OMMONIO at a Glance



Investment Securities

Complete facilities for the purchase and sale of all listed and unlisted stocks. Investment information and recommendations upon request.

Ask for our Weekly Letter.

C. H. BURGESS & CO.

LIMITED

Established 1909

Toronto General Trusts Building, Toronto

Telephones: ELgin 8471-5

C. H. BURGESS, President, Member Toronto Stock Exchange. W. A. WOODCOCK.
Vice-President.

City Storage Limited

251-3 COLLEGE STREET
Telephone: Trinity 1200

Furniture moving, packing and shipping.

Separate rooms for Storage.

Vaults for Demothing.

Motor Vans of modern design for long distance moving.

F. A. Magee,

Members
Toronto, Canadian British
and National Associations



Dependable Dollars

FOR people in all walks of life, the most dependable investment is money in a Savings Account. It is always there—always available—never affected by falling markets—always safe and redeemable at par.

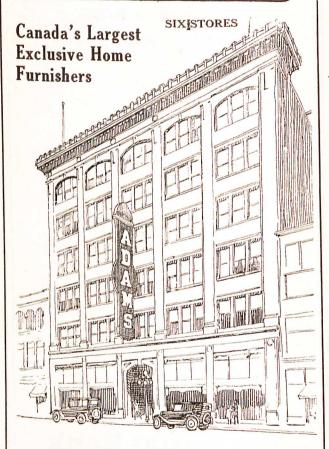
Security, coupled with convenience, comprise a dual feature not found in any other type of investment.

You can buy \$1000 in four years in instalments of \$4.52 a week.

The Royal Bank of Canada

37 Branches in Toronto

actions-



Bringing to Home Lovers the Tremendous Buying Power and Long Experience of Specialized Effort of Close to Half a Century.

TORONTO AT A GLANCE

TABLE OF CONTENTS

PAGE	P	AGE
Agricultural Winter Fair	Convention and Tourist	
The Royal 62	Association	83
Arena, Mutual St 93	Court, Appeal	66
Art Gallery 59	" County	65
Association of Professional	" Criminal	66
Engineers	" Division	65
Aviation	" Juvenile	67
Bankers, Industrial 115	" Supreme	65
Banks, Principal111-115	" Surrogate	66
Board of Education 54	Customs Returns	11
Board of Education,	Dickens Fellowship, The	80
Members of 53	Distribution and Storage	
Board of Education	Facilities	136
Officials	Electric Light and	
Board of Trade	Power Service	35
Bureau of	Employment, Conditions of	106
Municipal Research 78	Employment, Index of	105
Canadian Manufacturers'	Federation of Catholic	
Association 127 128	Charities	79
Association	Federation for	
Canadian National Express 36	Community Service	79
Controdition	Federation of Jewish	
Canadian National Exhibition 61	Philanthropies	79
Ballibition	Fire Protection	19
Canadian National Institute for the Blind 60	Foreword	7
Inguistre 191		33
Canada Steamship	Gas Service	00
Lines, Ltd	Gateway of Ontario's	96
Canadian Pacific Express 37	Playground	17
Canadian Red Cross Society 86	Government House	
Car Lines, Map of 50, 51	Grade Separation	23
Cenotaph, The 104	Grain Elevators	40
Chain Stores	Harbour (Commodity	
Churches, Principal 69-76	Tonnage Table).	39
Citizens' Research Institute	" (General)	38
of Canada	Health	19
City Council, Members of. 13	High Park	27
City Government 15	Highways, Streets and	
City Hall	Bridges	22
Clubs, Royal Canadian	Home Ownership	105
Yacht 92	Home and School Clubs	79
" Golf 91	Hospitals	20
" Service and		
Luncheon 88	Hotels, Principal98	
" Social and others 89	Industry, Diversified	105
" Sports and Social 89	Institute of Chartered	0.1
Construction 136	Accountants	64

Compiled and Published

by
BUREAU OF MUNICIPAL RESEARCH
1105 New Wellington Bld., 137 Wellington St. W.

When Choosing a Bank



The solidity and long experience of this Bank strongly invite consideration. On the personal side—our managers will be found to take a friendly interest in their customers, glad to talk over their problems and to be helpful in any business or personal matter.

26 Branches in Toronto

THE BANK OF NOVA SCOTIA

ESTABLISHED 1832

Capital \$10,000,000 Reserve \$20,000,000
Total Assets over \$275,000,000
J. A. McLEOD, General Manager, Toronto

"Canada's Oldest Trust Company"

Across Canada

THE first Trust Company to be founded in Canada, this Corporation after forty-eight years of continuous growth, has today an organization which links up the principal cities of Canada. With its accurate knowledge of conditions across Canada, the Corporation is the ideal executor and trustee for Canadian estates; and it can offer every service as transfer agent or corporate trustee.

Total Assets Under Administration, Over \$200,000,000

TORONTO GENERAL TRUSTS CORPORATION

TORONTO - MONTREAL - OTTAWA - WINNIPEG REGINA - SASKATOON - CALGARY - VANCOUVER

TABLE OF CONTENTS-Continued.

PAGE	PAGE
Insurance Companies,	Retail, Larger and
Principal124-129	Outstanding Stores130-134
Island Park 28	Rink, Ravina 94
Island, The	Riverdale Park 27
Investment Bankers 116	Salaries and Wages 106
Judges, Number of 66	Separate School Board 55
Land Registry Office 68	Separate School Board,
Library, Public 58	Members of 53
Live Stock	Separate School Board,
Local Council of Women 80	Officials 53
Manufacturing 139-142	Sewage Disposal 29
Medicine, Academy of 63	Stadium, Maple Leaf 94
Mercantile, Principal	" Oakwood 93
Wholesale Houses129, 130	" Ulster 94
Meteorological Service of Canada	" Varsity 93
	Standard Stock and
Motor Vehicles	Mining Exchange 120
Principal96	Stock Exchange, Toronto 117
Military Section 100–103	Street Cleaning 30
Museum, Royal Ontario 59	Street Railway and
Navy League of Canada 81	Bus Service 45
Newspapers, Magazines,	Strikes and Lockouts 106
Trade J'n'ls, Principal, 109,110	Sunnyside Beach and
Niagara, St. Catharines,	Amusement Park 26
Toronto, Navi'n Co., Ltd. 45	Taxation, Municipal 108
Normal School 57	Telegraph, Cable and
Old Fort, The 104	Wireless 48
Ontario Association of	Telephone Service 47
Architects 64	Theatres, Principal 95
Ontario Motor League 82	Toronto Humane Society 81
Ontario Safety League 82	Toronto Industrial
Osgoode Hall Law School 63	Commission 40
Palm House, Allan Gardens 26	Toronto's Situation 16
Parks and Playgrounds 24	Toronto and York Roads
Parliament Buildings 17	Commission 23
1 Williamond Dandings.	Trades Unions 107
1 Onco	Trust Companies,
	Principal
1 11 vade Bolloois and	Union Station 42
Teace Trucks	University of Toronto 55
Racial Origin of Toronto's Population 68	Vaudeville Houses, Principal 96
10	Veterans Clubs and
Radio	Association 92
Railway Stations 43	Water Supply (General) 31
Railways	Young Men's Christian
Ratepayers' Association 82	Association 83
Refuse Collection 30	Young Women's
Refuse Disposal 30	Christian Association 86
Religious Census 69	Zoological Gardens 27

Compiled and Published

by

BUREAU OF MUNICIPAL RESEARCH 1105 New Wellington Bld., 137 Wellington St. W.

TORONTO Canada's Industrial and Distributing Centre Strategic Point for Industries

POPULATION 800,000

Markets —Immediate centre of largest and wealthiest consuming population in Canada.

Distribution —Unrivalled transportation facilities in all directions by rail, lake, highway and air.

Export —Ideal base for world-wide export trade.

Sites — Excellent industrial sites in harbour and other zones, within city limits or in

suburbs.

Power -- Publicly-owned hydro-electric power at

cost.

Labor —Plentiful and efficient labor, skilled and

unskilled.

Living
Conditions

—A delightful place to live in for both workers and executives and their families.

Industrial Engineering Department - - Free Service and Information.

All enquiries treated in strict confidence.

TORONTO INDUSTRIAL COMMISSION

Concourse Building, Toronto, Canada

Phone: WAverley 1616

C. L. BURTON, President MAIN JO

MAIN JOHNSON, General Manager



Foreword

HIS is the second annual issue of "Toronto at a Glance," published by the Toronto Bureau of Municipal Research. From many quarters the Bureau has been assured that the publication fills a real want.

"Toronto at a Glance" is a concise reference book on the life of Toronto as a community. It does not attempt to exploit any special features. It makes no effort, through engravings or fine writing, to paint an attractive picture. It simply states, in concise and summary form, facts collected from official or other authoritative sources. The booklet enables every citizen of Toronto, and every Toronto boy and girl who can read, to obtain a correct idea of what Toronto offers to its inhabitants. It makes it possible for prospective visitors to measure the desirability of a visit. It may awaken a desire among those with the habit of travel to include Toronto in their itineraries. It may suggest the desirability of Toronto as a site for new or branch factories or as a location for centering businesses of distribution. It may help convince possible future residents that Toronto is a good place in which to bring up and educate their families.

The Bureau issues the booklet solely for the purpose of serving Toronto.

LIST OF ADVERTISERS

Page	Page
Adams Furniture Co., Ltd 2	Lake Simcoe Ice & Fuel, Ltd 52
Bank of Nova Scotia 4	McCreary, Chas. W 18
Bryant Press, Ltd 12	McTavish & Co., L. A 90
Burgess & Co., C. H. Front	North American Life Ass'ce Co.
inside cover	Back inside cover
Canada Vinegars, Ltd 134	Norwich Union Fire Insurance
Central Finance Corp'n 18	Society
City Storage, Ltd. Front inside	Parker's Dye Works, Ltd 49
cover	Pickett's Specialty Co 44
Confederation Life Ass'n 14	Royal Bank of Canada 1
Consumers' Gas Co	Sanderson-Barclay, Ltd 144
Dominion Life Ass'nce Co 10	Skitch Co., Ltd., Harry 90
Eaton, Co. T., Ltd 8	Soole Printing Co 10
Firstbrook Boxes, Ltd 87	Toronto General Trusts 4
Gillespie Flower Shops 52	Toronto Industrial Comm 6
Goodyear Tire & Rubber Co.	Williams, O. H
of Canada, Ltd 143	Young Men's Christian Assoc., 77



Some Toronto Statistics

THE GROWTH OF TORONTO

Population

(Assessment Department Census)

Year	Number	Year	Number
1834	9,254	1894	167,653
1844	18,420	1904	226,045
1854	38,480	1914	470,144
1864	45,156	1924	542,187
1874	67,995	1928	585,628
1884	105,211	1929	606,370

The estimated population of Greater Toronto for the year 1929 was 755,000

Taxable Assessment

	Tax rat	te* on dollar
Year		all purposes.
1890	\$136,887,328.	14.50 mills
1895	146,382,412.	16.25"
1900	124,992,959.	19.50''
1905	149,159,206.	19. "
1910	270,489,140	17.50''
1915	565,300,294.	23. "
1920	641,454,156	30.50"
1925	875,414,354.	29.85"
1928	923,698,011.	31.80''
1929	968,036,334.	31.50"
1930	1,012,813,727.	31.80"
	*For Public School Supporters	

Building Statistics

		0	
	Permits	Buildings	Value of build-
Year	issued	erected	ings erected
1905	*	3,753	\$10,347,915.
1910	6,204	8,499	21,127,783.
1915	4,407	5,181	6,651,889.
1920	7,378	8,574	25,784,732.
1925	9,020	11,190	25,797,196.
1927	9,159	11,271	31,274,876.
1928	9,208	11,302	51,607,188.
1929	8,731	10,668	47,698,654.
	437 TO		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

*No Permits required previous to 1906

SOOLE PRINTING

COMPANY

18 Adelaide Street West

Toronto

TELEPHONE Adelaide 9537



SOME TORONTO STATISTICS

Toronto Postal Returns

Fiscal year ended March 31st.	Gross Postal Revenue
1905	\$1,050,913.
1910	1,709,493.
1915	2,905,392.
1920	4,896,480.
1925	6,091,816.
1927	6,625,682.
1928	7,078,919.
1929	6,953,828.
1930 ((Approx.) 7,250,000.

Customs Returns

Port of Toronto

Fiscal year ended	Total Imports
March 31st.	
1905	\$50,271,583.
1910	70,191.203.
1915	94,698,903.
1920	235,437,854.
1925	176,151,844.
1927	228,015,957.
1928	242,213,317.
1929	281,149,959.

Number of Motor Vehicles in Toronto

Year	Passenger	Commerical
1919	21,747	4,390
1920	26,798	5,536
1921	32,063	6,187
1922	37,204	7,384
1923	46,742	8,425
1924	50,696	8,544
1925	56,841	9,030
1926	63,841	9,890
1927	74,566	11,131
1928	85,198	12,780
1929	96 588	13,381

A Mirror

of fine quality reflects an image clear and true. A cheap looking glass blurs and repels.

Printing is like that—

the business house which wishes a clear presentation of its story requires printing that is truly representative.

Only fine press-work and typography will do.

If you insist on quality at consistent prices you will find our service most attractive.

CALL US

The BRYANT PRESS

360 Adelaide Street West

ADelaide 1467

TORONTO

Members of City Council 1930 MAYOR

Bert S. Wemp

BOARD of CONTROL

His Worship, The Mayor, Chairman W. A. Summerville – Vice-Chairman Claude Pearce - W. D. Robbins – James Simpson

ALDERMEN

WARD 1.
Robert A. Allen
Robt. J. Siberry
Lorne W. Trull

2. John R. Beamish J. A. C. Cameron, K.C.

J. Winnett 3. A. W. Carrick

H. W. Hunt J. G. Ramsden

4. Samuel Factor Nathan Phillips C. A. Ward WARD 5. Fred. Hamilton Robert R. Leslie W. J. Stewart

J. F. Boland
 D. C. MacGregor
 Joseph Wright, Sr.

7. Alex. Chisholm Samuel Ryding Wm. J. Wadsworth

8. Ernest Bray
A. O. L. Burnese
W. A. Howell

HEADS of DEPARTMENTS

W. Geo. Farley - - Assessment Comm'r.
J. J. Woolnough - City Architect.
S. C. Scott - - - City Auditor

J. W. Somers - - City Clerk Geo. Wilson - - Finance Comm'r.

George Sinclair - Fire Chief
Dr. G. P. Jackson - Medical Officer Health.

C. M. Colquhoun - City Solicitor G. R. Geary, K.C., M.P., Corp'n Counsel

Chas. E. Chambers
Brig.-Gen. Draper Daniel Chisholm Parks Comm'r.
Police Chief.
Property Comm'r.

Geo. W. Dies - St. Cleaning Comm'r.
R. C. Harris - Works Comm'r.

R. C. Harris - - Works Comm'r. Thos. Rooney - - Relief Officer.

J. Smith - - - Supt. Mun. Abattoir.

1880—Fifty Years in Canada—1930



NORWICH UNION FIRE INSURANCE SOCIETY LIMITED

OF

NORWICH, ENGLAND

Head Office for Canada

Norwich Union Bldg.

12 Wellington St. E. TORONTO

Fire, Use and Occupancy, Rent, Guarantee Bonds, Accident and Sickness, Public Liability, Plate Glass, Automobile, Loss of Profits, Burglary, Inland Transportation, Sprinkler Leakage, Tornado.

