid in following the lead that had been set by our American cousins with success and economy," he stated. "It is hard to understand why amendments to by-laws should not be based on experience gained elsewhere. I consider this money wasted. For any one who has not got to build in Toronto, you cannot blame them for going elsewhere."

Colonel Donald also expressed the opinion that a public steam plant is an indispensable necessity in Toronto, pointing out its various advantages and examples of the successful operation of this system in several American cities.

At a recent meeting of the Toronto Real Estate Board, Controller Claude Pearce declared that this criticism of the city's building by-laws was absolutely unfounded, and that it was based largely upon a misunderstanding. According to Mr. Pearce, Toronto is fourteen months ahead of New York City in increasing the stress requirements where structural steel is concerned. The changes were adopted here in January, 1929.

"All sorts of criticism has been aimed at our building restrictions," Mr. Pearce said. "Some of it, coming from experienced engineers and architects, has proven constructive and helpful. A lot of it has been superficial and based on lack of understanding.

"In the first place, City Architect J. J. Woolnough has neither the power nor the disposition to enforce regulations of his own devising, and I have yet to hear of an instance wherein he has not done everything in his power to assist and co-operate with any builder, engineer or architect who has consulted him.

"Builders and engineers are fast realizing the fact that in the City Architect's department they have advantage of the best consulting engineering service in the city, and one of the best in the world.

"Civic officials, Board of Control and City Council are working together for the commercial and industrial advancement and improvement of the city, and are all more than willing to co-operate in any construction enterprise.

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What Can We Do About Certified Building?

Speculative Builders Increase Public Confidence and Make Quicker Sales by Stressing Quality — A Field of Profitable Action for Those of the Home Builders' Association

One of the most important matters discussed at past meetings of the Toronto Home Builders' Association has been Certified Building—that is the building of homes which measure up to a definite standard of construction for which a Certificate shall be issued giving the home buyer assurance that he has obtained a well constructed home. It has been felt that if some such scheme could be worked out for the Toronto Home Builders' Association, it would increase public confidence and definitely stamp out those members of the association who would co-operate in the plan, the very best kind of advertising they could possibly secure. Everyone knows how the Red Seal standard electric wiring has gone across in Toronto, and there would seem to be no good reason why Certified Building could not be equally successful.

Past-President W. H. Martin, as chairman of the Certified Building Committee, has devoted considerable study to the various plans of Certified Building in operation in other cities. He has reported faithfully at our annual meetings and at Executive Meetings regarding the subject, but there have been so many other pressing matters to be considered that for one reason or another it has seemed impossible to make a start at organizing for Certified Building.

In order to give the members some idea of what is being done along the line of Certified Building, we are briefly outlining here some activities of the National Better Home Builders' Association. This is, of course, a "Yankee" organization, but then we just have to swallow our pride and prejudices sometimes when the other fellow, even if he hail from across the line, has done something or at least tried to do something from which we may learn something. There is nothing, of course, to stop us from doing things from which the other fellow in Connecticut, Greenland, or even Ireland may learn something—but then we have to do it and do it first.

Now this organization—the National Better Home Builders' Association—has in the face of adverse marketing conditions, actually sold, in a limited section of Northern New Jersey, in a brief period of time, homes built by its members, to the amount of \$421,800. This Association does not pretend that their plan is a cure-all, but they do maintain that it has many, if not all the fundamentals needed to help the builder meet the perplexing conditions before the industry.

In essence, this plan does two things—first, it insures the production of a well designed, well constructed, salable house with a pedigree; second, it applies modern merchandising methods to selling the houses so built. And it is actually doing these things now. It puts merchandis-

ing into skilled hands, insuring buyers the kind of homes they seek, yet gives the associated builders control. It permits the builder to devote all his energies to the production of good houses without the necessity for worrying with advertising, promotion plans, hiring salesmen, or dickering with brokers; yet it warns against over-production and helps in the finding of desirable building sites. It

ethics, the members of the chapter pledge fair and honest dealing, good design, good workmanship, the use of quality materials and the assembly of those materials in "certified homes" for lifetime service.

The new element in this promise to buyers is, that the builders in the local chapter give the teeth of enforcement to the code. These teeth are interesting, we'll look at them later. Thus the public is not forced to take the word of the builder on a subject of good construction, a matter few home buyers are competent to judge for themselves.

This organization of better builders invites, as associate members, the co-operation and close association of material dealers, subdividers, sub-contractors, realtors, architects and financial institutions in its effort to provide the public with homes of good design, good workmanship at a fair price.

These local chapters operate under a charter granted by the National Better Home Builders' Association, an organization not for profit, dedicated to the improvement of the home building industry. The presidents of the local chapters constitute the governing board of the national association.

Through a method of inspection and certification of each home built by members who conduct their business according to the code of ethics, the Association is protecting the home buyer and represents the Better Business Bureau idea in the home building field.

To secure for the members of the Association the most effective means of selling Certified Homes, a national sales organization, called National Certified Homes, Inc., has been formed, which organizes, equips and supervises local sales

(Continued on page 5)

VISITORS' NIGHT

TORONTO

HOME BUILDERS' ASSOCIATION

Prince George Hotel, Monday Evening, March 31st, 7 p.m.

"THE STONE MASON OF LEEDS"

Come and hear Aubrey Bond, K.C., one of Canada's outstanding after-dinner speakers, deliver his notable address on "The Stone Mason of Leeds".

Splendid program of entertainment, including interesting competition open to everyone.

ALL SUPPLY MEN CORDIALLY INVITED TO ATTEND

Let's Make Visitors' Night A Real Success

The March Banquet and Meeting of the Toronto Home Builders' Association, scheduled for Monday evening, next, March 31st., promises to be one of the finest held by the Association in some time. Not for many moons has a better program been arranged. First of all, Harold Timmins has been successful in securing for the speaker of the evening, Mr. Aubrey Bond, K.C., one of the outstanding after-dinner speakers of the country, who will deliver his notable address on "The Stone Mason of Leeds." Those who have heard this address say that it is vitally interesting from first to last and never fails to hold the closest attention.

Then, Jim Easton has been out on the war path, sliding up dark alleys and ringing door bells after mid-night to date up all the good entertainers in town and here is his line up:

The Rythm King Orchestra.

Smiling Eddie Jackson (tenor and well known radio singer.)

Dorothy McLeod (entertainer.)

Gordie and Blinkum—the two human tumblers.

Bert Petch (entertainer.)

Now if that isn't a good night's show we don't know nuthin' (as Andy tells Amos). Just a tip—if you want a seat be on hand at 7 o'clock pronto.

AMONG OUR MEMBERS

C. M. Pelton, 63 Benlamond Avenue, has begun excavation operations for a two-storey, seven-roomed, brick and stone residence on the north side Strath Avenue, Kingsway, Humber Valley. It will be of solid brick construction, with foundations and front of stone. The general dimensions are 23 x 36 feet, with sun room 10 x 13 feet. Interior trim will be of figured gumwood, and flooring of quarter-cut oak. The cost, including land, is estimated at about \$13,500.