Profits to Policyholders Increased

For the

10th Successive Year

100%

Of all Profits earned by the Participating Branch allotted to Participating Policyholders of the

Confederation Life

Association

HEAD OFFICE: TORONTO, CANADA.

Strength-Stability-Since 1871

THE CITY GOVERNMENT

The City of Toronto is governed by a Mayor, four Controllers and twenty-four Aldermen, who together form the City Council. All members of Council are elected for one year; the Mayor and Controllers, at large; and the Aldermen by wards, of which there are eight.

The City Council is the legislative or policyforming body of the municipality. The Mayor and four Controllers constitute the Board of Control, which may be looked upon as the Executive, Budget and Finance Committee of Council.

There are four standing Committees of Council. The Board of Health is also in some respects a standing Committee of Council. There are fifteen administrative departments, the permanent heads of which are appointed by Council on the nomination of the Board of Control. The street railway, which is owned by the City, is administered by the Toronto Transportation Commission, appointed by the Council. The City also owns the light and power system, which is administered by the local Hydro Commission of three members—one the Mayor and another an appointee of Council. Toronto Harbour is under a Board of Harbour Commissioners of five members, three appointed by Council.

The public schools and the secondary schools are administered by the Board of Education of 18 members, 16 elected annually from the eight wards, and two appointed for secondary school purposes only by the Separate School Board. This latter body controls the Roman Catholic Separate Schools and is elected by the Separate School Supporters. The Board of Education is entirely independent of the Council, except that the latter has the right to pass on bond issues, which it may approve or refer to the people for their approval.

The Police are controlled by a Police Commission of three members, made up of the Mayor, a County Court Judge and the Senior Police Magistrate.

The Canadian National Exhibition is owned by the City and administered by a Board of Directors of 25 on which the City is represented by the Mayor

and seven other representatives. The other exhibition undertaking in which the City is interested is the Royal Agricultural Winter Fair, in the control of which it participates through the Mayor, Board of Control and the Commissioners of Parks and Finance.

Anyone who is 21 years of age, a British Subject, the owner or tenant, or wife or husband of owner or tenant, of real property to the assessed value of \$400, or is assessed on income to the extent of \$400, and is entered on the voters' list is entitled to vote at municipal elections.

Toronto's Situation

The City of Toronto is situated on the northern shore of Lake Ontario, nearly due north from the mouth of the Niagara River. It lies in latitude 43° 38′ 10″ north, longitude 79° 23′ west, on a plateau gradually ascending from the Lake. The altitude ranges from the Lake Level zero, 245 feet above mean sea level at New York, to a maximum of 610 feet in the North Toronto district.

The City covers an area of 34.89 square miles, exclusive of land covered by water amounting to 6.44 square miles. The harbour in front of the City, approximately 1½ square miles in area, is formed by an island lying to the south of it. There are two small rivers,—the Humber in the west discharging into the Lake, and the Don in the east centre flowing into the harbour. These rivers are not commercially navigable.

Yonge Street, running north and south 6½ miles within the City, extending from the waterfront to the north City limit, divides the City in half. This is a provincial highway outside the City. Other provincial highways entering the City are Dundas Street, Bloor Street and the Toronto-Hamilton Highway on the west; and the Kingston Road on the east.

City Hall

This building is situated on Queen Street, one block west of Yonge Street, at the head of lower Bay Street. The site, expropriated in 1884, was originally intended for Court House purposes only, but sub-

THE CITY GOVERNMENT

sequently, a combined City Hall and Court House was erected thereon. The corner stone was laid on November 21st, 1891, and the building was opened for public business September 18th, 1899. It is a massive stone structure having 5.40 acres of floor space and surmounted by a clock tower 300 feet in height. In the tower are three bells which strike the quarter hours, half hours and the hours, the hour bell weighing 11,648 lbs., and the others 3,339 and 1,904 lbs., respectively. The total cost including site, clock bells and furniture did not exceed \$2,500,000.

Parliament Building

This imposing structure of Romanesque design stands in Queen's Park at the head of that broad and important thoroughfare University Avenue. It is the seat of the Provincial Government and contains the Legislative Chamber, an excellent library and many of the administrative offices. In 1927 in order to provide accommodation for the staff required to carry on the ever-increasing governmental activities, a new building was erected to the east of the central building. The buildings of Toronto University situated on the west side of Queen's Park add to the attractiveness of the setting provided for the Parliament Buildings.

Government House

The official residence of the Lieutenant-Governor of Ontario is situated in Chorley Park, Toronto, at the head of Douglas and Roxborough Drives.

The house is designed somewhat after the French Chateau style of architecture. The main building has a frontage of one hundred and fifty-six feet with a depth of over two hundred feet. There is also an extension wing in which the servants' quarters are located. The Grand Hall is very impressive, the mantlepiece of massive Caen stone extends from floor to ceiling and is carved with the Ontario coat of arms. The ball room is forty by sixty-five feet and has a glass domed ceiling.

There are about fourteen acres of artistically planned grounds.



LENDS MONEY

for any worthy purpose—one year or less—weekly or monthly payments.

GOVERNMENT APPROVED RATES

Our Company is chartered by Act of Parliament of the Dominion of Canada, and is the only Industrial Banking Institution in Canada operating under Government supervision. All our charges are Government approved.

Call and discuss your financial problems.

CENTRAL FINANCE

Dundas Square and Victoria Sts: Head Office. 514 Dundas St.W. – Dundas and Spadina Branch.

Charles W. McCreary

INSURANCE ADVISER

Fire - Casualty - Bonds - Life
MEDLAND & McCREARY

12 Wellington St. East

Phones: Office-EL. 3115 House-HU. 1447 W.

Public Services Section

FIRE PROTECTION

The Toronto Fire Department is administered by the City Council through a Fire Chief.

The Toronto Fire Department totals 686 officers and men distributed as follows:—

1 Chief; 2 Deputy Chiefs; 14 District Chiefs; 50 Captains; 69 Lieutenants; 521 Firemen; 13 Fire Alarm Employees; 5 Mechanics; 6 Inspectors; 1 Secretary; 1 Accountant; 2 Caretakers; 1 Physician. Total 686.

Toronto has 581 fire alarm Signal Boxes and 52 high pressure Signal Boxes.

Statistics respecting fires in 1927-29

	1927	1928	1929
Total alarms	3.664	3,857	4,333
Number of fires extinguished	620	*	
by water Number of fires extinguished	630	559	665
by chemicals	1,662	1,716	1,991
Miscellaneous calls	1,372	1,568	1,677
Damage to buildings\$	519,382	\$ 287,498	\$ 395,150
Damage to contents 1		1,261,876	810,972
Total fire loss \$1	,530,601	\$1,619,406	\$1,206,122

The headquarters of the Fire Department is at 142-152 Adelaide Street West, and there are 32 stations so located that in the event of an alarm coming in from any locality the station for that locality can, if necessary, be speedily re-inforced by other nearby stations.

HEALTH

The City of Toronto for many years has regarded protection of the health of its citizens as one of the most important functions. In personnel the local Board of Health is a Committee of the City Council with an addition of the Medical Officer of Health; but the Board operates under the Health Act and has important, independent powers.

From birth until death, a citizen of Toronto is served in some form by the Department of Public

Health. The Department conducts, among others, the following services:—public health nursing, school medical inspection, dental clinic, plumbing inspection, housing and industrial inspection and the Welfare Branch. Its nine district offices are in contact with the whole city. Its well baby clinics are efficient and well patronized. It co-operates with public hospitals in the holding of clinics of various sorts.

The death rate of Toronto has declined from 15.3 per 1,000 population in 1909 to 11.8 in 1929, which means that there are over 2,100 people fewer dying every year now than if the 1909 rate prevailed. Toronto now has over 1,300 fewer infants under one year of age dying every year than would be dying if the death rate of 20 years ago still prevailed. Its work has also undoubtedly cut down the sickness rate. Toronto has at all times a safe water and milk supply, so is practically free from typhoid fever. Communicable disease has also been greatly reduced. The money saved by this work can hardly be estimated.

A total of 12,951 births were registered during 1929, which gives a birth rate of 21.4 per 1,000 population compared with 21.8 in 1928.

HOSPITALS

Toronto is a medical centre of importance, having the University of Toronto Medical School, Provincial Health Department, Connaught Laboratories, etc. The city has hospital facilities of the most modern type and with a high standard of efficiency. All the general hospitals work in close connection with the Medical School of the University and the Toronto General, the largest, may be regarded as the university hospital and as such enjoys an international reputation.

The Mental Hospitals are administered by the Provincial Government and the Isolation Hospital by the City. All other hospitals are controlled under their various boards, the Public or General Hospitals not being the direct responsibility of the municipality, so that private philanthropy is a large factor in construction and management.

Public or General Hospitals are in receipt of statutory per diem allowance from provincial government and municipalities (60c. and \$1.75) for

Many

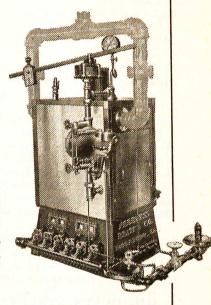
HOMES in

Toronto are heated with

GAS.

These are comfort homes where a match in the fall is all the kindling required; a turn of a tap in the spring to cut off the fuel supply.

During the heating season, the mere touch of a finger provides comfort in every room.



Send for the house-heating book "Comfort" which illustrates
Toronto homes heated with GAS

The

Consumers' Gas Company

of Toronto

all indigent patients, which results in a fairly low rate to patients who pay their own way. Private and semi-private accommodation is much lower than in a majority of large cities and is from 40 to 50% lower as compared to hospitals in the United States.

The total capacity in beds is over 5,000.

The following is a list of some of the Hospitals in Toronto with location and capacity:
Toronto General, 101 College Street, Adelaide 2801,

1,200 beds.

Sick Children's, Cor. College and Elizabeth, Adelaide 9401, 374 beds.†

Mount Sinai, 100 Yorkville, Kings. 4044, 28 beds.

St. John's, 28 Major, Kings. 6148, 72 beds.

St. Joseph's, 1830 Queen St. W., Lake. 4412, 300 beds. St. Michael's, 30 Bond Street, Adel. 2181, 600 beds. Toronto Western, 391 Bathurst St., Tr. 3290, 300 beds. Grace, 200 Huron Street, Kings. 2174, 124 beds. Toronto East General, Cor. Coxwell and Sammon,

Howard 2131, 127 beds.

Wellesley, Homewood Place, Rand. 4111, 100 beds. Women's College, 125 Rusholme Rd., Lo. 2125, 60beds. Hosp.for Incurables, 130 Dunn Ave., La. 6280, 310 beds. Ontario Hospital, 999 Queen St. W., La. 0323, 750 beds. Isolation, Cor. Gerrard and Don, Ge. 0700, 384 beds. Mercy Hosp. for Incurables, 58 Sackville St.

Elgin 6737, 104 beds.
Toronto Orthopedic, 100 Bloor St. W., Ki. 3135, 40 beds.
Toronto Psychiatric, Surrey Place, Ki. 5155, 60 beds.
Women's Hospital, 65 Bloor St. E., M. 3504, 55 beds.
King Edward Sanitarium, Weston, Ju. 1163, 463 beds.

HIGHWAYS, STREETS, BRIDGES, ETC. General

Toronto has approximately 565 miles of streets, of which 481 miles, or 85%, are paved,—the principal types being asphalt, Warrenite-bitulithic and asphaltic concrete. In addition there are 150 miles of lanes, of which 25 miles, or 16%, are paved, practically all with concrete. There are 856 miles of sidewalks, mostly of concrete.

Toronto's development has not proceeded in accordance with any pre-conceived plan, but rather as a logical result of the removal of natural obstacles and the provision of highways and transportation facilities. The natural barriers to expansion consist, in part, of the valleys of the Don and Humber Rivers, a number of deep ravines in the Rosedale and High Park residential districts, and the lines of the steam railroads. In consequence Toronto has built some 70 bridges, major and minor, totalling over four miles in length, and there are 35 subways carrying streets under railway lines.

Some of the bridges recently constructed are beautiful in design and worthy of interest, notably the Prince Edward Viaduct, which was completed in 1918 at an approximate cost of \$2,500,000.

A structure of similar design to the Prince Edward Viaduct is the bridge on St. Clair Avenue East over the Vale of Avoca which cost about \$725,000. Other bridges of interest are those located on the borders of the City,—over the Humber River at Bloor Street, at Hogg's Hollow on Yonge Street, and over the Don Valley at Leaside.

Toronto and York Roads Commission

In addition to constructing and maintaining highways within its limits, Toronto contributes 25% to certain main suburban roads. The construction and maintenance of these roads is under the jurisdiction of the Toronto and York Roads Commission which is composed of five persons, two appointed by the County Council of York, two by the City Council of Toronto and the fifth appointed by the other four members. The office of the Commission is at 57 Adelaide St. East.

Grade Separation

Toronto has made notable progress in the elimination of level steam railroad crossings, comparing most favorably in this regard with other large cities. Grade separation schemes are designed and carried out by the Railway companies in co-operation with the City's engineers, and are undertaken when ordered by the Board of Railway Commissioners for Canada. Within recent years, four schemes

^{†—}Includes 112 beds in new branch outside City used mostly for convalescent purposes.

have been in progress, two of which have been completed. In 1914 grades were separated in the southwesterly portion of the City over a distance of 2.8 miles, the work involving the construction of some five bridges and six subways. In 1916 the North Toronto Grade Separation scheme was completed, extending some 2.9 miles across the northerly part of the City, some ten subways being constructed.

The North-West Grade Separation scheme has been approved by the Board of Railway Commissioners, providing for the elimination of grade crossings in the north-western section of the City. The work is to be extended over a number of years.

The most important project of this kind, the Waterfront Viaduct,—has been in progress for about three years and will be completed in 1930. The work extends some 3.7 miles along the congested business district of the City, lying between it and the Bay.

PARKS AND PLAYGROUNDS The Park System

The park system of Toronto comprises 1,950 acres of land and 106.03 acres of water, or a total of 2,050.54 acres. Included in this acreage are seventy-six park areas and fifty-eight children's supervised playgrounds, thirty-four of the latter of which are operated on properties under the jurisdiction of the Board of Education.

The park system is made up of several types of parks, each designed to meet some particular recreational need, and includes the following:

Children's playgrounds, 50; Athletic fields, 11; Neighborhood parks, 37; Town squares, 17; Horticultural parks, 3; Zoological parks, 1; Picnic parks, 7.

In addition to the foregoing, the system comprises twelve and three-quarter miles of boulevards and drives.

The purpose of the park system is to furnish facilities for the outdoor recreation of all the citizens—men, women and children, and to this end the existing parks and playgrounds provide with reasonable

PUBLIC SERVICES

liberality for the needs of our people in various forms of field athletics as indicated:—

Summer

Tennis, 270 courts. Lawn bowling, 24 greens. Baseball, 77 diamonds. Football, 41 fields. Cricket, 10 creases. Lacrosse, 7 fields. Quoiting, 2 grounds.

Winter

Hockey rinks, 65. Skating rinks, 65. Children's winter slides, 16. Toboggan slides, 7. Curling rinks, 1.

Picnic areas to the number of 98 are provided in the larger parks of the City, in which picnic tables and seats are furnished free of cost.

Permits in respect of the foregoing activities

totalled 97,887 for the year 1929.

In the operation of children's supervised playgrounds, full provision is made for the summer play of children in the furnishing of suitable apparatus for many forms of games, and the whole is under the care of trained supervisors. In the winter season so many of these playgrounds as are furnished with building accommodation form recreation centers in which activities calculated to be of benefit to the children are carried on, and in addition provision is made in these for activities suitable to the needs of the parents of the children, who are encouraged to join with them in their pastimes.