* * * *

H. J. Long, 76 Glendonwynne Road, has two double duplex residences under way at present. One, at the corner of Kilarney Avenue and Avenue Road, is expected to cost about \$26,000, and the other, at the corner of Avenue Road and Collegeview Avenue, will cost about \$24,000. Both will be two storeys, of solid brick construction on concrete block foundations. Mr. Long also expects to begin work in about two weeks' time on the erection of nine duplex residences on Braemar Avenue. They will be two storeys each, of solid brick construction on concrete block foundations, and will cost in the neighbourhood of \$18,000 each.

* * * *

W. H. Little, 63 Edna Ave., expects to start in a few days on the erection of two duplex residences at the corner of Clinton and Page Streets. They will be two storeys, of solid brick construction on concrete block foundations, and will cost about \$20,000.

* * * *

H. E. McRobb, Glenayr Road, Forest Hill Village, is getting the foundations in for a fine residence on the Kingsway, near Bloor Street. Plans by Raymond Card, architect, 142 Chester Ave., call for two storeys, of concrete block and stucco construction on stone foundations. The cost is estimated at about \$10,000.

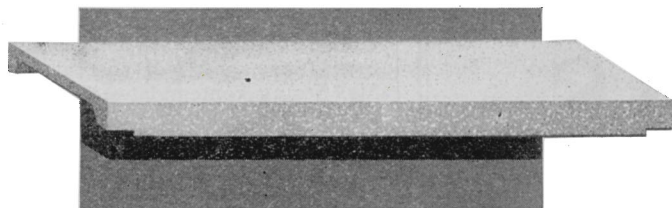
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The Ring of the Trowel and the Hum of the Saw

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

T. Strang, 114 Cedric Avenue, has the foundations in for a bungalow residence on the west side of Alameda Avenue, near Gloucester Grove. It will be one storey, of stucco walls on concrete block foundations, and will cost about \$3,500. Mr. Strang contemplates the erection of a similar residence in the same immediate vicinity, and expects to begin about the middle of next month.

J. J. Fitzpatrick, 1383 Bathurst Street, has the foundations in for a pair of semi-detached residences on the south side of Belgravia Avenue, near Dufferin Street. They will be two storeys, of solid brick construction on concrete block foundations, and will cost about \$8,000.

E. Locke, 197 Oakcrest Avenue, has the walls started for a two-storey detached residence on the east side of Connor Ave., near Sammon Ave., East York Township. It will be of brick and shingle construction on brick foundation.

Fred Neale, 41 Cambridge Avenue, has the walls up for a detached residence on the west side of Broadview Avenue, north of Kintyre Ave. Raymond Card, architect, 142 Chester Ave., has prepared plans, which specify a two-storey solid brick residence on concrete block foundations. Mr. Neale also has the foundations in for a pair of semi-detached residences on a lot adjoining the above. Plans by Raymond Card call for a similar design.

A. V. Paddon, 51 Linsmore Cres., has the walls up for a detached residence on the east side of Normandy Boulevard. It is to be two storeys, of solid brick construction on concrete block foundations, and will cost about \$6,500.

A. C. Mitchell, 320 Queensdale Ave., has the walls ready for the roof for a pair of semi-detached residences on the north side of Kerr Rd., east of Billings Avenue. It will be two storeys, of solid brick construction on concrete block foundations. Mr. Mitchell plans the erection of a similar pair of residences on an adjoining lot, work to start shortly.

W. E. Walker, 90 Bowie Avenue, is trimming a pair of semi-detached residences on the south side of Bowie Ave., near Fairbank Ave. They will be two storeys, of solid brick construction on concrete block foundations.

Arthur Gaskon, 270 Hillsdale Avenue East, has begun work at 3317 Yonge Street, near Glenforest Road, for the erection of a store with apartments above. Excavation operations are under way at present. Plans by V. L. Morgan and Co., architects, 1454 Yonge St., specify a 3-storey building of brick construction, 19 feet 10½ inches x 70 feet, containing a store and four apartments. The cost is estimated at \$12,000.

Westwater and Sharp, 160 Langford Ave., have the walls up for a pair of semi-detached residences on the west side of Woodfield Road, near Gerrard St. East. They will be of shingle construction on concrete block foundations.

H. Hudson, 41 Belvidere Ave., has the walls up for a pair of semi-detached residences on the north side of Clovelly Avenue, near Alameda Avenue. They will be two storeys, of solid brick construction on concrete block foundations, and will cost about \$8,200.

T. Thorne, 20 Thurston Road, has the foundations in for a pair of residences on Oakwood Avenue, near Gloucester Grove. They will be two-storey dwellings, of solid brick construction on concrete block foundations, and will cost about \$9,500.

W. J. Dunn, 38 Lyall Ave., will start shortly on the erection of a detached residence at 10 Glen Manor Drive. It will be two storeys, of solid brick construction on concrete block foundations. The cost will be about \$5,500.

E. Rowntree, 681 Weston Road, has the foundations in for a pair of semi-detached residences on the east side of Rowntree Ave., near Weston Road, York Township. They will be two storeys, of solid brick construction on concrete block foundations.

W. Brown, 204 Winona Drive, will start shortly with the erection of a detached residence on the west side of Glenholme Avenue, near Rogers Road. It will be two storeys, of solid brick construction on concrete block foundations, and will cost about \$5,000.

Chas. A. Walkey, 331 Shaw St., has the walls started for a detached residence on Kennedy Park Road, near Glendonwynne Road. It will be two storeys, of solid brick construction on concrete block foundations, and will cost in the vicinity of \$7,200.

Mechanics' Liens

March 26th, 1930.

- 11699—Frederick G. Wickett, of 190 Yonge Street, against Balmoral Apartments, Limited, et al for the sum of \$4,130.20
- 11700—Alex., Paul, Joseph and George Leveiller, trading under the name and style of Leveiller Bros., of 118 Sackville Street, against Balmoral Apartments, Limited, et al for the sum of \$716.00
- 11701—S. B. Coon & Son against Balmoral Apartments, Limited, et al for the sum of \$15,319.30
- 11702—Albert Henry Burrill against Matilda H. Montgomery for the sum of \$125.00
- 11703—Edward J. Charlebois against Matilda H. Montgomery for the sum of \$85.00
- 11704—James Murphy, of 54 Wembly Drive, against Matilda H. Montgomery, of 92 Lawrence Ave., for the sum of \$215.00
- 11705—Bertram Balment, of 998 Woodbine Ave., against Edwin Churchill, et al for the sum of \$80.00
- 11706—B. A. Robinson against Elizabeth DeJonckheere et al for the sum of \$515.00
- 11708—Italian Mosaic & Tile Co., Ltd., against James Ryrle et al for the sum of \$1,177.45
- 11709—Shaw & Wright Ltd., of 66 Birch Ave., against Matilda H. Montgomery et al for the sum of \$128.59
- 11712—H. Webster against Balmoral Apartments, Limited, et al for the sum of 3,167.48
- 11713—H. Stainton Ltd., of 44 Vaughan Road, against R. J. Merifield et al for the sum of \$685.98
- 13511—Watt Milling & Feed Co., Ltd., against J. D. Cummings, of 12 High Park Ave., for the sum of \$2,812.77
- 13512—I. T. Phillip against Mary Elo for the sum of \$121.80

What Can We Do About Certified Building

(Continued from page 2)

companies to operate in conjunction with the local chapters of builders.