In addition to the provision of the recreation facilities above mentioned, bathing beaches are maintained at Kew Gardens, Simcoe Park, Island Park and Hanlan's Point; conservatories are maintained at Exhibition Park, Reservoir Park and Allan Gardens for the enjoyment of the citizens; and as a further feature of recreational enjoyment, floral displays are made in a large number of the park areas, involving in 1929 the use of 340,000 bedding plants, 115,525 spring flowering bulbs, and 9,434 shrubs and evergreens.

As a further feature of recreation, band concerts are held in various parks in the City throughout the summer season.

Steps are being taken towards the carrying out of the plan of the Parks Department for the acquirement of the lands necessary in the development of the Humber and Don Boulevards, and the

linking of these with Lakeshore Boulevard. This, when completed, will give a continuous driveway of appromxiately forty-two miles, encircling the City.

The Island

A natural playground with a land area of 921 acres located at Toronto's front door, less than a mile distant at the widest part of the Bay, and almost touching the mainland at the east and west extremes. 238 acres of the total area are used for park

purposes.

The Western part of the Island known as Hanlan's Point contains a fine athletic field and Stadium with a seating capacity of 10,000. It also has a fine amusement park, and it is noted for the excellence of its band concerts during the summer season. The section known as Centre Island has a large picnic park and also has many summer hotels and a large number of fine summer residences. Eastward lies the magnificent Royal Canadian Yacht Club. The Island is the property of the corporation and leaseholds only are given. No automobiles are allowed on the island, but it is served by Ferries owned by the City and operated by the Toronto Transportation Commission.

Palm House—Allan Gardens

Located in the western portion of Allan Gardens —corner of Carlton and Sherbourne Streets—it is a delight to all lovers of flowers and plants and is considered one of the most beautiful in the Dominion. The tropical palm and fern exhibit contains some very rare specimens. Trout and goldfish swim in the pools and from high up among the palms come the sweet notes of song birds. Roses, rare Orchids, Orange and Banana trees, Easter Lilies, Hyacinths, Begonias and flowers of all descriptions in the adjacent green houses form contrasts of colour that are a delight to the eye. Palm and green houses cover upward of 30,000 square feet and the collection is valued at more than \$30,000. The surrounding park adds to the attractiveness of the whole . picture.

Sunnyside Beach and Amusement Park

Is the longest, largest and most complete lakeside amusement resort in the world.

PUBLIC SERVICES

At Sunnyside you may walk, ride, boat, dance, bathe or eat.

The Boulevard Drive which runs through Sunnyside, is a broad and beautiful roadway with

well controlled and regulated traffic.

Sunnyside Bathing Pavilion will accommodate 7,700 bathers at one time and has swing platforms and towers. The Swimming Pool is one of the largest in America, the water is chlorinated, filtered and heated. Life guards patrol the beach and swimming pools.

Sunnyside Pavilion restaurant has two large dining rooms and two Italian tea gardens, and has a

total seating capacity of 780 persons.

The Palais Royale, another outstanding restaurant and dance pavilion, is situated on the waterfront.

Zoological Gardens

The Toronto Parks Department, Zoological Section, has gathered a number of very rare and interesting animals, birds and reptiles from all parts of the world which may be seen in the following locations:

Riverdale Park

At the corner of Winchester and Sumach Streets is the location of the main collection. Here are to be seen gorgeously coloured Macaws, Parrots. Cockatoos and other interesting birds from the jungles of the tropics. Swans, Geese, Ducks, Cranes, Herons, Storks from the rivers, lagoons and swamps of every country, and brilliant plumaged pheasants from the Orient. Lions, Tigers and Leopards from India and Africa, as well as several different species of Bears are exhibited here, while the collection of Monkeys is outstanding and includes splendid specimens of Chimpanzees and Orang-Outangs. These afford interest and amusement to both grown-ups and children. Riverdale Park is reached from the east by the Carlton cars, getting off at the stop near the River Don and from the west by Bloor cars, transferring to Parliament and stopping at Winchester Street.

High Park

At this park in the west end of the City, may be seen the different beautiful specimens of the Deer family that are native to our own country, as well as

those from other parts of the world. Nearby during the warm weather, Catfish Pond and the new waterfowl ponds and lagoons are full of bird life, being the nesting places of the different varieties of Swans, Geese and Ducks. Bloor cars going west stop at the entrance, or Beach cars to Sunnyside terminus which is in close proximity to the Parkside Drive entrance; also Carlton cars take you right into High Park at the north entrance.

Island Park

Centre Island is used as a summer home for many beautiful and ornamental waterfowl, which are to be seen to splendid advantage in the natural surroundings provided by the lagoons in this natural beauty spot. To reach Centre Island, take the Bay car to the Docks and board an Island Ferry boat to Centre Island.

POLICE

The Toronto Police Force is administered through a Chief Constable, by a Police Commission made up of the Mayor, a Judge of the County Court and the Senior Police Magistrate.

The strength of the Force is 1,002 distributed as follows:

1 Chief Constable; 1 Deputy Chief Constable; 1 Chief Inspector; 1 Inspector of Detectives; 1 Assistant Inspector of Detectives; 1 Staff Inspector; 17 Inspectors; 44 Sergeants; 62 Patrol Sergeants; 29 Detectives; 40 Acting Detectives; 630 1st Class Constables; 135 2nd Class Constables; 39 3rd Class Constables.

Included in this total is a Mounted Force of 41, and a Motorcycle Force of 90.

The Central Administrative Offices are in the City Hall, with 12 Police Stations located in various

parts of the City.

The people of Toronto have a real feeling of pride in, and, very frequently, of warm regard for the police of their City force. For appearance, courage, courtesy and willingness to assist, the force has an enviable record. Crime statistics for the City show that in its effectiveness it compares most favourably with others of like size on the continent.

PUBLIC SERVICES

The following are some statistics of offences of a more serious nature committed in Toronto, 1926, 1927, 1928 and 1929.

1020, 1021,				
Nature of Offence	1926	1927	1928	1929
Murder		5	7	2
Attempted murder	\dots 2	1	1	1
Manslaughter	18	13	14	27
Burglary	4	7	1	3
Robbery	62	72	51	56
Picking pockets		122	55	49
House and Shop breaking	598	731	702	636

SANITATION

Sewage Disposal

Practically all the sewage of the City, exclusive of that from North Toronto, is conveyed to the Main Sewage Disposal Works, situated on the north shore of Ashbridge's Bay in the south-eastern part of the City by either the high level or low level intercepting sewers. The former, which carries about three-quarters of the flow by gravity, extends 9.3 miles across the City. The low level interceptor, 4.6 miles in length, carries the remainder of the flow by gravity to the disposal plant, where it is pumped to the tanks. In 1927, the average daily quantity of sewage treated at the main plant was 64.4 million Imperial gallons.

The system of sewage disposal may be briefly described as follows: The sewage is first screened and then passes to sedimentation tanks of the Dortmund type, of which there are 24 occupying 1.5 acres. Passing through the tanks, the effluent is discharged by a 5 foot outfall pipe to a point in Lake Ontario distant some 4,500 feet from the plant. The sludge is pumped from the tanks and discharged into lagoons, 12 in number, operated on the separate digestion principle. These lagoons occupy about eight acres. After remaining a year in the lagoons, the sludge is removed by suction dredge and deposited as fill on the south side of Ashbridge's Bay.

The sewage of North Toronto district is treated independently of the main plant, there being three small plants locally situated employing a system of screens, detritus tanks, sedimentation tanks and trickling filters, the affluent being chlorinated. A

comprehensive system of sewers for this district is under construction, and contracts have been awarded for a sewage treatment plant which is to be located in the Don Valley. The activated sludge method of treatment has been adopted for this new plant.

Sewers

There are 56.5 miles of storm sewers and 662.8 sanitary, or a total of 719.3 miles of sewers.

Street Cleaning

Downtown streets are kept clean by patrolmen who cover their respective districts 1 to 8 times per day. 98,878 cubic yards of sweepings were removed from 8,137,816 square yards, the area of Toronto's improved street mileage in 1929. In addition, 15,229,000 gallons of water were used by motor electric street flushers in the downtown section, streets receiving a flushing each alternate night, also 310,899 gallons of oil were spread upon 1,674,054 square yards of street surface, and 15,792 loads of snow were removed.

Refuse Collection

For refuse collection purposes, the City is divided in 24 Foremen's districts which are again subdivided into 3 sections, thus permitting a biweekly collection to all parts of the City. The average area of each district is 906 acres with an average of 23.7 miles of streets and 6.2 miles of lanes.

In 1929, 126,682 buildings were served, necessitating 12,668,200 calls, with an average annual collection of 3.25 tons of ashes and garbage per build-

ing at a cost of \$1.99 per ton.

Refuse Disposal

Toronto, in 1915, adopted what is now generally considered the most sanitary and economical disposal of garbage and combustible material, namely incineration. There are three plants operating, a fourth under consideration, and about 90% of the garbage is disposed of in this manner. The Don Destructor was placed in operation in 1917 at a cost of \$225,000, and in 1929 disposed of 57,728 tons of refuse at a total cost of \$1.38 per ton. The Wellington Destructor, replacing the old Western Crematory

which had been in operation 30 years, was placed in operation in 1925 and cost \$550,000. In 1929, 83,323 tons of refuse were destroyed here at an average cost of \$1.10 per ton. The Island Incinerator placed in operation in 1915 at a cost of \$25,000, operates from May until October, and in 1929, destroyed 683 tons of refuse at a total average cost of \$1.56 per ton. About 600,000 cubic yards of ashes, non-cumbustible material, etc., are collected yearly and this material is used for fills, etc.

WATER SUPPLY General

The Water Works System of Toronto has been municipally controlled and operated since 1873. The value of the existing system is about \$19,000,000.

The source of supply is Lake Ontario, the water being drawn through two intakes, 6 feet in diameter situated off the shore of Toronto Island, about two miles from the centre of the City's business district. At the Filtration Plant, situated on the Island, the water is purified by filtration and chlorination. Under the Bay there is an 8 foot tunnel used to convey the water to the Low Level Pumping Station situated at the foot of John Street, from whence it is pumped to the various sections of the City and to the High Level Pumping Station for re-pumpage to the upper districts. The excess pumpage flows to the Rosehill Reservoir which has a capacity of about 33,000,000 Imperial gallons.

The water is tested hourly by the Department of Public Health and is found to be uniformly

pure and potable.

In 1929 the total consumption was 27,817 million Imperial gallons. The average daily consumption was 76.2 million Imperial gallons. The per capita consumption averaged 121 gallons per day (145 U. S. gallons). There are 692.3 miles of water mains; 136,076 water services and 7,715 domestic pressure hydrants.

The high pressure fire system, which serves 337 acres of the congested business section, is capable of delivering a water pressure of 300 pounds per

square inch.

Ordinary domestic and fire pressure in the City ranges between 40 and 90 pounds per square inch.

There are 5,319 meters in use—most of the large supplies being metered,—at the general rate of 13¾c. per thousand Imperial gallons, subject to a discount of 10% for prompt payment, or 12.4c. net. Most domestic services are rated according to the service given,—the number of occupants, rooms, taps, toilets, laundry, etc.

The ratepayers have given approval to the issue of debentures for \$14,317,000 for additions and extensions to the Water Works system. A comprehensive scheme of improvements recommended by experts retained by the City has been approved. Construction has been commenced of a reservoir of 50 million gallons capacity at St. Clair Avenue and Spadina Road, and of a cross-town filtered water tunnel to connect with a new intake to be laid opposite the eastern boundary of the city. An additional pumping station and filtration plant is to be located there, and an additional pumping station

Average Analysis Treated Water After Chlorination

in the western part of the city, near the waterfront.

Ciliornation
ColorNil
TurbidityNil
Total Solids
Loss on Ignition
Soap consuming powers
Total hardness by calculation120-130 p.p.m.
Alkalinity 88.5–93.0 p.p.m.
Nitrogen (as free ammonia)
" (Albuminoid ammonia)031 p.p.m.
" (nitrates)
" (nitrites)
Oxygen consumed
Silica
Aluminia (as AL_2O_3) 0.11- 0.25
Iron (as Fo_2O_3) 0.07- 0.20
Calcium
Magnesium 7.8- 7.9
Sodium 7.5- 8.8
Potassium
Chlorides
Sulphates

AVIATION

Toronto was one of the most important centres of Aviation instruction during the World War. Following that period development of the use of aircraft for commercial purposes was slow but

PUBLIC SERVICES

during the last two years rapid progress has been made. Toronto has a large and active Flying Club, with headquarters at Leaside Field. In 1928, according to the latest Government figures, it led all other 15 Clubs in Canada in hours flown.

The National Air Transport Limited also operates a commercial service from the Toronto Airport at Leaside, carrying out charter and passenger services to all parts of the country. Canadian Airways, Limited carries air mail from Montreal via Toronto, Windsor to Detroit. The deHavilland Aircraft of Canada, Limited are manufacturing the well known "Moth" aeroplane, with their own factory and aerodrome on Shepherd Street. This is one of the most successful factories in Canada. Seventy per cent. of all airplanes manufactured in Canada in 1929 were made in Toronto. Colonial Airways carry mail from Toronto to Buffalo and during the summer operate a passenger service. During the year 1929 about 700 aircraft from all parts of the country visited the City of Toronto.

GAS SERVICE

The Consumers' Gas Company of Toronto, the oldest of Toronto's public utilities, was incorporated in 1849 and has served the population of Toronto and the immediate vicinity with gas since that year.

The Company, from its inception, has gone ahead quietly and steadily, year after year, extending its facilities, improving its methods and processes, and developing new fields with the utilization of its products, until, at the present time, in addition to serving the City of Toronto, the Company supplies gas also in the Township of York, East York, North York, Scarboro and Etobicoke, the towns of Weston, Leaside, New Toronto and Mimico, and the villages of Forest Hill and Swansea.

For a great many years gas was thought of only as a means of illumination, but in 1897 the Gas Company obtained authority to sell gas for heating, cooking, and other than illuminating purposes. Its development for these heating purposes, and indeed for every purpose for which controllable heat is required, either in the home or in the industries, has been such, that, although the quantity of gas now used for lighting purposes is

negligible, the gas output in a single week in 1929

equals the total quantity sold in 1879.

The Company operates two gas manufacturing plants, which are located in the City of Toronto. These plants are among the most modern and highly efficient gas works on the Continent. The combined daily capacity of these two works is approximately 24,000,000 cubic feet.

In the year 1929, The Consumers' Gas Company manufactured and distributed over six billion

cubic feet of gas.

Gas is distributed by means of a network of gas mains, totalling in length some 920 miles. To these mains are connected 1,350 miles of service pipes, through which gas is conveyed from the main pipes to the consumers' premises.

The Company consumers at the present time

number about 165,000.

The sale of gas for domestic purposes, which still constitutes the major portion of the Company's business, continues to show a steady increase from year to year. In this field of gas utilization, house-heating offers future possibilities of tremendous proportions. To the gas stove and water heater, many modern homes are now adding gas equipment for house heating. Refrigeration by gas offers possibilities of a compensating load, offsetting the lack of heating business in the summertime.

It is in the industrial field however, that by far the largest opportunity for expansion exists. Although at the present time the sales of gas for industrial purposes constitute about 20% of the total sales, their importance in relation to the total sales is growing rapidly each year. Industrial sales to-day are 53% greater than they were only three

years ago.