National Certified Homes organizes and furnishes experienced and capable sales managers for the local sales companies, the officers and directors of which are local members of the association. It equips and finances these local sales offices until they are able to maintain themselves.

Obviously this is a much more comprehensive scheme than will be required for one city. It is, remember, a national organization embracing the whole country, but the fundamental ideas are sound and in modified form, could be successfully applied to Toronto through the Toronto Home Builders' Association, in co-operation with, for example, the Toronto Real Estate Board.

Special effort is made by the local sales company to thoroughly inform local realtors of the merits of Certified Homes so that brokers will give them preference when showing houses to prospective buyers. The sales office gladly furnishes any information on Certified Homes to local brokers who receive full brokerage commission on sales they make.

A beautiful theory, all this, if it works. Yes—and it is working, as shown by the experience in northern New Jersey, above mentioned. The record follows: The National Certified Homes Sales Company operating in Essex County, N.J., as the local sales unit of the National Certified Homes, Inc., during the period of four and a half months, from May 15th to October 1st, 1929, has made total sales of \$421,800.00. With this volume of sales during an extremely dull period, it is fully expected that total sales for the full twelve months periods will exceed \$2,000,000.

The plan has been developed, according to the Association, during three years of intensive experimentation in communities of different sizes. During this time opportunity has been offered to test the plan under almost every condition that can occur in the making and selling of homes. The men behind the plan know their houses.

Putting the Teeth Into the Plan.

Now for those "teeth" through organization, the associated builders are able to act as their own policeman, a situation somewhat comparable to the Unfair Competition Bureau of the paint and varnish industry, a body that tends to maintain standards of practice among manufacturers. The certification committee of each chapter, consisting of chapter builder members, inspects the houses built by all chapter members. A builder may fool an uninformed buyer, but he cannot fool another builder. The success of the plan for all depends on adherence to its principles by each builder.

In this respect, as in others, it works, although it is surprising to learn of builders permitting their erstwhile competitors to pass on their construction. "The interest displayed by builders," says H. O. Bell, Chairman of the Association, in commenting on the certification work, is almost unbelievable. They have been quick to learn the mutual advantages of organized co-operation. Among several, here is a case in point. Several builders, paying a friendly call at a fellow member's construction job, called his attention to some items that in their opinion would not pass the certification committee. The builder saw fit to disregard this warning. This house, after many months, remains uncertified, unlisted, and unsold. Houses on either

side built more recently by the same builder have been certified and sold."

Builder Has Free Hand.

Builder initiative, under this plan, remains an important factor. The association in no way handicaps its members in the selection of plans and no special material requirements are set up to limit specification. The builder is free to use his workmanship for twelve months and exacts the same guarantee from his subcontractors, most of the membership require trade marked articles that are guaranteed by the manufacturers. Builders operate as usual, buying from regular sources and handling their business just as heretofore.

The Association issues a certificate to members, on which it is set out that the builder is a member. The certificate issued to members has the builder's name on it, with the designation "A Certified Home Builder" with the following significant sentence, "The Priceless Ingredient of Every Piece of Home Construction, Is the Honor and Integrity of Its Builder."

The purchaser of the home is also entitled to a certificate called "Purchase, Loan, and Resale Certificate," which details that, "This certificate when signed and sealed is your guarantee that the materials used are as described herein and workmanship conforms thereto."

Well designed, attractive signs are available for members to place in front of their finished homes, such as "This Certified Home For Sale," and also others stating that this is a Certified Home with the builders name.

Trim Estimating Book Available for Builders

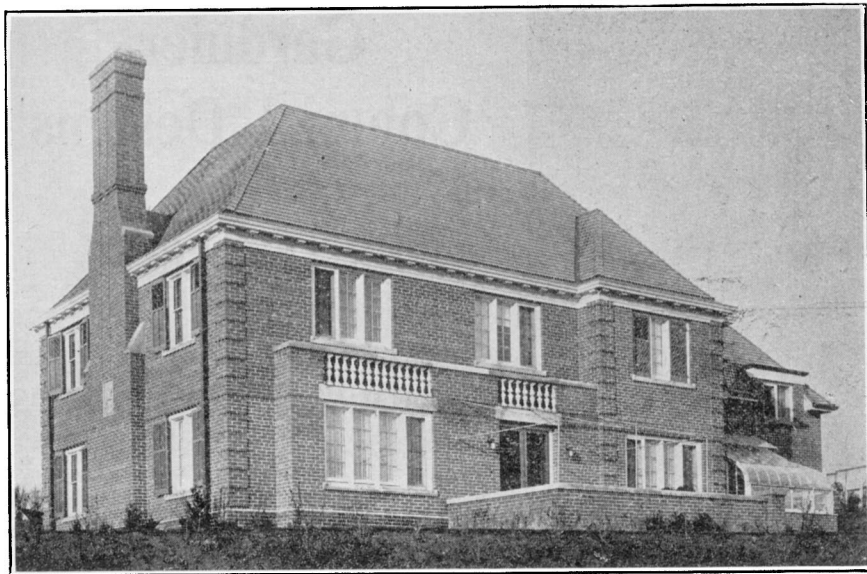
The Boake Manufacturing Company, Limited, Toronto, have prepared a Trim Estimating Book which enables the builder to quickly and easily estimate the exact width of trim required for each room. The forms are in duplicate so that the originals may be sent to the company for a quotation and the copies retained by the builder for his own records. There are twenty duplicate forms in each book bound with stiff back and durable cover, and the forms are so arranged that no necessary material can be overlooked. This very handy estimator is available for distribution to builders on request.

J. T. Gaffey, 73 Medland Street, expects to start soon on the erection of a detached residence on the north side of Belvidere Avenue, near Alameda Avenue. It will be two storeys, of solid brick construction on concrete block foundations, and will cost about \$5,000.

M. O. Robinson, 26 Dawlish Avenue, will shortly commence the erection of a three-storey detached residence on Glengowan Avenue. It will be of stone and stucco construction on stone foundations, and will cost about \$25,000.

L. Robertson, 270 Vaughan Rd., has the walls started for a detached residence on the west side of Winona Drive, near Vaughan Rd. It will be two storeys, of solid brick construction on concrete block foundations. The cost is placed at \$5,500.

H. Bowyer, 70 Glenmore Road, has the foundations in for a two-storey residence on the east side of Donegal Drive, near Fleming Cres. It will be of solid brick construction on concrete block foundations, and will cost approximately \$6,000.