The schedule of rates charged for gas in Toronto, is as follows:—

First 10,000 Cubic Feet per Month 8½c. net per 100 c.f. Next 90,000 " " " 8c. " " " " " Over 100,000 " " " " " 7½c. " " " " " " Service charge 50c. per Month

The Board of Directors are: A. W. Austin, President; Arthur Hewitt, Vice-President, A. R. Auld, Thos. H. Bradshaw, A. H. Campbell, L. Gold-

man, Colonel J. F. Michie, F. G. Osler, T. H. Wood,

and His Worship the Mayor.

The General Manager, Arthur Hewitt; Assistant General Manager, Edward J. Tucker; Secretary, John J. Armstrong.

ELECTRIC LIGHT AND POWER SERVICE

The Toronto Hydro-Electric System, which distributes electric light and power in the City of Toronto, is owned by the City, and is operated for it by the Board of Commissioners called the Toronto Electric Commissioners. This Board was created by an act of the Provincial Legislature, and came into existence on June 1st, 1911. It is composed of three members, namely, the Mayor of Toronto, who is ex officio a member, one appointed by the City Council and the third appointed by the Hydro-Electric

Power Commission of Ontario.

Power is purchased from the Hydro-Electric Power Commission of Ontario, who generate it at Niagara Falls and transmit it to Toronto at a voltage of 110,000, where it is stepped down to 13,200 volts and then turned over to the Toronto System. Recently, this supply from Niagara was augmented by a further supply which has been purchased by the Hydro-Electric Power Commission of Ontario from the Gatineau Power Company, who generate it at their plants on the Gatineau River in the Province of Quebec. This power is transmitted to Toronto at 220,000 volts over lines belonging to the Hydro-Electric Power Commission of Ontario, a distance of 230 miles, which is the longest 220,000 volt line in Canada.

The construction of the distributing system in Toronto was commenced in the Spring of 1910, but it was not until March 24th, 1911, that the System was ready to receive power. From that time on the record of the Toronto System has been one of

conspicuous success.

Up to December 1st, 1920, it was subjected to very keen competition from its privately-owned competitor, the Toronto and Niagara Power Company, (formerly the Toronto Electric Light Company) on which date the local distribution plant of the private Company was absorbed by the System.

The remarkable growth of the System may perhaps best be indicated by a comparison of the figures for the year 1912 (which is the first full year of operation) and 1929.

1912	1929
13,858	175,727
LOUIS TAIM AND	
46,296	898,364
17,198	290,324
35,176,548	775,401,353
726,763.55	\$12,193,014.52
4,369,158.38	\$45,985,531.81
	13,858 46,296 17,198 35,176,548 726,763.55

This wonderful development has, no doubt, been due in large measure to the low rates at which electricity is sold by the System-rates which are among the lowest of any city of similar size in the world. For instance, the average rate per Kilowatt-hour for alternating current domestic service in Toronto during last year, was 1.54c for alternating current commercial lighting service, 2.24c per Kilowatt-hour, and for alternating current power service 1.08c per Kilowatt-hour, the average revenue for all sales being 1.49c per Kilowatt-hour.

Financial facts about Toronto Hydro-Electric Syratom .

bystem:	
Total Assets including Equity in Hydro-Electric	
Power Commission	\$45,985,531.81
Net Bonded Debt	20,939,744.55
Total Reserves, approx	22,900,000.00
Depreciation Fund	5,708,218.39
Toronto's Share in the investment of Hydro-	
Electric Power Commission	46,975,982.72
Toronto's Equity in Hydro-Electric Power	
Commission retired	5,999,532.06

The Toronto Hydro-Electric System will ultimately hand over to the future generations a plant free of bonded indebtedness.

EXPRESS SERVICE The Canadian National Express

The Company has been operating under its present name since 1921, when the Canadian Northern Express and the Canadian Express Companies were amalgamated, but it in reality has its origin in the first real Canadian Company engaged in express transportation namely the British

PUBLIC SERVICES

and North American Express Company, formed in 1855.

The Company has approximately 2,000 offices in Canada, with service extending from Atlantic to Pacific on the entire 23,531 miles of the C.N.R., with affiliations and connections in U.S., Great Britain. Europe, Australia, and New Zealand. There are 2.900 employees with an annual payroll of \$4,500,000. The immense volume of Traffic handled requires 848 express cars, 270 refrigerator cars, 3,090 platform trucks, 1,300 motor trucks, and horse drawn vehicles, 584 office safes and 850 train safes.

During the fruit season 2 express fruit trains are operated daily between Niagara District and Toronto and one special between Toronto and Mont-

real.

The Company carries to consumers an annual average of 23 million pounds of fish from the Pacific coast, 26 million pounds from the Atlantic coast, 18 million pounds from fresh water lakes of Manitoba Saskatchewan and Alberta, and 15 million pounds from Ontario's and Quebec's lake fisheries—a grand total of about 82 million pounds of fish annually. or approximately 4,100 carloads.

The Company issues Money Orders, Travellers' cheques, Foreign Postal Remittances, etc., payable

anywhere in the commercial world.

Canadian Pacific Express

The Canadian Pacific Express Company is a world wide institution having its General Offices at 88 Simcoe Street, Toronto. The Toronto City Office and Depot Terminal Facilities are located at 139 Bay Street, and in addition there are offices at West Toronto, Parkdale and North Toronto depots.

Its transportation activities extend from Coast

to Coast in Canada, to Europe and the Orient.

Miscellaneous traffic moves in cars accompanied and guarded by attendants, affording protection against extremes of and changing climatic conditions.

For special shipments of fish, fruit, race and show horses, etc., it maintains special cars providing ventilation refrigeration or heat as required.

In line with the Company's policy to place at the disposal of the Canadian public the fastest

goods transportation available, arrangements have been made for transport by Air Express over all

regularly scheduled Air routes in Canada.

It provides an extensive financial service for remittances in Canada by Money Orders, abroad by Foreign Cheques and Foreign Postal Remittances, and for payment abroad of actual Canadian and American dollars.

For the safety of the travel funds of tourists, business men and commercial travellers, it provides Travellers' Cheques, requiring no other identification at home or abroad than the signature of the holder, and which pass as readily as currency.

HARBOUR General

Toronto Harbour facilities afford adequate accommodation for the largest upper lake vessels, which will pass through to Lake Ontario upon com-

pletion of Welland Ship Canal in 1930.

The harbour industrial areas have direct access to rail and water transportation. They are served by the Trans-continental Railways operating into Toronto and sidings can be obtained by any industry. There is free inter-switching. Power is supplied at cost.

The port of Toronto has a water front of 10 miles from east to west. 1,974 acres of land and water are in process of development and will

ultimately contain:

Industrial sites and docks for lease or sale	Acres 1,047
Reservation for railway main land	162
Improved waterways, (slips, channels, etc.) Park and recreational lands	29 434

Over 90% of the waterfront is owned and controlled by the Toronto Harbour Commissioners and City of Toronto. There will be 30 feet navigable depth throughout the harbour and 24 feet navigable depth at all docks, with provision for an ultimate depth of 30 feet by dredging.

Toronto is the first city on the North American Continent to combine park and recreational features with harbour, industrial and commercial development.

PUBLIC SERVICES

Sixty-four industries have located on Harbour industrial lands and have invested upwards of \$30,000,000 in land, buildings and equipment. This investment is on water-lots which were non-revenue producing in 1915.

The following table of assessed values of Harbour lands illustrates the rapid development of the industrial areas the reclamation of which commenced

in 1914:

Year		Assessed Value	Taxes
1912		. \$ 1,976,804	\$ 36,551
		5,943,480	175,927
1927	. 	7,324,389	232,915
			393,068
1929		. 15,922,490	506,335

The amount of taxes already received and those to be collected on the 1929 assessment total \$2,937,333.

The trade of the harbour is also increasing. It has kept pace with the industrial development and is demonstrated by the marked increase in the tonnage of commodities delivered to and shipped from Toronto by water. The following table commencing in 1912, the first year in office of the present Board of Harbour Commissioners, shows little difference from 1912 to 1925, but in 1926 it set a new pace and practically doubled its trade in four years.

Commodity Tonnage Table

Year	Tonnage	Year	Tonnage
1912	343,608	$1926\ldots\ldots$	490,310
1920	378,626	1927	613,408
1921	248,363	1928	744,819
1924	365,525	1929	959,234
1025	476.959		

This marked increase in water transportation is due entirely to the improved conditions and the facilities offered by Toronto Harbour, and in this connection it is worthy of note that a very large proportion of this increase is the result of goods shipped to and from new industries located on Harbour lands.

The shipment of coal by water is also steadily increasing; this year's shipments being the greatest on record—66,000 tons alone were shipped direct from Swansea, Wales, and delivered at Toronto without change of bottom.

Another important European shipment was a cargo of peanut oil, approximately 500,000 imperial gallons, which was shipped direct from Hamburg, Germany, on the oil tanker "John Irwin" to Toronto Harbour.

The opening of the Welland Ship Canal this summer will bring many large Upper Lake vessels to Toronto Harbour, and it is safe to predict the commodity tonnage for the year 1930 will equal, if not exceed, 1,250,000 tons.

Grain Elevators

The grain elevators which were formally opened with the arrival of the first grain vessel in November, 1928, have brought about the revival of the grain trade for which Toronto was famous in the latter half of the last century. During the year 1929 49 vessels arrived in Toronto harbour with 3,811,000 bushels of grain for the Toronto elevators, 8 of these were placed in winter storage berths. This amount would have been greater but navigation closed early owing to the severe weather.

A considerable amount of package freight originates in and around Toronto, composed principally of iron and steel products. The proportion between cargo in and cargo out of Toronto Harbour is about ten per cent. so that vessels with a cargo billed to Toronto are always assured of a ninety per cent. return cargo.

TORONTO INDUSTRIAL COMMISSION

A corporation operating under a charter granted by the government of the Province of Ontario, whose objects are to assist in bringing new industries to the city of Toronto and surrounding territory, to aid existing industries and to advertise the advantages of Toronto and surrounding territory for business and manufacturing purposes.

Its board of directors is made up of the Mayor of the City of Toronto, six members nominated by the Toronto Board of Trade, three by the Toronto branch of the Canadian Manufacturers' Association, and four representing public bodies in the City of Toronto, including the Toronto Hydro Electric System, the Toronto Transporation Commission,

PUBLIC SERVICES

the Toronto Harbour Commission and the Canadian National Exhibition.

The Toronto Industrial Commission maintains an industrial engineering department under the direction of graduate qualified engineers who will answer, without charge, on a fact-basis, questions from manufacturers in any part of the world relating to the problem of locating branch plants in Canada and particularly in the Toronto area.

All enquiries are treated in the strictest confidence.

The Meteorological Service of Canada General

The Headquarters of this National Service are at Toronto, not at Ottawa. At the present time weather data from 160 stations in the United States and Alaska, 62 stations in Canada, Newfoundland, Bermuda and the West Indies, and 5 in Greenland, are received twice daily at the telegraph office, situated in the Meteorological office at 315 Bloor Street West, Toronto.

Data from 20 European stations are gathered by radio and cabled once daily from London. Honolulu and Midway Island in the Pacific Ocean, and the Azores in the Atlantic also come in by cable daily. Ships in the Pacific and the Atlantic oceans radio observations twice daily to shore stations, whence the data come by land wire to Toronto.

From the maps of the weather of the Northern Hemisphere, made twice daily at Toronto, the forecasts of storms and weather changes are made and sent out morning and evening.

Climate in Toronto

	1927	1928	1929
Average temperature for year	46.8	46.5	46.0
Average temperature for July and Aug	66.8	70.2	67.0
Average temperature for Jan. and Feb		24.6	22.5
Total rainfall (inches)		32.00	31.56
Total snowfall (inches)		33.5	54.4
Total hours of sunshine		2073	1957.5
Prevailing winds at Toronto in Winter,		W.	
Tolonio in the state of the sta			

Prevailing winds at Toronto in Summer, W. & S.W. Fogs are rare in Toronto, (about 3 days per year).

*47% of possible sunshine.

Toronto has one of the most equable climates in Canada outside of the South British Columbia coast.

RAILWAYS

Steam railways radiate east, west and north from the Union Station and the City is admirably served by the Canadian Pacific, the Canadian National and the Toronto-Hamilton and Buffalo Railways. The large number of main and branch lines which converge at Toronto offer excellent distribution facilities to all markets. The assessed value of the C.P.R. in Toronto in 1930, was \$13,558,533, that of the C.N.R. \$13,621,754, and the Toronto Terminals Railway Company, \$5,257,747. In addition to ticket offices at the Railway Station, the C.P.R., has a main office in its building, the south east corner of King and Yonge Streets, and the C.N.R., in its building, the north west corner of King and Yonge Streets.

Railway Stations—Union Station

The new Union Station at Toronto was officially opened by His Royal Highness the Prince of Wales, August 6th, 1927. It is of classic design with Grecian influence predominating and is recognized as one of the finest passenger stations and office buildings on the Continent.

The building has a frontage of 752 feet on Front Street and 164 feet each on Bay and York Streets. Approximately one-third of the building—the most easterly portion of that part nearest Bay Street—is used exclusively by the Post Office Department.

The ticket lobby is on Front Street level, has two entrances from Front Street and is 86 x 260 feet, in which are located railway and pullman ticket offices, two telegraph offices, three bureaus of information, a news stand, luncheonette, tea room, soda fountain and facilities for checking parcels and baggage.

The Train Concourse is immediately south of the centre of ticket lobby. It has private telephone booths and a news and tobacco stand for accommodation of passengers.

There is a subway for passengers, or patrons of the Hotel or Station, between the Exit Concourse at the New Union Station and the Royal York Hotel.

Other Stations in Toronto Are:

Danforth—Main, between Gerrard East and Danforth Avenue, (C.N.R.)

DAVENPORT—Davenport Rd., near Lansdowne Ave. (C.N.R.)

Don—Queen St. E., on the Don at Junction with King (C.P.R. and C.N.R.)

PARKDALE—Queen W., corner Dufferin (C.P.R. and C.N.R.)

SUNNYSIDE—West end of King and Queen Sts. (C.P.R. and C.N.R.)

NORTH TORONTO—1127 Yonge St. (C.P.R.)
WEST TORONTO—Dundas St., near Royce Av

West Toronto—Dundas St., near Royce Ave. (C.P.R. and C.N.R.)

RIVERDALE—Queen St. E., beyond Broadview Ave (C.N.R.)

Rosedale Ravine, (C.N.R.)

Canada Steamship Lines Ltd.

Canada Steamship Lines operate from Toronto two passenger services and three freight services during the season of navigation.

The passenger services consist of the Niagara Division, with the steamers "Chippewa" and "Cayuga" plying between Toronto and Niagara River ports, with daily service from May 17th until October 5th, and in the mid-summer months, four round trips per day. Connection is made at Queenston with the International Railway and at Lewiston with the Niagara Gorge Railway for Niagara Falls and Buffalo, and through tickets may be purchased to all United States points.

Steamers "Toronto" and "Kingston" provide tri-weekly service Saturday, Tuesday, Thursday, May 31st to June 12th; effective June 13th to September 20th, daily, between Toronto, Rochester and Kingston, Clayton, Alexandria Bay, Brockville, and Prescott, connection being made at the lastnamed port with Rapids steamers for Montreal, Three Rivers, Quebec, Murray Bay, and Saguenay River ports.

Freight services are operated between Toronto, Hamilton, London and St. Thomas via Port Stanley;

Windsor, Picton, Kingston, Cornwall, Montreal, Sorel, Three Rivers, Quebec, Murray Bay, Chicoutimi and Bagotville, where connection is made with the Roberval-Saguenay Railway for Arvida. There is also the Lake Superior service from Toronto to Sault Ste. Marie, Port Arthur and Fort William, where connection is made with the Canadian National and Canadian Pacific Railways for all points in Western Canada. These services are operated with a fleet of fifteen modern package freight steamers.

Through Bills of Lading may be secured in connection with all Ocean Lines, from Toronto to United Kingdom and Continental ports as well as to South Africa, South America, Australia, and New Zealand, to which regular Ocean services are operated from Montreal. Through Bills of Lading may be obtained from Foreign ports in connection with regular Ocean services from Foreign Countries indicated above.

Fishing Trips Arranged

Guides, Food, Locomotion.

Lakes at our Camps abound with fish and are centres for the finest scenery and tours.

Cheap overall rates.

LIVE BAIT OF ALL DESCRIPTIONS delivered to your Hotel or Home.

Sight-Seeing Guides for Motor Tourists
Shopping Service

Phone for full particulars
Our representative will be glad to wait upon you

PICKETT'S SPECIALTY CO.

KIngsdale 0776

PUBLIC SERVICES

The Terminals of Canada Steamship Lines are situated on Queen's Quay, at the foot of Bay Street, where three modern freight sheds with 125,000 square feet of floor space house the cargoes awaiting shipment and the freight discharged for delivery.

The Passenger Terminals are situated on Pier 9, where the Toronto General Offices of the Company

are located.

Niagara, St. Catharines, Toronto Navigation Co. Ltd.

Owned and operated by the Canadian National Railways. Steamers ply daily during the period of navigation, between Toronto and Port Dalhousie. This makes a splendid lake trip. A high-speed radial connects St. Catharines, Niagara Falls and Port Dalhousie, making a delightful trip through the Niagara Peninsula, known as the Garden of Canada. This district is greatly famed for its beauty especially during "Peach Blossom Time" when the tourists flock from far and near to see the orchards. Ticket office, C.N.R. Building, North West corner of King and Yonge Streets; Wharf, foot of York Street.

STREET RAILWAY, BUS SERVICE, ETC.

The Toronto Transportation Commission is a corporate body created by an Act of the Ontario Legislature and entrusted with the control, maintenance, operation and management of the public transportation services owned and to be acquired on behalf of the City of Toronto.

The Commission is composed of three members, appointed for three year terms by the City Council

of Toronto.

Rates of fare are fixed by the Commission to provide service-at-cost, after providing for operation, maintenance and renewals, depreciation and debt charges.

The average fare collected by the Commission is 6.18 cents. The average fare collected in all U.S.A. cities of 50,000 or more population (except New York City) is 7.76 cents.

Rates of fare in the City are:

Adults: Cash fare 7 cents, Tickets 50 for \$3.00, 16 for \$1.00, or 4 for 25 cents. Night fare, 10 cents cash.

Children: Not in arms and not over 51 inches in height: Cash fare, 3 cents. Tickets 10 for 25 cents. School children, under 16 years, 7 tickets for 25 cents.

Free transfers are issued between all street car and bus lines of the City system. Passengers carried

in 1929 numbered 206,822,838.

The City system now includes double-track extensions beyond the City limits approximately 1.44 miles eastward into Scarborough Township on the Kingston Road, and approximately 5.2 miles westward on the Lake Shore Road, serving the neighbouring municipalities of Mimico, New Toronto and Long Branch.

These extensions are over portions of interurban electric railways, owned by the City of Toronto and managed by the Commission, which continue to serve points beyond the City service extensions to West Hill on the Kingston Road and to Port Credit on the Lake Shore Road. Additional fares are collected for service beyond the City limits.

Motor Coach Services

Through a subsidiary (Gray Coach Lines) the Commission operates a wide variety of special motor coach services in Toronto, and controls several interurban motor coach routes that radiate from Toronto.

Inside the City coach services are operated (a) under arrangements with the boards of Education for crippled school children and for children living in suburban sections: (b) for sight-seeing tours of Toronto: (c) between the "Hill" and "Rosedale" residential districts and the downtown business districts: (d) to the Canadian National Exhibition, the Royal Winter Fair, various race meets and other public events. Coaches are chartered by clubs, societies and other organizations for picnics, parades, theatre parties, excursions, lodge visits and a variety of other occasions.

The suburban coach routes of Gray Coach Lines serve between Toronto and Buffalo, Niagara Falls, St. Catharines, Hamilton, Brantford, Cookstown, Orangeville, Stouffville, Barrie, Orillia, Sutton, Oshawa and intermediate points. At two important U.S.A. border points, Buffalo and Niagara Falls,

the coaches connect with similar services for practically all U.S.A. points and provide service to Toronto from these important tourist and travel resorts. During the summer months route extensions provide service between Toronto and Muskoka Wharf, Gravenhurst, Wasaga Beach, Midland, Shelburne, Alliston and Uxbridge.

Manage Other Municipal Transportation Services

Several other transportation services owned by Toronto and adjoining municipalities have been placed under the management of the Toronto Transportation Commission. These include (a) the Toronto-owned interurban electric railways between Toronto and Port Credit, and West Hill; (b) the Island Ferry services between the mainland and Island sections of the City; (c) the street railway systems serving and owned by the Township of York and the Town of Weston; (d) the Village of Forest Hill bus system; (e) the Leaside and East York Township bus system; (f) the Islington bus route. The finances of these services are entirely separate from the Commission's services and are guaranteed by the municipalities owning them.

The following figures indicate the extent and importance of the services operated by the Commission: Electric passenger cars, 992; electric service cars, 89; motor coaches and motor buses, 211; miles of single track 270; miles of coach and bus routes, 580; average revenue passengers per day served by unified Toronto system, 590,000; annual mileage of electric passenger cars, 29,000,000; annual mileage of coaches and buses, 5,400,000; annual total of passengers brought into Toronto by interurban coach

services, over 1,000,000.

TELEPHONE SERVICE

The telephone service is supplied in Toronto by the Bell Telephone Company of Canada. Serving the City of Toronto are 21 telephone exchanges. Of these 8 are operated manually and 13 automatically by means of the dial. The total number of telephones on December 31st, 1929, was 201,419. Of these 133,853 are in residences and the balance in business offices.

Toronto has 28.38 telephones per 100 population, and 121.3 telephones per 100 families, and in residence telephone development is the first city on the American Continent. The City's 5,316 telephones in 1897 have grown to 201,419.

In Toronto an average of 1,650,000 telephone calls are made every twenty-four hours. During the busiest hour of the day over 175,000 telephone calls are made in the City—more than 2,916 per minute. This represents a much higher calling rate per telephone than obtained in such metropolitan cities as New York, Chicago, Philadelphia, San Francisco, Detroit, or Boston. Put in another way, the average Toronto subscriber uses his telephone more often than the average subscriber in the great cities of the United States.

Toronto gained 15,204 telephones in 1929. To achieve this net gain it was necessary to handle 102,456 instruments—58,830 connected and 43,626 disconnected. Of the net increase of 15,204 telephones almost 64% were residence instruments.

There are in Toronto, 1,509 private switch-boards in business houses, hotels, hospitals, etc., which use over 7,909 Central Office trunk lines, and serve nearly 30,561 telephones.

The growth of dial system telephones is proceeding at a steady rate. In 1924, there were 7,783 dial telephones in Toronto, in 1925, 23,375, in 1926, 50,628, in 1927, 62,596, and at Dec. 31st, 1929, 122,288 dial telephones.

Bell Telephone wire in underground conduit in Toronto totals 892,460 miles. There are 220 miles of main lead and lateral trenches, and 2,190 manholes, for entrance, with 1242 ducts. 89% of all telephone wire in Toronto is underground.

TELEGRAPH, CABLE AND WIRELESS

The Canadian National Telegraphs in addition to their head office at the National Building, 347 Bay Street, have 19 branches located at strategic positions throughout the City. The Canadian Pacific Telegraphs have their main office at the C.P.R. building at the corner of King and Yonge Streets and 11 branches in the City. From these

Public Services

offices telegraph and cable communications may be sent to any part of the world.

The Canadian Marconi Company office is at 92 Adelaide Street West and their wireless is on the Island.

RADIO

Toronto was the first City in Canada to enter the broadcasting field, Station CHCB of the Marconi Wireless Company having been located at the Canadian National Exhibition in August, 1920. CFCA, owned and operated by the Toronto Daily Star, however, did pioneer work in regular radio broadcasting in Canada. In 1930 there were 8 regular stations broadcasting in Toronto as follows: CFCA, CFRB, CKCL, CKGW, CKNC, CNRT, CNRX, CFCL.

In February 1930, 58,324 radio licenses had been taken out by Toronto citizens, a greater number than in any other Canadian city. No radio may be operated without first securing a license, which costs the nominal sum of \$1.00 per annum.

Only Two Prices on WOMEN'S DRESSES \$1.75

Nearly all your dresses come in this class. For very fancy dresses, dresses with slip or intricate pleating, our charge will be

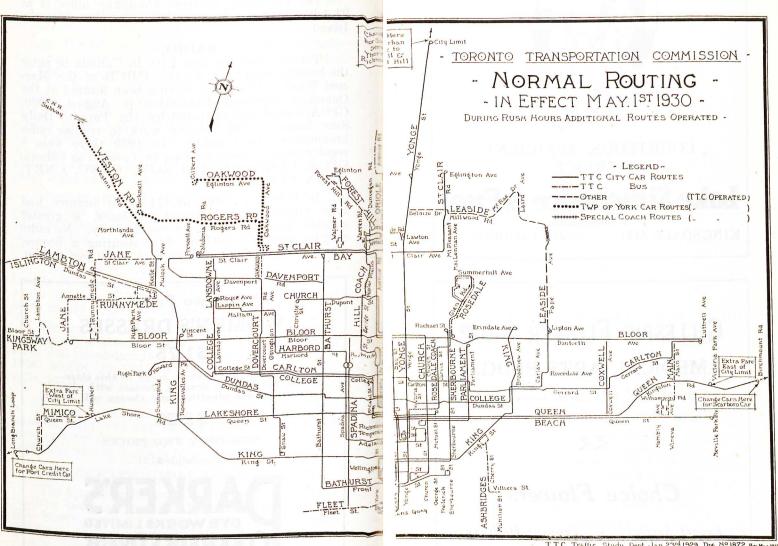
\$2.25

NOW ONLY TWO PRICES

Randolph 3121

DARKER'S DYE WORKS LIMITED CLEANERS & DYERS

791 YONGE ST., TORONTO





COURTEOUS, EFFICIENT SERVICE

Lake Simcoe Ice & Fuel LIMITED

KINGSDALE 6181

JAMES FAIRHEAD, Pres.

GILLESPIE FLOWER SHOP MEDICAL ARTS BLDG.

270 Bloor St. W. At St. George St.



Choice Flowers

Expert Service - Prompt Delivery

PHONE: KINGSDALE 8821

EDUCATIONAL

MEMBERS OF THE TORONTO BOARD OF EDUCATION, 1930.

WARD 1. Ralph C. Day Zeph Hilton WARD 2.

Hugh L. Kerr Mrs. A. M. Plumptre

WARD 3. J. E. Corcoran

A. Roy Kinnear WARD 4. Geo. Brigden

John J. Glass

WARD 5. Chas. M. Carrie

D. O. Rankin

WARD 6. M. A. Brillinger Dr. J. W. Russell

WARD 7. F. B. Edmunds Mrs. W. E. Groves.

WARD 8. Loftus H. Reid Dr. W. R. Walters (Chairman)

OFFICIALS

W. W. Pearse, Business Administrator and Secretary-Treasurer.

D. D. Moshier, B.A., B. Paed., Chief Inspector of Public Schools.

E. Perc. Brown, K.C., Solicitor.

W. C. Michell, B.A., Supervising Principal of High Schools.

MEMBERS OF THE SEPARATE SCHOOL BOARD, 1930.

WARD 1. Francis Coates

Wm. J. Daly (Chairman) Francis Napolitano WARD 2.

Lambert Dusseau Very Rev. J. L. Hand WARD 3.

R. F. Fitzpatrick Rev. Dr. F. J. Morrissey Dr. Louis J. Sebert

WARD 4. Thos. F. Battle, K.C. J. Paul Charlebois

WARD 5. P. F. McCarthy

WARD 6.

Rev. J. J. McGrand John P. Travers

WARD 7. J. G. Culnan

WARD 8. W. H. Hurly Gerald Kelly

OFFICIALS

E. F. Henderson, Secretary and Business Agent. Rev. Brother Jarlath, Supervisor of Schools. Rev. J. J. McGrand, Treasurer. J. F. Power, Inspector.

Educational Section

BOARD OF EDUCATION

The public schools, collegiates, technical schools and commercial high schools are controlled by the Board of Education, which consists of sixteen members, elected by wards annually by public school supporters, and two members appointed by the Separate School Board. The latter do not vote on public school matters. The technical schools and commercial high schools are under the immediate supervision of an Advisory Vocational Committee made up of members of the Board and representatives of the commercial, industrial and labour life of the City.

The chief administrative officers of the Board are the Chief Inspector of Public Schools (with eight additional inspectors), the Supervising Principal of High Schools, the Director of Technical Education and the Business Administrator who is also

Secretary-Treasurer.

The System under the Board consists of the following:

High Schools of Commerce	3
Technical Schools	3
Collegiates and High Schools	9
Public Schools	7
Vocational Schools	2

In addition, the Board makes extensive provision for children handicapped in various ways.

The total number of teachers employed by the Board is 2,748, and the number of caretakers and custodians, 210. Registered in the schools of the Board in December, 1929, were 98,427 day pupils and 17,237 evening pupils, or a total of 115,664. It cost \$9,992,222.00 this year to carry on the work under the Board. The total value of the school plant is about \$29,000,000.

The combined Western technical and commercial school recently erected, accommodating 2,500 pupils under one roof, is the first of its kind in

Canada.

EDUCATIONAL

A new Northern Vocational School is being erected at a cost of a million and a quarter for building and equipment and will be ready for occupation Sept. 15, 1930.

The Toronto Penny Bank is patronized by some 65,000 public school pupils. Deposits are made once each week at the schools. Withdrawals are

made at the Bank.

During the last decade, tremendous progress has been made in the amount, scope and quality of the work under the Board's supervision and in its business organization and methods adopted.

SEPARATE SCHOOL BOARD

Composed of 16 Trustees, 2 for each ward, elected by Separate School supporters for a period of two years, 8 retiring each year. This Board exercises the same jurisdiction over elementary Roman Catholic Schools as does the Board of Education over public schools. The Board is financed by taxes received from Roman Catholics who are separate school supporters and pay these in lieu of public school taxes and by Government Grants. The religion of the tenant, not the land owner, determines whether real property taxes shall go to the support of public or separate schools. There are forty-one schools with an enrollment of 13,215. Offices of the Board are at 477 Jarvis Street.

THE UNIVERSITY OF TORONTO

Right in the heart of the City, an academic oasis in the midst of an industrial and commercial metropolis, is located the second largest English-speaking University in the British Empire—the largest University in Canada. This is the Provincial University of Ontario; it belongs to the Province, not to the City. This University is the greatest Educational asset possessed by the people of Ontario.

Of students proceeding to degrees and diplomas, the University has approximately 6,400; nearly half of these are the sons and daughters of residents of the City of Toronto and the County of York. In addition to this number there are some 3,800 adult Extension students. The Toronto Conservatory of Music, which is part of the University, has,

throughout Canada, over 19,000 students. Each year the University of Toronto confers over one thousand degrees on students who have completed the work required of them.