Residence of Mr. Dalton Davies, Russell Hill Road, Toronto; designed by Forsey Page & Steele, registered architects, and constructed by Mr. D. W. Nasmith, builder, of John Price Brick, manufactured by

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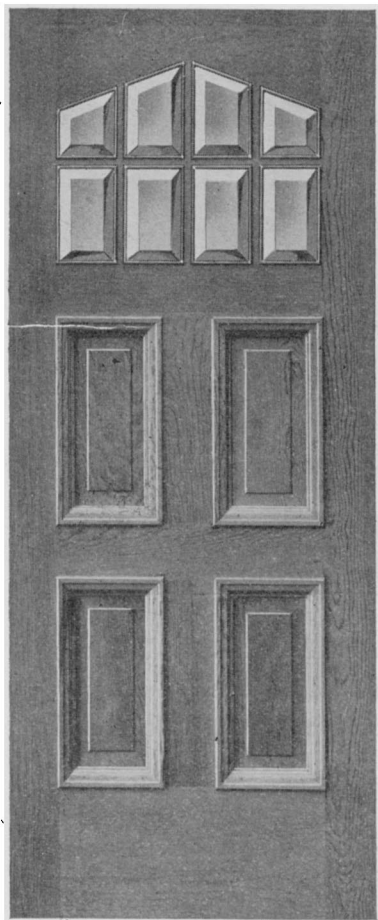
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Toronto District Building Permits

Chas. E. L. Hertzberg, 9 Barton Ave., build sunroom over existing verandah at rear of dwlg., 9 Barton Ave., near Howland Ave.\$500

Alex. Lawrie, 378 Melrose Ave., build one det. brick dwlg. n.s. Melrose Ave., near Greer Rd. \$3,500

Jacob Levinter, 1169 Bloor St. W., alter and build addition to three stores, 1169-71-73 Bloor St. W., near Dufferin St. \$8,000

Mrs. Agnes Harrison, 113 Gledhill Ave., build one det. brick dwlg., n.s. Cranbrook Ave., near Greer Rd. \$3,500

Mrs. Ann Murphy, 69 Prince Arthur Ave., install gasoline tank and pump for private use only, 2131 Yonge St., near Hillsdale Ave.\$500

Chas. A. Walkey, 331 Shaw St., one det. two-storey brick dwlg. and private brick garage, 51 Kennedy Pk. Rd., near Glendonwyne \$6,500

Also one det. brick dwlg. and private garage, 49 Kennedy Pk. Rd., near Glendonwyne Rd. \$7,000

Jas. La Bella, 728 Euclid Ave., build new 10-inch concrete wall under dwlg., 693 Markham St., near London St. \$500

Jacob Hurvitz, 511 Queen W., make interior alterations to store with four apts. over 511 Queen W., near Augusta \$2,000

Ernest Hall, 30 Spruce Hill Rd., alter dwlg. to two-family dwlg. only, 30 Spruce Hill Rd., near Queen E. \$2,000

Mrs. D. B. Austin, clo 18 Toronto St., one det. private res. with garage attached, 7 Rosedale Rd., near Park Rd. .. \$15,000

Henry Massie, 452 Danforth Ave., two det. two-storey brick dwlg., 18-20 Bayfield Cres., near Playter Cres.\$14,000

Dominion Bank, King and Yonge Sts., build bank bldg. Yonge St. n.w. cor. Lawrence Ave. \$14,000

Albert V. Paddon, 51 Linsmore Cres., build one det. brick dwlg, 75 Normandy Blvd., near Fairmount Cres. \$3,700

Chas. B. Bertram, 98 Highland Ave., build addition to sunroom on ground floor at rear of dwlg., 98 Highland Ave., near Glen Rd. \$650

Sturgeons Ltd., 330 Carlaw Ave., build two-storey addition to paint factory, 330 Carlaw Ave., near Gerrard\$3,600

Harry J. Long, 76 Glendonwyne Rd., one det. brick dwlg. for two families only, 1198 Avenue Rd., near Hillhurst Blvd. \$10,000

Drug Trading Co., 6 Ontario St., build addition to warehouse for shipping shed, 6 Ontario St., near King St.\$800

Mrs. I. B. Knapton, 57 McLean Ave., one det. brick dwlg. and private garage, n.s. Glen Manor Dr., near Glen Manor Rd. \$5,000

Wm. H. Jones, 77 Victoria St., build garage and builders' storage shed, 5 Shannon St., near Ossington Ave. ..\$900

Riverdale Lumber Co., 677 Queen E., repair fire damage to planing mill, 677 Queen E., near Broadview Ave., ...\$500

Ed. J. Curry, 45 Rose Park Dr., build addition to sunroom at rear of dwlg., 45 Rose Park Dr., near Inglewood Dr. ...\$500

Geo. Nicol, 43 Bristol Ave., excavate and underpin dwlg. with 12-inch concrete block foundation and brick veneer front wall of same, 43 Bristol Ave., near Geary Ave. \$800

Silverwood Dairy, Dupont St., erect tank supports in dairy bldg, 588 Dupont St., near Manning Ave. \$500

The A. B. Ormsby Co., 148 Van Horne St., alter factory, 148 Van Horne St., near Dovercourt Rd. \$1,250

Stanley G. Harmer, 155 Dinnick Ave., one pr. semi-det. brick bldgs., e.s. Greer Rd., near Fairlawn \$6,000

Adamson and MacKay, 1020 Dufferin St., build blacksmith shop rear 1024-28 Dufferin St., near Bloor W.\$3,100

Anthes Fdry. Co., Liberty and Jefferson Sts., build warehouse and office bldg.,

s.w. cor. Liberty and Jefferson Sts., \$18,000

Jno. Regina, 232 Manning Ave., build store and dwlg. and one attached dwlg., Weston Rd., n.e. cor. Westport Ave. \$5,500

Mrs. Antonia Gardyian, 110 Wolsely St., build addition to bake shop and dwlg., 2436 Bloor W., near Jane St. \$1,200

Canadian S.K.F. Co., Bay and Irwin Sts., build addition to warehouse and office bldg, Bay St. n.e. cor. Irwin \$20,000

Morris Lebowitz, 80 Kensington Ave., alter store and dwlg., 80 Kensington Ave., near Baldwin St. \$600

Herbert E. Warrington, 51 Orchard Pk. Blvd., build a one-storey brick private garage, 1830-2-4 Queen E., near Brookmount. \$2,500

Imperial Oil Ltd., 56 Church St., dem. office portion of Service Station and build new bldg. for office, lavatories, s.s. Queen St., s.e. cor. Indian Rd. \$7,500

Samuel Davis and Israel Freeman, 113 Baldwin St., build two pr. semi-det. brick dwlg. and 2 det. and one pr. semi-det. garages, Oxford St., n.e. cor. Lippincott St. \$13,000

John Rule, 67 Perth Ave., increase thickness of foundation wall at rear of dwlg. with 9-inch brick for brick veneering, 67 Perth Ave., near Bloor St. ...\$600

Shankman Const. Co., 33 Adelaide St. W., build three attached two-storey brick stores, n.s. Eglinton Ave. W., near Oriole Parkway. \$18,500

Jno. T. Hepburn, 18 Van Horne St., build a one-storey steel and gal. iron addition to machine shop, 18 Van Horne St., near Ossington Ave. \$500

Frank C. Parkes, 236 Westmount Ave., build one det. brick dwlg., 221 Glenview Ave., near Avenue Rd. \$4,000

Mulock Est., 97 Yonge St., alter store front and make two stores out of one bldg. by building lath and plaster partition, 97 Yonge St., near Adelaide St. \$1,000

Mrs. Annie J. Dewdney, Coleman P.O., build kitchen at rear of store, 2582 Danforth Ave., near Main St. \$1,400

G. W. Bertram, 117 Dawlish Ave., build porch with sunroom over at rear of dwlg., 117 Dawlish Ave., near Dundurn Rd. \$800

Summary of Toronto Permits

For week ending March 26.

1 bank	\$ 14,000
13 brick dwellings	191,200
4 frame dwellings alterations ...	2,400
1 brick dwellings alterations	2,000
4 factory alterations	4,500
1 garage	2,500
1 service station alteration	7,500
1 sign	2,000
2 stores	24,000
7 store alterations	17,000
1 gas tank	500
4 verandahs	2,450
1 warehouse	18,000
2 warehouse alterations	20,800
2 miscellaneous	3,600

\$312,450

York Township Permits

T. Thorne, 20 Thurston Road, 1 pair of 2-storey brick dwellings, on 12-inch blocks, and garage at rear. West side Oakwood Avenue, near Gloucester \$9,300.

A. Hopper, 278 Perth Avenue, a 1-storey, 2-family brick dwelling on 13-inch blocks and garage under front West side Fairview Avenue, near Kenora Road. \$5,000.

E. Rowntree, 681 Weston Road, one pair 2-storey brick dwellings on 12-inch blocks. North side Rowntree Avenue, near Weston Road. \$8,000.

(Continued on page 15)

The Laugh Line

Poet: "My work will be read a hundred years from now."
Friend: "Why, the editors won't keep it in their desks as long as that, will they?"
American (at Scottish football game): "Why don't they start? They ought to have kicked off half an hour ago."
Scotsman: "Aye, something serious has happened."
American: "Not a player taken off ill?"
Scotsman: "No, worse than that; they canna find the penny they tossed off wi'."

Salesman: "This machine will cut your work in half."
Customer: "Then give me two of them!"

He: "When I dance with you I feel as though I were treading on the clouds."
She: "Don't be mistaken. Those are my feet."

FALSE ALARM.

Brown was a very light sleeper, and took a long time getting to sleep. One night he was obliged to stop at a hotel, and after much tossing about, finally succeeded in getting to sleep. Two hours later came a loud knocking on his door.
"What's wanted?" he asked, sleepily.
"Package downstairs for you, sir," came a boy's voice.
"Well, let it stay there. It can wait until morning, I suppose?"
The boy shuffled down the corridor, and after a long time, Brown fell asleep again. Then came another knocking at the door.
"Well, what's up now?" Brown queried.
"Tain't for you, that package!"

It's about the Scotchman whose son had ambition to be a musician. So the old man let the boy's hair grow, and told him the rest was up to him.—Hardware Age.

PRESS AGENTS.

They draw their ample weekly pay
For thinking up sensations.
They also draw, alackaday,
On their imaginations!
—World Press News.

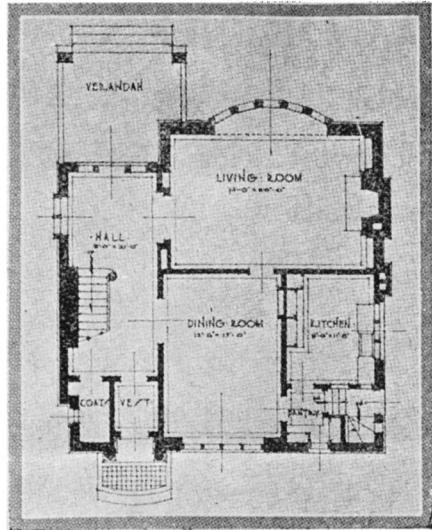
TIT FOR TAT.

Scientist has invented an earthquake announcer that goes off like an alarm clock. There is a much more general need for an alarm clock that goes off like an earthquake.—Arkansas Gazette.

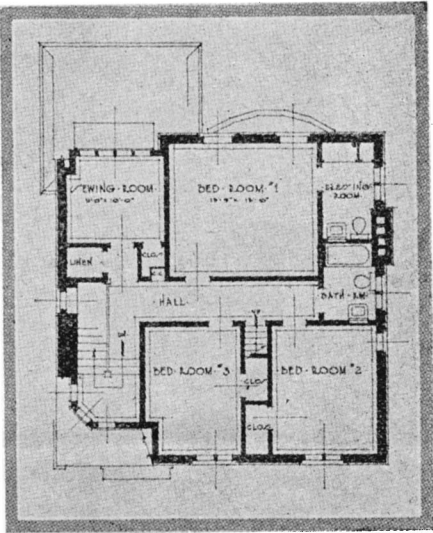
Stenographer: "Howja spell 'sense'?"
Employer: "Dollars and cents, or horse sense?"
Stenographer: "Well, like in 'I ain't seen him sence'—"



Unusual Design and Interesting Detail for Moderate Homes



A classical touch has been introduced into this design by a concentration of detail at the front entrance. The colour effect has been heightened by giving the windows wide trim to casement. Irregular brick trim and stone corbels just under the eaves lend another important note. The architects are Molesworth, West and Secord, Toronto.



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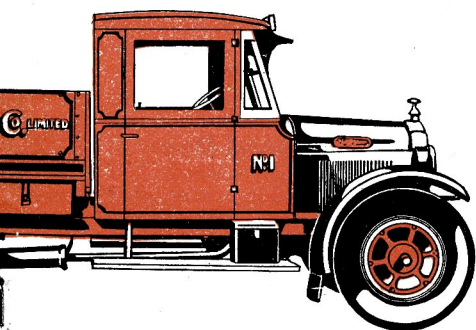
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A FOOT'S A FOOT

Realty News of the Week

R. B. Rice and Sons report the following activities during the past week:

One hundred and sixty-seven feet of land on the east and west sides of Oriole Parkway north of Eglinton Avenue has been bought by Dan Bratty, the price being \$7,230. The vendors are the Jennings Land Company, Limited. The purchaser intends to commence immediately with the erection of several first class up-to-date residences on this property.

William A. Liss will open a stationery store immediately at 1598 Bloor Street West.

Premises at 295 King Street West will be occupied by the Maple Leaf Doll and Toy Company shortly. The company will open an office and showroom at this address.

The sale is reported this week of property at number 31 Douglas Drive, having a frontage of 54 feet and a depth of 120 feet. The purchaser is Alfred Bicknell, an executor of the estate of Agnes V. Bicknell, and the vendor is Mrs. E. G. Bradshaw. The price was \$16,000.

Avenue Road Ratepayers Want Building By-Law

Present Petition for Zoning Mile
Square Area.

On Thursday last a delegation of about one hundred, representing the Avenue Road North Association, waited on the Property Committee of the City Council to present a petition for a zoning by-law affecting Glenview Ave. west of Avenue Road, and Lawrence Ave. east of Avenue Road, and applying to the area bounded on the south by Roselawn Ave., on the east by Rosewell Ave., and on the west by the city limits.

Restricted to Dwellings.

It is proposed to restrict the district to detached private dwellings on lots as at present surveyed and recorded on registered plans, with the exception of Avenue Road, where detached and semi-detached two-family dwellings may be erected.

While the Association propose to have the erection of stores, offices and business structures on Avenue Road North restricted only to that portion of Avenue Road between St. Clement's and Briar Hill Avenues, it is doubtful if the Council will agree to this.