The University of Toronto was one hundred years old on March 15, 1927. The University has nine faculties; Arts. (including Sciences and Commerce), Medicine, Applied Science and Engineering, Household Science, Education, Forestry, Music, Graduate Studies, and Dentistry. In its unique scheme of federation there are four Arts Colleges; University College, Victoria College, Trinity College and St. Michael's College. There are three federated Theological Colleges; Knox, Wycliffe and Emmanuel. Affiliated with the University are the Ontario Agricultural College, the Ontario Veterinary College, the Ontario College of Pharmacy and the Ontario College of Art. The Royal Ontario Museums of Archaeology, Geology, Mineralogy, Palaeontology and Zoology are maintained jointly by the Government of Ontario and the University of Toronto. The School of Hygiene, housed in the building provided by the International Health Board of the Rockefeller Foundation, embraces the Department of Hygiene and Preventive Medicine, the Department of Public Health Nursing, and the Departments of Biometrics and Epidemiology and Physiological Hygiene. The Connaught Laboratorics, which consist of research, antitoxin, and insulin divisions, are intimately related and in close affiliation with the School of Hygiene. Teaching, research, and public service are the functions of this school and of the Connaught Laboratories.

There is also the Department of Social Science which trains social workers. The Department of University Extension provides lectures and classes of all types for adults who are not able to attend the University in the regular way. Each year this Department serves more than 25,000 citizens of the

Province.

The University has very close affiliation with the Toronto General Hospital and has clinical privileges in the Children's Hospital, St. Michael's Hospital, Western Hospital and the Psychiatric Hospital.

Hart House, which has become famous through-

out the world, is a unique recreational, social, and athletic centre for male students. There is a Women's Union and there are many residences for

men and women students.

The Soldiers' Tower, with its carillon of twentythree bells, is said by some to be the finest single War Memorial in the British Empire. It was erected by the graduates of the University to perpetuate the memory of the 619 university men and the one university woman who gave their lives in the Great War.

The university grounds and the principal buildings are open for inspection by the public throughout the year and visitors are always welcomed.

PRIVATE SCHOOLS AND COLLEGES

In addition to its public educational system. Toronto is fortunate in having at its service some outstanding private schools and colleges, both for boys and girls. The following are among the more important of these:

Boys' Schools

Upper Canada College; Principal, W. L. Grant, M.A., LL.D., F.R.S.C.,

University of Toronto Schools; Headmaster, J. G. Althouse, M.A.

St. Augustine Seminary; Principal Rt. Rev. Mgr. O'Sullivan.

St. Michael's College School; Superior, Rev. E. J. McCorkill, C.S.B.

Girls' Schools

Bishop Strachan School; Principal Miss Walsh, M.A. Branksome Hall; Principal, Miss E. M. Read, M.A. Havergal College; Principal, Miss Marion Wood, B.A. Loretto Abbey; Principal, Rev. Mother Superior. Moulton Ladies' College; Principal, Miss E. R. Whiteside, B.A.

St. Joseph's Academy; Principal, Sister M. Immaculata.

St. Mildred's College; Principal, Sister Dominica.

THE TORONTO NORMAL SCHOOL

The Toronto Normal School was established in 1847 by Egerton Ryerson. It is conducted for the training of First and Second Class Kindergarten-

Primary teachers. There are on the 1929-30 class, 127 students in the First Class Course, 163 in the Second Class and 32 in the Kindergarten-Primary Class. The Normal Model School was established shortly after the opening of the Normal School as a Practice school in the Art of Teaching.

The staff of the Normal School is composed of 22 teachers, with D. Whyte, B.A., B. Paed., as Principal. The staff of the Normal Model School is composed of about 25 teachers with F. M. McCordic as Head Master.

As the students of the Normal School require more practice teaching than can be afforded in the Normal Model School, the staff of the Normal Model School is supplemented by teachers in Orde and Ryerson Model Schools of the City of Toronto and in other Continuation and Rural schools.

The school, with its large, surrounding grounds, covers one city block and is situated at the corner of Church and Gerrard Streets.

PUBLIC LIBRARY

The Public Library of Toronto is the chief educational institution in the Community in that it serves all the people without any restriction or distinction. It is administered on the Branch system with a great Reference Library of 100,000 volumes at College and St. George Streets; a new Central Lending Library on St. George Street; a Downtown Lending and Newspaper Library; three regional Branches and fourteen community Branches from all of which the people of the City, during 1929, borrowed 2,750,000 books. There is a Boys' and Girls' House, the only one in the Empire, from which 90,000 books were borrowed. From the other boys' and girls' rooms in the branches, 650,000 books were borrowed. There are Art Clubs, Dramatic Clubs and Reading Clubs of many kinds. connection with the Workers' Educational Association and the University Extension work are held in many of the Libraries. Support is from the taxes, the cost of buildings and maintenance being about \$475,000 per annum.

The administration is under Board of Management appointed by the City Council, the Board of

Education and the Separate School Board, but no member of any of these Boards is eligible to membership. The Executive Officer is the Chief Librarian Dr. George H. Locke.

THE ART GALLERY OF TORONTO

The Art Gallery is one of the most interesting buildings in the City of Toronto. Situated in Grange Park, the main entrance is from Dundas Street West, between Beverley and McCaul Streets. The main building, which was opened in January, 1926, consists of a great central court, devoted to sculpture, surrounded by galleries on all sides. There are seven of these devoted to painting and one to prints. During the winter there is an evervarying programme of loan exhibitions, reflecting the work of artists of the present and of the past. In the summer the permanent pictures are on view. This collection embraces some fine examples of old and modern masters.

In the rear of the Gallery is the Grange House, one of the oldest historic family residences left in the City. It was built by Judge D'Arcy Boulton in 1817, and eventually became the home of Prof. Goldwin Smith. Here many of the notables of the day were entertained. On their death in 1910 Prof. and Mrs. Goldwin Smith left the property consisting of the house and $6\frac{1}{2}$ acres of park to the Art Gallery of Toronto.

THE ROYAL ONTARIO MUSEUM

In one building, at the corner of Bloor Street and Avenue Road, are housed five museums:—Archaeology, Geology, Mineralogy, Palaeontology, Zoology, designed for the purpose of illustrating the evolution of industrial art throughout the ages and the natural history of the world.

The development in the arts and crafts of man is shown in the Archaeological collections. Tools and weapons used by primitive man, objects of all kinds made by the ancient Egyptians, Greeks and Romans, by the Chinese and Japanese, and artistic productions of the best workmen of Europe from earliest times throw interesting light on the everyday life of these peoples, and serve as excellent models for craftsmen of the present day. The

EDUCATIONAL

African, Indian, and Eskimo collections illustrate the life of those peoples who, largely on account of their geographical position, were left behind in the advance of civilization.

In the museums of Geology and Mineralogy may be seen carefully selected and systematically arranged collections of rocks, minerals, etc. Of especial interest are the large specimens of rich ores from famous Canadian mining camps, three models of Canadian gold mines, and a model of an asbestos mine in Quebec.

The most spectacular exhibits in the museum of Palaeontology are the huge mounted specimens of dinosaurs, the great land reptiles that roamed the marshy valleys of Alberta millions of years ago.

Attractive groups showing Canadian birds and mammals in their natural settings, and a complete collection of the game fish of Canada, comprising nineteen species, are among the many interesting exhibits to be seen in the Zoological museum.

The museum is open from 10 a.m. to 5 p.m. on week days; from 2 p.m. to 5 p.m. on Sunday. Admission free: Tuesday, Thursday, Saturday and Sunday; other days 15 cents.

THE CANADIAN NATIONAL INSTITUTE FOR THE BLIND

Founded in March, 1918, by a group of blinded soldiers, civil blind, sighted business men and interested women, with the object particularly of training, assisting and encouraging blind adults to the end that they might become partly or wholly self supporting. The Institute in 1928-29 had a registration of 4,783 blind persons. Concentrated industries are now operating in Halifax, Ottawa, Toronto, Winnipeg and Vancouver, and, while the value of the products sold by the Institute in the first year was but \$9,000, in the year 1928-29 it amounted to \$511,000.00. The total cost of services to Ontario blind people during the year 1928-29 was \$120,000.00, while at the same time \$130,576.79 was paid directly to the blind of Ontario in wages or cash benefits exclusive of services rendered through the Library and Publishing Department, Home Teaching, Placement, Radio Service, Hospital Treatment, Prevention Service, etc. Placement of blind workers in general industries has been carried on with the co-operation of industrial leaders. Thirteen Home Teachers gave over 12,000 individual lessons during the year, such work being particularly valuable and necessary for the older persons registered, since over 50% are over 50 years of age.

An important part of the Institute has been the work of the Women's Auxiliary, particularly in relation to the Blind Craft Shop and the Home Workers and Industrial Departments. They have been active in work of a social nature and in connection with the Tag Day. Their support has been invaluable.

The Institute is supported to the extent of approximately 50% by Dominion, Provincial and Municipal Grants. The balance is secured through public donations.

The Headquarters of the Institute is Pearson Hall, 186 Beverley Street, Toronto, at which are located 8 of the 14 Service Departments in the City.

President, L. M. Wood; Vice-President, A. G. Viets*; Honorary Treasurer, W. B. Maclean; General Secretary, Capt. E. A. Baker*, B.Sc., M.C., Croix de Guerre. Women's Auxiliary: President, Lady Baillie; Corresponding Secretary, Miss Jean I. Wood; Treasurer, Mrs. Percy Henderson.

CANADIAN NATIONAL EXHIBITION

The Canadian National Exhibition, which has been held annually in the City of Toronto for the past fifty-two years, has grown from very humble beginnings to be an event, not only of National, but also of International importance. The 1929 Exhibition witnessed the installation of outstanding displays from about thirty foreign countries and also included the representation upon an adequate scale of the resources, both Agricultural and Industrial, of the great and ever-developing Dominion of Canada. This 1930 exposition has been named "All-Canada Year."

"Exhibition City" is a graphic nomenclature for the vast fabric which comprises this great Institution. In the space of one day it has been visited by 260,000 people and the total attendance in fourteen days

^{*} Blinded in military service.

averages two million. The Manufacturers and Industrial Department, the Governmental Exhibits, both Home and Foreign, the Agricultural Section (the largest in the World), the colossal Midway, the Grand Stand with its pageantry and colour, the finest bands and chorus choirs available, international sport fixtures afloat and ashore, the Art Galleries, the Women's Building and the Palace of Horticulture, all combine to make the Canadian National Exhibition the lodestone of universal attraction which it has proved itself to be.

The permanent Buildings of Exhibition Park are accounted the World over as masterpieces of Exhibition Architecture.

Amongst the newer ones may be listed the Automotive (\$1,000,000); Coliseum, (\$1,250,000); the Province of Ontario Building, (\$600,000); the Livestock Pavilion, (\$1,400,000); the Engineering and Electrical Building, (\$600,000). In addition to these the Princes' Gates, opened by His Royal Highness the Prince of Wales, accompanied by His Royal Highness Prince George, is one of the most outstanding physical features of the Exhibition to-day. General Manager, H. W. Waters, Ph.D. Business offices, Lumsden Bldg.

THE ROYAL AGRICULTURAL WINTER FAIR

This is nationally the "show window" for Canadian Agriculture. As an educational institution it is supremely interesting and entertaining. Organized in 1922, and held each year in November at the Royal Coliseum, Exhibition Park, Toronto, it was attended in 1929 by over 160,000 persons and is now the largest indoor agricultural show on the Continent. The Live Stock Building, one of the largest and most complete of its kind in the world, houses 2,000 cattle, 1,500 sheep and 1,200 swine and, with the Royal Coliseum, covers 20 acres, all indoors and steam heated. The horse show, like the general agricultural and live stock displays, is international in character and is the largest in point of entries in North America. The poultry show now annually attracts some 8,000 entries. The exhibit of foxes, dog and cat shows, displays of fruit, flowers, dairy products, seeds, vegetables and honey are outstanding and play their part in making the Fair

the leading social winter event in the life of Toronto. Drawn from every Province in the Dominion, the exhibits make a most impressive display of Canada's agricultural resources.

Manager, A. P. Westervelt. Offices, York Building, 146 King Street West, Toronto.

THE ACADEMY OF MEDICINE, TORONTO

The Academy of Medicine, Toronto, was organized in 1907, amalgamating pre-existing medical societies and the Ontario Medical Library Association. The latter was possessed of the greatest tangible assets and the development of the library has been progressive, containing now over twentythousand volumes representing ancient, modern and recent medical literature. The institution is entirely educational for graduates in medicine, being the clearing house for new ideas and a revising plant for old, and the chief medium through which most medical research accomplishments in Toronto are presented. Its present membership is nine hundred and twenty-one. The administrative body is an elective council. The annual meeting is held in May. Stated general meetings are held monthly from October to May, while special meetings are frequently arranged to hear noted speakers on special subjects. Several sectional meetings are held each month of the session. Plans for a new building, including library and auditorium, are progressing.

President, Dr. Warner Jones; Vice-Pres. Dr. D. King Smith; Hon. Secretary, Dr. R. S. Pentecost; Hon. Treasurer, Dr. Brefney O'Reilly. Office, 13 Queen's Park. Toronto.

OSGOODE HALL LAW SCHOOL

The Osgoode Hall Law School is the only law school which trains candidates for call to the bar of Ontario, and is carried on under the direction of the Law Society of Upper Canada, the governing body of which consists of elected representatives of the members of the Ontario bar. The Law Society was incorporated in 1822 and has been in control of the practising profession since that date. Lectures in law have been given at Osgoode Hall from 1855 onwards, but the school was not organized with a full-time principal until 1889.

Registration of Students, 1928-1930 1929-30 86 103 First Year..... 98 148 Second Year..... 148 Third Year..... 342

367

Total..... A candidate for admission to the school must be either (a) a graduate of a university approved by the law society, or, (b) entitled to enter unconditionally the third year of the course leading to the degree of bachelor of arts in an approved university. A candidate of the former class must be articled to a solicitor for a period of three years (running concurrently with the law school course), and a candidate of the latter class must be articled for a period of five years (during the last three years of which he concurrently follows the law school course).

The teaching staff of the law school consists of four full-time members (John D. Falconbridge, K.C., Dean; D. A. MacRae; Cecil A. Wright, and John J. Robinette), and three part-time members (A. R. Clute, K.C.; H. W. A. Foster, K.C., and

Vincent C. MacDonald).

ONTARIO ASSOCIATION OF ARCHITECTS

Established by Act of the Legislation of the Province of Ontario. Members practice under the title Registered Architect. President, A. W. Chapman; First Vice-Pres., L. Fennings Taylor; Second Vice-Pres., Gordon H. West; Hon. Treasurer, C. E. Cyril Dyson; Registrar and Secretary, R. B. Wolsey. INSTITUTE OF CHARTERED ACCOUNTANTS

OF ONTARIO Incorporated by Acts of the Legislature of the Province of Ontario. President, H. Percival Edwards, F.C.A.; 1st Vice-President, H. E. Guilfoyle, F.C.A.; 2nd Vice-President, Fred J. Stiff, F.C.A.; Secretary-Treasurer, H. A. Shiach, F.C.A.; Registrar, William J. Valleau. Office, 10 Adelaide Street East, Toronto.

ASSOCIATION OF PROFESSIONAL ENGINEERS, ONTARIO

Incorporated in 1922 under the Laws of the Province of Ontario. President, Geo. R. Mickle; Vice-President, A. H. Harkness; Registrar and Secretary-Treasurer, R. B. Wolsey. Office, 350 Bay Street, Toronto, 2. 64

Administration of Justice

Toronto, being the capital city of Ontario, is the judicial seat of the Province. The following courts are situated in the city.

Division Court

This is the lowest Civil Court and is appropriately called the Poor Man's Court. A suitor may prosecute his claim or conduct his defence himself. This Court has jurisdiction in personal actions up to \$120.00 and in actions of debt, account, or breach of contract, or money demand up to \$200.00. This Court has further jurisdiction for the recovery of a debt, or money demand, where the amount does not exceed \$400.00 and is ascertained by the signature of the Defendant.

The four following York County Division Courts are situated in Toronto and conduct the Division Court business of the city.

First and Tenth Division Courts, City Hall Building.

Eighth Division Court, 2881 Dundas Street W. Ninth Division Court, 300 Main Street.

Where the amount involved exceeds \$100.00 an appeal may be taken from the judgment of this Court to the Appellate Division of the Supreme Court of Ontario.

County Court

This Court entertains claims where the amount involved does not exceed in ordinary cases \$500.00. but in cases arising out of contract the Court has jurisdiction to entertain claims not exceeding \$800.00. The Court office is in the City Hall Building, and the Courts, both jury and non-jury, are held in this building.

Supreme Court

This is the Senior Court and has jurisdiction in all but exceptional cases, such as Admiralty and Patent cases. The jurisdiction of this Court is not limited by any amount. The Court office is at Osgoode Hall. The Courts, which are both jury and non-jury, are usually held in the City Hall Building.

The Court of Appeal

This Court sits upon appeal from decisions rendered in the Division, County and Supreme Courts. The office of this Court is at Osgoode Hall, Toronto.

Criminal Courts

The Police Court is held every day at the City Hall. A separate Court deals with charges against women. In all but the minor offences the accused has the right to trial by a jury, or single Judge in the County Criminal Court. The County Criminal Courts are known as the Sessions (jury) and the County Judge's Criminal Court (single Judge without jury). Very serious offences may be tried in the assizes, this being the jury Criminal Court of the Supreme Court. Appeals from these Criminal Courts are likewise taken to the Appellate Division mentioned above.

Surrogate Court

This Court deals with the administration of the estates of deceased persons and has jurisdiction in disputes arising out of the estates of deceased persons. The office of this Court is at the City Hall.

Actions involving patents, trade-marks, copyrights, are in the jurisdiction of the Exchequer Court of Canada with offices at Ottawa, Canada.

Juvenile Court

This Criminal Court has jurisdiction over all children under sixteen years of age and also over adults involved where such children are concerned.

Number of Judges

In the City of Toronto are six County Court Judges who preside over all Civil, County and Division Courts and also County Criminal Courts held in the County of York.

Seated at Osgoode Hall are two Appellate Courts of five Judges each, and nine circuit or nisi prius Judges. These nineteen Judges preside over all the Supreme Court and Appellate work of the Province.

THE JUVENILE COURT

Toronto was one of the first cities in the world to recognize the differences between juvenile and adult crime inasmuch as it established the first children's court. Then in 1912 a commissioner was appointed under the Children's Protection Act, and in 1916 the Juvenile Courts Act was passed making it a Court of Record. The Court has exclusive jurisdiction over children charged with offences up to the age of 16 years, and also exclusive jurisdiction to punish adults contributing to juvenile delinquency. It is presided over by a judge appointed by the Lieutenant-Governor in Council and holding office during good behaviour. The expenses in connection with the Court are borne by the City. The Court is well equipped to carry on its work and the Judge, through the effective work of the psychiatrist, probation officers, Social Investigator and other assistants, is enabled to get a very complete report on each case.

In June, 1929, the Attorney-General, acting on Legislation which became law in that year, extended the jurisdiction of the Juvenile Court to include family matters such as support, assault, etc. The Toronto Juvenile Court now, therefore, has exclusive jurisdiction in all family matters save divorce and custody of children, and it has joint jurisdiction in some matters of custody. It aims to settle all problems of family issues out of Court, having a staff of workers listening to and dealing with complaints re family matters. It is also a means of collecting support allowances from husbands who have deserted their wives and children. It is the aim of the Court in all matters to maintain the good name of the people who are having difficulties, whether adults or children and capitalize this good name for their welfare.

It deals also with matters of wardship, adoption under the Adoption Act and support of children born out of wedlock. There are two judges in the Court, Hawley S. Mott and Richard S. Hosking. The offices are in the Lands, Deeds and Titles Building, corner of Albert and Elizabeth Streets.

LAND REGISTRY OFFICE

The following is a comparison of instruments registered, etc., 1927-1929:

	1927	1928	1929
Deeds	9,042 12,958 12,867 9,644	9,179 12,012 11,654 9,823	9,429 11,234 10,792 9,333
Total No. of Instruments Gross Fees \$10	$\frac{44,511}{2,047.00}$	42,668 \$98,344.00	40,788 \$104,070.30

Registrar, Hon. Thomas Crawford; Master of Titles, George W. Holmes.

The record to land titles within the City of Toronto is kept at the Land Registry Office situated at the corner of Albert and Chestnut Streets. The present building was erected by the City in 1916.

RACIAL ORIGIN OF TORONTO'S POPULATION

1921 Census

English	260 860	Hungarian	59
Irish	97,361	Icelandic	10
Scotch.	83,620	Indian	183
Other British	3,389	Italian	8,217
French	8,350	Japanese	42
Austrian	1,175	Negro	1,236
Belgian	215	Norwegian	314
Chinese	2,134	Polish	2,380
Czech	73	Roumanian	256
Danish	347	Russian	1,332
Dutch	3,961	Serbo-Crotian	163
Flnnish	733	Swedish	438
German	4,689	Swiss	585
Greek	812	Syrian	387
Hebrew	34,619	Ukranian	1,149
Unspecifie	ed and var	ious2,805	

Religious Census and Churches

	Religious	Census	No. of churches
	1928	1929	meeting halls
Anglican	80,767	184,324	70
United1	14,508	115,576	103
	93,826	98,631	40
	63,383	68,771	41
Hebrew	42,311	43,635	5 27
	27,417	27,518	61
Salvation Army	3,490	3,486	$3 \qquad 25$
Christian Science	2,433	2,543	3
Lutheran	1,787	2,433	3
Disciples of Christ	698	452	2 6
Unitarian	252	619	9 1
Congregational	221	22	1 1
Miscellaneous	54,538	55,620	6 135
Total5	85,628	603,83	5 516

Toronto has an Anglican Bishop and a Roman Catholic Archbishop. A description of some of the larger churches in denominations having the more numerous membership follows:—

St. James' Cathedral

St. James' Cathedral is the fifth church standing above the present site, at the corner of Church and King Streets, and is the mother church of the Diocese of Toronto, the present building having been erected in 1853. From the first it has been closely connected with the civil and military life of the City, as the many tablets and monuments upon its walls bear witness. Its services follow the cathedral traditions of the mother church in England, and are famous for the simple beauty of the music under the direction of Dr. Albert Ham, F.R.C.O., who has held his present position for over thirty years. A fine parish house stands in the grounds, where parochial activities of all kinds are carried on The staff consists of the rector, Rev. Canon Plumptre, M.A. Oxon, and two assistants.

Cathedral of St. Alban, The Martyr

Situated at the corner of Howland and Barton

Avenues.

The Cathedral is not the Church of a Parish, but is the property of the Diocese. In it the Bishop has his official seat and in it every inhabitant of the Diocese has full right to worship. It has no Wardens or Lay Representatives in the Synod, but is under the direction of the Bishop as Dean, and a governing body called "the Great Chapter." It is an outward and visible sign of the unity of the Church, and a common meeting ground for Churchmen of all shades of opinion. The responsibility for the erection of the building itself rests upon the Diocese as a whole. All financial matters pertaining thereto are under the control of the Cathedral Chapter, consisting of a body of clergy in addition to the Dean, together with the Chancellor and the Registrar of the Diocese and eight lay members elected by the Synod. building was partially destroyed by fire in April, 1929, and completely restored five months later and re-opened by the Lord Bishop of Winchester, England.

Dean: The Lord Bishop of Toronto. Priest-Vicar: The Rev. F. C. Ward-Whate.

Assistant: Rev. K. R. Berkley.

Holy Blossom Synagogue

The Holy Blossom Synagogue, now located at 115 Bond St., is the first synagogue established in Toronto. It was founded in 1856. It began as a rigidly orthodox synagogue but has evolved so that to-day, it is the leading liberal synagogue in Canada. The use of the organ, a paid professional quartette, men and women sitting together, sermons in English and services in English and Hebrew on Sunday are some of the ritual innovations which marks its worship. The synagogue, in its three-quarters of a century of service, has fostered good-will between Jews and Christians. Its rabbis and members have participated in all community and philanthropic endeavours.

Besides religious work, the synagogue has encouraged philanthropic work and the present Federation of Jewish Philanthropies is a development of a Holy Blossom Society. The public is welcome at

RELIGIOUS CENSUS AND CHURCHES

all services. Christians can be seen worshipping at the synagogue. Services are held Saturday and Sunday mornings, except during the summer months when services are held only on Saturday mornings.

The rabbi is Maurice N. Eisendrath.

Knox Church

Knox Church, organized in 1820, was the first and only Presbyterian Church in Toronto for seven years. Jesse Ketchum presented the congregation with a block of land on Queen St., opposite the City Hall, which they still own and where the first church was built in 1821. The present beautiful edifice on Spadina Avenue is also the Church home of the Toronto Scottish Regiment. Knox Church has been ministered to by six men, the sixth being John Gibson Inkster. Knox has always stood, and by God's grace shall ever stand, for the authority of the Bible, the deity of Christ, the personality of the Holy Spirit and the consummation of the kingdom in the appearing of the great God and our Saviour, Jesus Christ.

Metropolitan Church

This Church, with surrounding grounds, occupies a city block on Queen Street, between Bond and Church Streets. It was almost destroyed by fire in 1928, but has been rebuilt.

This year a Church house has been opened with the purpose of ministering to the social and church needs of the thousands of young people living in the boarding houses in the crowded section of the city.

Minister: Dr. W. H. Sedgewick.

St. Andrew's Presbyterian Church

The present St. Andrew's Church, situated at the Corner of King and Simcoe Streets, is the second building the congregation has occupied. The former church was at the corner of Church and Adelaide Streets. The congregation was formed in 1830, "in connection with the Church of Scotland," and occupied its first quarters till 1876, when the present building erected on a site owned by the congregation, was dedicated. The old property was sold for a nominal sum to a few families who were unwilling to move with the congregation. These re-

RELIGIOUS CENSUS AND CHURCHES

organized themselves, taking the name "Old St. Andrew's" on account of their occupancy of the old building, and became in time, a prosperous church.

St. Andrew's has filled an unusually large place in the life of the Presbyterian Church in Canada. It became widely known under the ministry of Rev. D. J. Macdonnell, the central figure in a famous heresy trial in the church, and one of the greatest Canadians of his day. Since then its tradition has been consistently maintained. So that it is regarded to-day as the rallying-point of the non-concurring Presbyterians during the Church Union struggle and the scene of the first General Assembly to be held after the disruption of 1925.

B.D., who was called to the charge from Glasgow,

Scotland, in 1923.

St. Michael's Cathedral

For the past eighty years the activities of the Catholic Church in Toronto have for the most part centred about St. Michael's Cathedral. This stately structure situated in the heart of down-town Toronto at Bond, Shuter and Church Streets, is one of the most attractive points of interest in the City.

In the year 1842, Bishop Power, the first Catholic Bishop of the City, arrived in Toronto and selected the site for his Cathedral Church. The first sod was turned for its construction on the 7th of April, 1845, and it was dedicated on September the 29th, 1848. The style of the architecture was Gothic of the early 14th century type, but since the time of its dedication, the building has undergone many minor changes as each of the succeeding Bishops in turn has done something for the beautifying and improving of the Cathedral

Bishop de Charbonnell, second Bishop of Toronto, embellished the edifice very materially, importing from France the great stained glass window of the Crucifixion, the work of the celebrated artist Thevenot. Archbishop Lynch devoted himself principally to beautifying the exterior, and, during his time, the tower and the spire, one of the most perfectly proportioned in America, were completed. The whole interior, under Archbishop Walsh, was renewed and frescoed in more cheerful colours.

Such has been the development of the Cathedral

building itself, and the development of Catholic activities in the City has been no less striking, for, from the year 1842, when there was but one Catholic Church in the City, serving about 3,000 people, until the present time, there has been a continued growth and there are now some thirty-five Parishes administering to the needs of some 66,000 Catholics.

St. Paul's Church

A wooden church was built on this site on Bloor Street, east of Yonge Street, in 1842. The first stone church was built in 1860. The present church was opened on November 30th, 1913. It is a stately. lofty Gothic edifice, seating about 3,000 people. The old church has been made over for Sunday School purposes and a fine new Parish Hall furnishes ample accommodation for classes and for Social and Gymnastic activities and a thoroughly equipped institutional work. The church contains one of the largest and finest pipe organs in the world, the Blackstock Memorial organ, with 106 speaking stops. Its collection of stained-glass windows is unique in Canada. One window contains over 600 fragments of stained glass brought from ruined Cathedrals, Churches and Public Buildings in the war zones of France, Belgium and Italy. The War Memorials to individual members who fell in the great war are so numerous as virtually to give a history of the great war, so far as the Canadians were concerned. The congregational memorial to all who fell is a magnificent alabaster screen and reredos, rich in carving and symbolism. The Rector is the Hon. and Rev. Canon Cody, D.D., LL.D.

St. Peter's Church

The first parishioners of St. Peter's worshipped God in a little, wooden chapel on Bathurst Street, just south of Bloor St. The priests who took charge of it belonged to St. Mary's Church. In 1891 St. Peter's was created a parish and Rev. Launcelot Minehan was appointed its first pastor. The corner stone of a new brick church on the corner of Markham and Bloor Sts. was laid in 1906. At the invitation of Most Rev. Neil McNeil and Father Minehan the Paulist Fathers assumed charge of the parish in 1914. In 1926 the present spacious church on Bathurst Street was begun, and to it this

year was added the new rectory of beautiful Gothic

architecture.

The Sanctuary Choir rendering the traditional chant of the church, the meticulous care with which the liturgy is carried out, draw many to worship in St. Peter's. Rector, Rev. John E. Burke.

The Salvation Army

The Salvation Army has twenty-seven Corps in the City of Toronto, at each of which an aggressive evangelical work is being carried on. The Territorial Headquarters are situated at 20 Albert Street, Commissioner James Hay being the Territorial Commander.

The Social Institutions in the City include three Working Men's Hostels, and an Industrial Department with eight Industrial Stores in different parts of the City where clothing and furniture and other articles may be purchased by poor people at a very

cheap rate.

There is also a Women's Hospital with accommodation for fifty-five adults and fifty-five infants; a Women's Receiving Home to which is attached a Labour Bureau linking up housewives and women who earn their living by day labour; a Rescue Home is established for the care of women and girls, and a Children's Home for children who, through various circumstances, have come under the care of The Salvation Army.

Officers, male and female, are set aside to undertake responsibility in the police courts and prisons. At the Training Garrison on Davisville Avenue,

a Memorial to the Army's Founder, seventy Cadets

are annually trained for service.

The Army has also its own printing works in Toronto, where the "War Cry" and "Young Soldier" are produced weekly.