A North End real estate dealer, in conversation with Weekly Building Reporter, said that it would be impossible to deprive citizens residing on streets running into Avenue Road of shopping facilities along its entire distance. On further investigation, however, it was found that already excavation has been completed for stores on Avenue Road near Fairlawn Avenue, so that apparently the request of the Avenue Road Association only applies to Avenue Road south of Lawrence Avenue.

The township of North York, which adjoins the affected area to the west, has promised, it is reported, to enact a by-law similar to that which is asked by the Avenue Road North Association, so that the restrictions will apply to approximately one square mile of territory, and will efficaciously safeguard one of the finest residential areas within or immediately adjoining the city limits, which is at present largely unbuilt.

Houses already built within the area are of good types ranging in value from \$15,000 to \$35,000.

Members of the Avenue Road North

Association assert that the only opposition to the proposed by-law comes from one property owner, who for years has been holding a block of land in the district.

It has been pointed out that the section for which the restrictions are asked is one of the few attractively situated large building areas extant within the city limits, and that many home citizens are eager to build homes in the district if reasonable restrictions should be imposed.

The City Parks Commissioner has plans for a public park to occupy a wooded ravine area between Glencairn and Glenview Aves., west of Avenue Road.

Real Estate is Good Buy

Bargains to be obtained in stocks since the drop in the market is the present topic. There are, also, greater bargains obtainable in real estate that have been overlooked in the rush to get in on the stock market where capital appreciation rather than a reasonable return on capital investment was the aim of the speculator. It has always been true in the past that those who were speculators only in the time of exciting price rises become, after a crash, very careful investors. Therefore, the time for real estate to recover from its slump is at hand.

The recent happenings on the stock market have taught more than that prices cannot continue to rise forever. More people have been in this market than ever before and have become acquainted with types of investments that they would never have considered before. Common stocks form a part of the investments where lands and mortgages were the only securities to be purchased formerly. Investment trusts are playing a large part in the investment plans of the man with a small amount of money to invest. These are comparatively new to the small investors.

The historic method of financing real estate projects is with mortgages and bonds. This method of financing has been used because of the weight of tradition that supports it, more than because of its practicability. When real estate projects were of much smaller size, it was the best way and mortgages still are the best means for taking care of home needs and small developments. They

(Continued on page 11)

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Why Do Buyers Buy?

Markets Made Up of Human Beings Influenced by Many Causes.

A. J. Berge, Sales Councillor, National Association of Real Estate Boards, tells of a president of a large manufacturing concern who discovered that many of his most selling ideas come from his prospects so he introduced what he called, "listening week." One week each month he set aside for his salesmen to listen to what his prospects and customers had to say. He made no effort to get orders—just listened. He encouraged his prospects to talk. He asked them leading questions, constantly endeavoring to find out what they thought in relation to his company and to his products. This man was Saunders Norwell, President of the Remington Arms Company.

"Listening week" increased his sales, because it made his selling more effective. He found out what made his prospects buy, and what kept them from buying. Applying this knowledge he could sell more merchandise in three weeks than he could before in four weeks. He knew what selling points were most effective in making them buy.

He became a better want-maker, which, after all, is the chief function of a salesman. There have been markets where order-takers filled the bill and there may be other markets in the future when order-taking will be sufficient—but right now the only salesman who gets anywhere is the want-maker—the salesman who knows why buyers buy and uses methods which are built around the reasons why he buys.

Mr. Berge describes the point as to "why buyers buy," with special reference to real estate and building in a recent issue of National Estate Journal. Mr. Berge states in part:

In an active market, it does not make so much difference what selling appeal is used. Merchandising then becomes a factor of less importance. But, when the market brightens up, then it behooves every salesman to make a very careful study of his market to find out exactly what makes people buy and what keeps them from buying. As a matter of fact there are some instances in which the reasons why they do not buy are the most significant. It is impossible to analyze the reasons why prospects buy without having a clear understanding of what is meant by a selling point.

What Is a Selling Point.

A good sales talk is a logical, well-organized presentation of the selling points of the property offered for sale or lease. Every good sales talk, therefore is made up of selling points, and since realtors use sales talks every day in their work, it necessarily follows that a knowledge of selling points and where to find them is an important factor.

The simplest definition of a selling point that I know is this: A selling joint is some feature in the property you are offering for sale which offers the prospect some benefit, advantage, or profit. There is nothing complicated about this definition, yet it covers the subject thoroughly, for it includes all the characteristics of a selling point.

Failure to understand and apply this basic truth in selling is one of the reasons why the prospects says, "I'm not interested." Of course, he is not interested—why should he be? Why should a prospect be interested when you talk to him about features which do not offer him any benefits, advantages or profits?

One of the most powerful factors in governing human behavior is self-interest. It is only natural for the prospect to be very definitely interested in him-

self first of all. He has a right to take the attitude "What am I going to get out of this? What will this do for me?" The salesman who forgets this fact is likely to find himself showing a lot of properties—but selling very few. Furthermore, he is likely to forget that a selling point with one prospect is not necessarily a selling point with another.

For example, suppose that a house you are offering for sale is very close to a street car line. To the family relying largely or wholly on street car transportation, this is a vital selling point, one which plays an important part in making the sale. On the other hand, suppose this family has a couple of automobiles and rarely, if ever, uses street car transportation. Suppose that the house is so very near the street car that its noises are very noticeable. Now the

screens which roll up and down like window shades—and yet nine out of ten of your prospects would miss this selling point if you did not tell them about it.

Many salesmen lose sales because they have a tendency to slough over important selling points. Often it is the more experienced salesmen who are guilty of this practice. Perhaps it is due to the fact that they have gone over these selling points again and again. They forgot, however, that these selling points are new to the prospect, and that only as they are completely and interestingly presented can they be effective in creating a desire to buy the property offered for sale.

Some prospects are harder to sell than others, and the salesman must have a stock of reserve selling points to use

buy. A Chicago realtor had worked for some time trying to close a deal. On being finally refused, he asked the prospect to tell him just why he wouldn't buy. He replied: "There wasn't anything particularly wrong with your proposition or the way you put it up to me, but I can't quite make up my mind on this financing plan you proposed."

That was the real reason why he wouldn't buy. The Realtor now has two possible ways of profiting from this knowledge: he can either take the opportunity to explain the financing plan so his prospect will understand it, or he can use this experience as a guide in his next demonstration.

Real Estate is Good Buy

(Continued from page 10)

are, however, limited in amount that can be issued and have a restricted sales field and often imposes a burden on the development. Bonds and mortgages, therefore, fail to meet the needs of present-day real estate financing.

Real estate has always been the solid, conservative investment. It is not often subject to the violent changes that affect the stock market. Real estate that has been carefully analyzed as to its future prospects makes an investment, which, while it may not be spectacular, offers a steady and sure profit. It has been unfortunate therefore that the man with a small amount of money has not been able to participate in this form of secure investment.

As the public has been trained to equity participation in their recent experience with the stock market, now is the time to further its use in real estate financing. After the reaction from the stock market crash, they will again be in the field for investments. If real estate is to compete with the stock market for the investment funds of the country, it must offer, as do common stocks, the opportunity to share in capital appreciation. Common stock real estate financing will give to the people something with which they have become familiar and habits are very apt to continue, in spite of the shock of deflated stock prices.

Investment trusts increased in number and assets enormously during the stock price rise. The field for investment trusts in real estate is broad. By using this method, present income producing properties can carry properties that will later show capital appreciation. Real Estate investment trusts would offer an excellent investment for the man who cannot diversify his real estate holdings with his own capital. A great field is open if properly and carefully developed.

I do not mean to say that there is no danger of loss in real estate. As in any business, management plays a very great part in the success of such real estate financing. Properties should be carefully analyzed before they are taken over. All possibilities of success or failure should be scientifically studied before a project is started and experienced management should be carefully selected. Great care must be exercised or the opportunity for new methods of real estate finance will be lost. If care is used, it will open the road for extensive development of real estate.—By Carlton Schultz, President, The Cleveland Real Estate Board.

Why do buyers buy? Why do non-buyers fail to buy? Am I using the most effective reasons for buying in my sales presentations? These are questions which Realtors need ask themselves today. Right now, the only salesman who gets anywhere is the WANT MAKER.

nearness of the street car is no longer a selling point. It does not offer the prospect any benefit, advantage, or profit, consequently, it is not a selling point. When a prospect buys this house he buys in spite of this factor—not because of it. This factor may even be a reason for not buying, in the case of the second prospect.

It naturally follows, then, that a salesman cannot be successful in finding prospects without considering two factors: a. The features of the property; b. The needs and requirements of the prospect.

Study Prospect Carefully.

This study of the property is also necessary in order to find and present the selling points which are not obvious to the prospect—and there are many of them in the average property.

For example, the use of a certain type of insulation in a house would not be noticed by many prospects unless called to their attention. Few of them will be aware of the benefits offered by the hollow tile used in a building—yet these benefits are important selling points, in the hands of the salesman who knows his properties. Your house may have

with these people. Generally speaking the better you know the prospect and his needs and viewpoints, the fewer selling points you will need, because you know which ones are most effective in leading him to buy.

A Michigan realtor closed a deal recently which illustrates this point clearly. He had sold a house to a couple whom none of the other dealers could get to first base with. This realtor, however, by a little scouting around, discovered that this particular couple, wanted a house with plenty of fire places. He showed them a house with three fire places—concentrated his sales talk on the fire places and closed the deal.

"It didn't take much salesmanship to close that deal," he said, but I wonder if he didn't use more real salesmanship than all the other fellows put together. I wonder if his statement wouldn't be nearer the truth if he had said: "It didn't take much talking to close that deal." He had found out exactly what would make those prospects buy and had acted accordingly.

Many times, too, it is just as important to find out why the prospect does not buy, as to find out what causes him to

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Published every Saturday by

WHITTEMORE PUBLICATIONS LIMITED

31 Willcocks St., Toronto 5. Telephone KINGSdale 6718

Official Publication of the Home Builders' Association, Toronto

A. R. Whittemore - President
F. R. Snarr - Business Manager



H. W. Thompson, Vice-President
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Also Publishers of BUILDING IN CANADA (Issued Monthly)

EDITORIAL COMMENT

The Day of the

"Lone Wolf" is Past

The modern building contractor is more and more adopting the methods and practices of the merchant, banker, broker and manufacturer. He is gaining a place for himself in the business-man class, because competition of today demands it. He cannot well afford to do otherwise.

In the past builders kept altogether too much to themselves, and even today there are more than a few builders who are really playing the part of "lone wolves." They do not mix well, and make but few attempts to cultivate contacts. This is plainly a bad policy to follow—bad for themselves and worse for their business. Sooner or later they will have to come around to the other viewpoint.

It is not enough that the builder should be connected with some builders association—though there are some even at this late date who have failed in this simple duty of corporate and individual advancement. He should be a member of as many of the leading business clubs as possible; he should be identified with civic enterprises; he should, of course, be active in at least one builders' association; a good fraternal society also has its advantages, not from the standpoint of any influence or "pull," but because at its assemblies, one has an opportunity of meeting with men from other lines of business and walks of life, gaining new and broader outlook.

Like all really worth-while things, an active interest in affairs "outside ourselves" whether it be business associations, civic movements, fraternal societies, the church, or even politics, by "politics" we mean the welfare of the nation, always reacts beneficially on ourselves and our business. A wide range of contacts will do much to help the builder keep track of what is going on and to be first on the job when a new project is under way. Man was not intended to hide himself away from his fellows, otherwise we would have been provided with a shell of some sort. We are free to move where we will, in this country anyway so let's "shake a leg" occasionally at least, and meet-up with other men, other ideas, other view-points and wider vision. It is not necessary to become a "joiner" or an "out every night and all night" individual. The application of good common sense is all that is needed to attain to that happy medium between "the rounder" and the "lone wolf."

Business Principles

In American newspapers attention is being called editorially to the fact that the City of Chicago, faced with municipal

bankruptcy, has been able to get a loan from financial houses only on a pledge that the money will be properly spent. Some newspapers seem to feel that this is an unwarranted intrusion of big business in the political field, while others point to the moral that when politicians misrule, they must expect business to assume a dictatorship. Business, at least, it is pointed out will give efficiency and economy.

But is there anything new in the enforced intervention by big business and finance in municipal and government affairs? The Financial Post, Toronto, asks. When our own western cities went on spending sprees that almost ended in financial disaster during and following the war, they found that they could not get further loans from our investment bankers without providing assurance of efficient and economical governments.

Cities must run their affairs on a business-like basis or lose their credit standing just as individuals would by unsound financial policies. It is not the big stick of big business that wields the ultimate authority, but immutable economic laws.

A Good Idea

Good house plans, architectural details, construction ideas and business methods are constantly appearing in Weekly Building Reporter, and its sister monthly publication, Building in Canada. You may appreciate the worth of these features, but if you do not pin them down they will be lost.

A Toronto builder, in conversation with the Reporter recently described his own system, which may be worth trying. He keeps a big clipping book, in which he pastes clippings, illustrations, etc., from many sources. A rough classification is made up so that clippings relating to various subjects are kept together. This is particularly valuable in connection with the architectural details of buildings.

The only objection to the clipping idea is that many readers prefer to keep their copies intact so that they may be bound and kept. In this case references to items may be jotted down in various parts of the book adjoining these subjects.

* * * *

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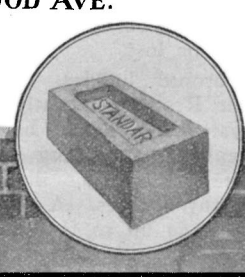
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Curtis & Co., W. A.AD. 9900
Suckling & Garrett Ltd.EL. 4249

LATHING CONTRACTOR

Upton, W. L.HO. 7224

LAWYERS

Farrell & Squires.AD. 4121
Galt, Gooderham & Towers.EL. 6196

Gregory & Gregory.AD. 3211
Lee, Ernest M.EL. 5301

LUMBER, SASH and DOORS

Comrie Lumber Co., Ltd.HO. 1800
Dominion Sash, Limited, Streetsville.80
Fairbank Lumber & Coal Co. Ltd.KE. 0203
Gardiner & Son, Ltd., P. W.KI. 5414
Gilchrist Lumber Co., Ltd., John C.LL. 1342
Hancock, Ltd., T. H.LL. 2106
Hind Lumber Co. Ltd., Edmund.GR. 1133
Hope & Son, Geo. S.LO. 6900
Kent Ockley Ltd.MI. 2427-8-9
Laidlaw Lumber Co. Ltd., R.EL. 5234
Mickle, Dymont & Son.LL. 1192
Pannill Door Co., Ltd.EL. 6358
Rathbone Lumber Co. Ltd., Geo.LA. 0914
Reid & Co. Lumber, Ltd.EL. 7251
Sheppard & Gill Lumber Co. Ltd.GR. 2116
Smith & Sons, Ltd., John B.AD. 0611
Superior Sash Co.KE. 3211
Welsh Lumber Co. Ltd.HU. 3367

MANTELS

Classic Mantel & Stone Co. Ltd.WA. 6436

MARBLE-TILE-TERRAZZO

Marbles & Tiles Ltd.AD. 3166
Stanners, E. H.JU. 3766

METAL LATH

Metallic Roofing Co. Ltd.LA. 0800

METAL STORE FRONTS

Perfection Glass Co. Ltd.GE. 1400

MORTGAGE LOANS

Curtis & Co., W. A.AD. 9900
Galt, Gooderham & Towers.EL. 6196
Gooderham, Langman & Sinclair.EL. 7281
Gregory & Gregory.AD. 3211
McLaughlin, W. C.EL. 5022
Moffatt, Hudson & Co.AD. 5497
Suckling & Garrett Ltd.EL. 4249

PAINTS, STAINS and VARNISHES

Brandram-Henderson Ltd.HA. 1193
Sturgeons Ltd.HA. 1153

PLASTIC WALL FINISHES

B-H Craftex-Brandram-Henderson
Ltd.HA. 1193
Morene Ltd.KI. 2692

REAL ESTATE

Douglas, H. R.EL. 3308
Nights, A. C. Jennings.HY. 5432
Garton & Hutchinson.EL. 4281
Home Smith & Co.LY. 3141
National Trust Co. Ltd.EL. 9141
Stark & Co., John.EL. 0341
Suydam Realty Co. Ltd.EL. 1321
Wood, Fleming & Co. Ltd.EL. 6161

REFRIGERATION

Tomlinson & Co., R. M.HY. 4144

ROOFING

Toronto Asphalt Roofing Mfg. Co.
Ltd.JU. 1126

SAND AND GRAVEL

Ellins Bros.LY. 2060
Perry Cement Products Co.AD. 3528

STONE

McKay Co. Ltd., Alex.KE. 0289

STRUCTURAL STEEL

Runnymede Iron & Metal Co.LY. 2816
Standard Iron & Metal Co.LY. 4631

STUCCO

Stucco Products Ltd.HU. 9757

SURVEYORS' INSTRUMENTS

Raw Co. Ltd., J. Frank.EL. 0177

WALLBOARD and INSULATION

Argue & Son, W. A.LL. 6567
International Fibre Board, Ltd.,
Toronto Agt., Argue & Son, W. A.LL. 6567
Laidlaw Lumber Co. Ltd., R.EL. 5234
Stanners, E. H.JU. 3766

YORK TOWNSHIP PERMITS.

(Continued from page 6)

R. J. Graham, 89 Burnside Drive, 2-storey brick dwellings on 10-inch blocks and garage at rear. West side of Ennendale Avenue near Dynevor Road. \$7,200.

H. Hudson, 41 Belvidere Avenue, one pair 2-storey brick dwellings on 12-inch blocks. North side Clovelly Avenue, near Alameda Avenue. \$8,000.

T. Maxted, 22 McRoberts Avenue, 1 1-2-storey brick dwelling, on 12-inch blocks and garage under front, on west side Northcliffe Boulevard, near Amherst Avenue. \$3,700.

W. Brown, 204 Winona Drive, 2-storey brick dwelling on 12-inch blocks, west side Glenholm Avenue, near Rogers Road. \$4,500.

T. R. Wilson, 46 Craydon Avenue, 1 pair 2-storey brick dwellings on 12-inch blocks and double garage in rear. South side Gloucester Grove, near Alameda Avenue. \$8,200.

M. Lumsden, 182 Rosethorne Avenue, 1 frame and veneer store and house on 13-inch blocks. West side Rosethorne Avenue, near Rowntree Avenue. \$3,500.

R. J. Claich, 46 Scollard Avenue, one pair 2-storey brick dwellings on 12-inch blocks and 2 garages at rear, north side Juliet Avenue near Bicknell Avenue. \$8,200.

A. Gadsby, 139 Pinewood Avenue, one pair 2-storey residences on 12-inch blocks. South side of Elinor Avenue near Oakwood. \$8,000.

Rogers Sanderson and Watson, 1 St. Clair Avenue East, one four-storey apartment house on 18-inch blocks, on west side Bathurst Street, near St. Clair Avenue. \$75,000.

F. N. Burt Company, Adelaide Street West, a one-storey brick and steel factory on concrete blocks. West side Industry Street, near Ray Avenue. \$160,000.

W. Ball, 198 Humbercrest Boulevard, a 2-storey brick dwelling on 12-inch blocks on east side Durie Street, near St. John's Road. \$4,000.

J. J. Smith, 1265 Broadview Ave., has the walls up for two stores with apartments above on the east side of Mount Pleasant Road, near Sheldrake Blvd. They will be two storeys, of brick construction, and will cost in the vicinity of \$10,000.

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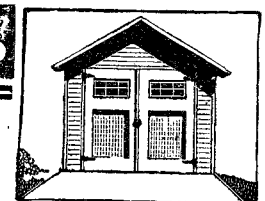
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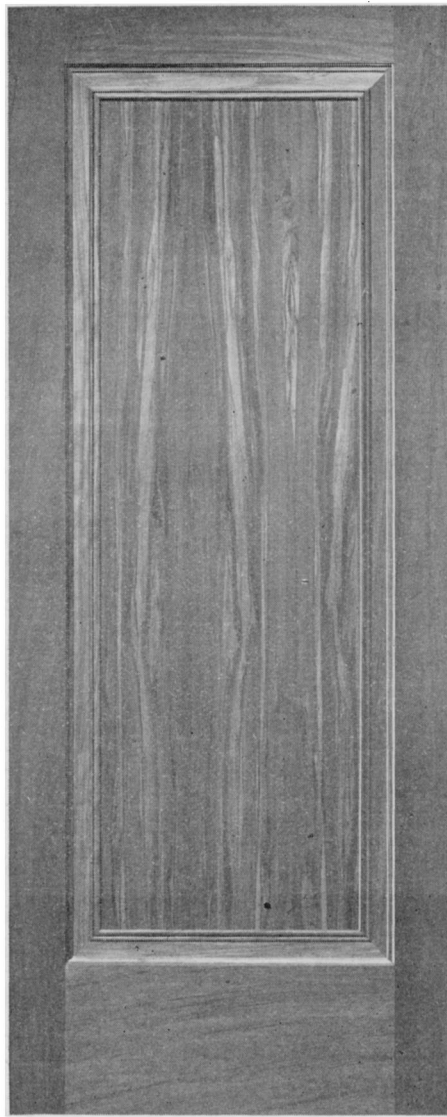
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