Timothy Eaton Memorial Church

Timothy Eaton Memorial Church was built as a memorial to the late Timothy Eaton, by Mrs. Timothy Eaton. The School Room was opened in 1910 and the main church in 1914. The pastors of the church have been: Rev. Joseph Odery, D.D., Rev. James Henderson, D.D., Rev. C. A. Williams and Rev. Trevor H. Davies, D.D., who is the present incumbent. The church has a membership of

RELIGIOUS CENSUS AND CHURCHES

1660; the Sunday School a membership of 982. There are in connection with the church, the following organizations: Women's Missionary Society. Young Women's Missionary Auxiliary, Canadian Girls in Training, "Tuxis Boys" and "Trail Rangers", Women's Community Service Club, Tennis Club, Lawn Bowling and Indoor Bowling Club.

Walmer Road Baptist Church

It was organized in 1899 with 89 members and has a present membership of about 1,900. The first school building was erected in 1889, the present church building in 1892 and the present Sunday School building in 1913. Since 1912, the church has maintained and operated Memorial Institute (corner Richmond and Tecumseh Streets, Toronto) as a Christian social centre with many social activities, including "Sunnyside Farm," a summer camp at Bowmanville, for the benefit of mothers and children. The present minister is Rev. John MacNeill, D.D., who has occupied that position since 1906, previous ministers being Rev. Elmore Harris, D.D., (1889-1895); Rev. W. W. Weeks, D.D., (1895-1904); Rev. Oliver C. Horsman, B.D., (1905-1906).

Yorkminster Baptist Church

Yorkminster Baptist Church, corner Yonge and Heath Streets, Toronto. Minister, Rev. W. A. Cameron, B.A., (McMaster, '06), from 1908 to present. Built of stone and designed in the late perpendicular Gothic period of architecture. Seating capacity, 1,950, inclusive of choir of 70 members. Sunday School building provides accommodation for over 1,000. H. L. Stark, the present Superintendent has held that position for over 25 years. Membership of the church is approximately 1,600. A very well balanced choir is ably conducted by D'Alton McLaughlin, A.A., Organist. The church was first organized on September 22, 1871, as Yorkville Baptist Church, and their first building was at 916 Yonge Street, now occupied by the Salvation Army. The second building was at the south-east corner of Bloor and Bay Streets, which went by the name of Bloor Street Baptist Church. Evening services were held in the Uptown Theatre

for eight years prior to the opening of Yorkminster

on March 25th, 1928.

In the tower entrance there is a stone which. for over 500 years formed a part of one of the clerestory windows of Yorkminster, York, England. and was presented by the Dean of the ancient cathedral, which was founded in 627 A.D. Yorkminster Baptist Church is thus linked with the earliest days of Christianity in Great Britain.

Community Service Organization Section

COMMUNITY SERVICE ORGANIZATIONS

(For complete list covering all social welfare activities, see "Social Service Directory of Toronto," issued by the Neighbourhood Workers' Association.)

BOARD OF TRADE

(of the City of Toronto)

Incorporated by Special Act of the Legislature of Canada in 1845, the Board of Trade has continued to promote such measures as it has considered would prosper the lawful trade and commerce of the Province of Ontario and the City of Toronto more

especially.

Membership in the Board is open to anyone interested in trade or commerce. Over 3,000 such business men have united to form the largest membership of any similar organization in the British Empire. The affairs of the Board are conducted through a Council of fifteen members and the Executive Officers, the President, the 1st and 2nd Vice Presidents, Treasurer and a General Manager, all of whom, excepting the General Manager, are elected annually. In addition, there are committees of members appointed to deal throughout the year with matters of standing or special importance, such as Civic Improvement, Foreign and Domestic Trade, Immigration, Industrial and Scientific Research, Insurance, Legislation, Northern Ontario Development, Taxation, Transportation and Customs, etc.

For TORONTO'S FUTURE CITIZENS



program rich in engaging interest to boys and young men every day . . . a program with 65 years of Y. M. C. A. experience behind it to equip them physically, socially and spiritually to face the future with strength and confidence . . . This is the Y. M. C. A. program in which more than 25,000 young men and boys participated last year.

Year by year, ever-growing Greater Toronto widens the scope of Opportunity for Service of invaluable worth in training Youth for Christian citizenship.

At nine centres, fifty secretaries, aided by hundreds of volunteer leaders, carry on this great work with confidence, inspired by the knowledge that they have the good will and practical co-operation of the citizens of Toronto.

TORONTO



Nine Centers in Greater Toronto

The Board of Trade bases its existence upon service to the business community through the improvement of trade conditions and the encouragement of general growth and prosperity. By reason of its large and representative membership it is able to apply the ability and diversified knowledge of successful business men to the solution of the ever-increasing problems of economic life.

The work undertaken has been steadily progressive and the usefulness of the organization is being constantly emphasized by the complexity of the problems facing business. It has been prominent in its advocacy of many of the public organizations for which this City is noted and, through its work as a commercial organization, has greatly assisted the expansion of the City's trade.

President, Frank A. Rolph General Manager,

F. D. Tolchard.

BUREAU OF MUNICIPAL RESEARCH

A voluntary organization of taxpayers for the purpose of providing, through research, unbiased and impersonal information to municipal governing bodies, officials and citizens in order to stimulate effective thinking on municipal and community President, G. H. Muntz; Managing problems. Director, Horace L. Brittain. Offices, 1105 New Wellington Bldg., 137 Wellington Street West.

CITIZENS' RESEARCH INSTITUTE OF CANADA

A national organization of citizens and taxpayers with Head Office at 1105 New Wellington Bldg., 137 Wellington Street West, compiles and publishes Financial Statistics—Canadian Governments and information regarding taxation. The Institute, through its trained staff, conducts surveys of governmental departments and public institutions, such as Hospitals, etc. The following are some surveys which have been conducted since the Institute was founded in 1919: Border Cities; Ford City; Fredericton, N.B.; Galt; Kingston; London; Point Grey; Port Arthur; Riverside, Ont.; St. John, N.B.; Timmins; Township of East York; Vancouver; Winnipeg; York Township.

President, F. Barry Hayes.

FEDERATION FOR COMMUNITY SERVICE

The Federation for Community Service encourages community service in Toronto and renders it more effective. In an annual financial campaign. under its auspices, funds are raised to support the needs of the thirty-four (34) welfare organizations in its membership. These organizations cover practically every phase of social welfare work being carried on. Close co-operation exists with the Catholic and Jewish Federations, with the Public Departments and other community services. Fifty thousand (50,000) givers in 1929 gave \$505,000.00

General Secretary, A. D. Hardie. Office, Room 1403, Concourse Bldg., 100 Adelaide Street West.

FEDERATION OF CATHOLIC CHARITIES For the Archdiocese of Toronto, Inc.

Supervises the work of 14 affiliated Catholic Charities, covering every phase of social welfare, and collects, apportions and distributes funds for their upkeep. Subscriptions received in the 1929 Campaign supplied \$115,078.60 for this work.

Executive Secretary, Agnes King. Office, 67

Bond Street.

FEDERATION OF JEWISH PHILANTHROPIES

Supervises the work of 15 affiliated Jewish Welfare organizations and collects, apportions and distributes funds for their upkeep. In 1929, 1,800 subscribers gave \$135,000.00 for this purpose.

President, Percy Hermant; Executive Director, J. I. Oelbaum. Offices, Scheuer House, Corner

Beverley and Baldwin Streets.

HOME AND SCHOOL CLUBS

Community clubs, having the school as the centre, with the object of developing a co-operative effort between the parents in the home and the teachers in the school, beautifying and improving school rooms and surroundings and developing a social spirit in the neighbourhood. This movement had its beginning in the foundation of the Rosedale Art League in 1896 and was inaugurated as a citywide institution under the auspices of the Education Committee of the Local Council of Women in 1916. There are now 50 Home and School Clubs and

affiliated societies in Toronto, the central body being

the Toronto Home and School Council.

President, Mrs. H. W. Price; Recording Secretary, Mrs. Norman McLeod; Corresponding Secretary, Mrs. J. S. Burgoyne, 184 Neville Park Blvd.

LOCAL COUNCIL OF WOMEN

This Council was organized in 1893, with the object of bringing the various associations of women in Toronto into closer relations through an organized union, each society in the Council retaining its independence and not being committed to any principle or method of any other society in the Council, the latter being a medium of communication and a means of prosecuting any work of common interest. The Council has now some 65 societies in affiliation, with a membership of over 30,000. It has been active in obtaining changes for the betterment of the community as a whole and more particularly in those phases affecting women and children such as Mothers' Allowance Act, Big Sisters' Association, Medical Inspection in Schools, etc. The Council is in affiliation with the National Council of Women of Canada.

President, Mrs. W. L. McFarland; Secretary,

Mrs. G. S. Richardson.

THE DICKENS FELLOWSHIP

Thirty two years after the death of Dickens a group of men in London decided to form The Dickens Fellowship. Shortly afterwards branches began to spread over the English-speaking world. In 1905, at a meeting of those interested, Dr. J. L. Hughes proposed that a branch be formed in Toronto. Goldwin Smith was elected Honorary President and E. S. Williamson, President.

The Toronto Fellowship is now recognized as the largest in the English-speaking world. The annual membership has exceeded 1,000 and the

monthly membership 200.

The Dickens Fellowship has as its main object to unite in a common bond of friendship all lovers of Dickens, and to spread the love of humanity, the keynote of all his work.

During the past number of years it has endowed two cots in the Sick Children's Hospital, two cots in the Hospital for Incurable Children, one cot in

the Queen Mary Consumptive Hospital, and one cot in the Orthopedic Hospital. Some years ago it presented to the Bolton Camp a Dining Hall known as the "Charles Dickens Memorial Dining Hall."

During its existence the Fellowship has had only five presidents, the late E. S. Williamson, the late F. M. Bell-Smith, A. E. S. Smythe, J. W. McFadden, and present incumbent of that office, J. Hunt Stanford.

TORONTO HUMANE SOCIETY

This is a voluntary organization which strives for justice and mercy for all animals. Its objects are protective and educational. No small part of the educational program is carried on through the schools and the Toronto enrolment in the Junior Humane Society is practically 12,500, and the total for the Province about 60,000. In 1929, 18,057 calls were made, 5,290 being of an emergency nature. 5,299 horses and 123,582 other animals, poultry and birds were examined, and 7,225 dogs and 14,994 cats were brought to shelter. 94 summons for cruelty, etc., were issued and 91 convictions secured. Toronto is headquarters for 40 affiliated associations throughout the Province.

President, H. C. Schofield, M.P.P.; Managing Director, John Macnab Wilson. Headquarters, 11-23 St. Albans Street. Motto: "We speak for those

who cannot speak for themselves."

THE NAVY LEAGUE OF CANADA

This league was organized as it is now in 1917, with the object of making our people understand our dependence on the sea as a nation, having Canadian trade carried in Canadian ships, manned by Canadian seamen, having an adequate naval defence for Canadian commerce and guarding our seamen and their dependents from destitution.

A steady educational programme is carried on by means of moving-pictures, lantern slides, lectures, pamphlets and the magazine "Sailor." Sea Cadet Corps are established in all large centres of population for training boys, 150 now being attached to the Toronto Corps. Homes for seamen in every Canadian port are provided.

President, Sam Harris, S.S.D.; Secretary, Lt.-

Col. Cecil G. Williams. Offices, 165 Lake Shore Blvd., Toronto.

ONTARIO MOTOR LEAGUE

A non-profit making association of automobile owners organized in 1907 and having as its object, among other things, the maintaining of the rights and privileges of users of motor vehicles, the promotion of national governmental legislation in regard thereto and the assisting and encouraging the construction and maintenance of good roads. League, in addition to its direct active members, has affiliated automobile clubs in forty of the leading cities and towns in the Province and is the largest club in the British Empire outside of the United A wide sphere of service is rendered members, including emergency road service, legal defence, touring information, etc., and its road book is practically indispensable to anyone touring for a holiday.

Secretary-Treasurer, W. G. Robertson. Office, Lumsden Building, Yonge and Adelaide Streets,

Toronto.

ONTARIO SAFETY LEAGUE

Organized in 1914 for the purpose of promoting "Safety" measures throughout the Province. constant and ever-enlarging campaign of education along safety lines is conducted.

Over a million pieces of literature are now distributed annually, and during 1929 the Ontario Safety League carried the safety message to 179,-000 pupils in 418 schools located in 79 cities, towns and villages.

General Manager, J. F. H. Wyse. Metropolitan Building, corner Victoria and Adelaide

Streets, Toronto.

RATEPAYERS' ASSOCIATIONS

There are a large number of Ratepayers' Associations in Toronto. These are formed for the protection and advancement of neighbourhood interests, and for the purpose of informing the citizens as to the platforms, aims and objects of those aspiring to be members of the City Council and Board of Education. There is also a Central Ratepayers' Association made up partly of delegates from local Ratepayers' Associations which are affiliated with the Central Association and partly of personal members. The Central Association meets the first Monday in each month at the City Hall.

COMMUNITY SERVICE

THE TORONTO CONVENTION AND TOURIST ASSOCIATION, Inc.

The Executive Offices of the Association are in the Hotel Waverley. It is a non-profit organization, supported by public subscription, and has done much to increase tourist traffic and secure conventions for the City of Toronto. The Association commenced to function March 1st, 1926, under the management of E. R. Powell. Since that time tourist traffic has increased in 1926, 25%; in 1927, 35%; in 1928, 35%; and in 1929, 15% over each previous year. Conventions have also increased. In 1926 there were 103; in 1927, 146; in 1928, 181; and in 1929, 231.

The Association maintains a branch office at Niagara Falls, N.Y., located at Falls and Main Streets. Six Toronto-born girls dispense information, and, in the past twelve months, over 45,000 United States citizens from all parts of the Republic have visited that office seeking information about

Toronto.

It requires five stenographers at the Executive offices to carry on the correspondence, as well as the Managing Director and two Assistants to the Managing Director, in Toronto.

THE TORONTO YOUNG MEN'S CHRISTIAN ASSOCIATION

The Toronto Young Men's Christian Association has made a decided advance in its work with Boys and Young Men, especially during the past five years, in which period three new fully organized branches have been established. The Association is now operating from nine centres, as follows: 3 City Branches, with modern buildings and equipment, 2 Railroad Branches, 3 Community or Non-equipment Branches, 1 Military Hospital Centre, and in addition 5 Summer Camps, serving over 1,200 this last year. The membership of the Y.M.C.A. in Toronto is now approximately 10,000, the largest in its history. More than 20,000 different boys and young men participated in its program last year. It is a significant fact that in the conduct of the Community Work—that is among boys outside the membership -25 Gymnasia accommodating almost 3,000 boys in regular physical classes, are now in constant use during the fall and winter season.



DOWNTOWN TORONTO



AT A GLANCE

The Association is now developing an important expansion program which contemplates extending the work into a number of new and unoccupied areas throughout Greater Toronto.

General Secretary, J. W. Hopkins, 36 College St.

YOUNG WOMEN'S CHRISTIAN

The Young Women's Christian Association is a fellowship of women and girls banded together for the purpose of developing their spiritual, intellectual,

social and physical well-being.

The Toronto Y.W.C.A. has three Administration Buildings, Central at 21 McGill Street, West Toronto at 10 St. John's Road, and East Toronto at 2061 Danforth Avenue, providing educational and recreational facilities by means of their well equipped Club Rooms, Swimming Pool, two Bowling Alleys and three gymnasia. It has two cafeterias, Adelaide Street and Central; an Employment Bureau; and a staff of Travellers' Aids at the stations. It provides housing facilities in its four residences, Elm House, Dundas House, Pembroke House and Dufferin House; maintains a room registry of inspected and approved boarding houses; it has established a new International Department for foreign-born girls and has flourishing self-governing clubs of employed and high school and public school girls.

It had a membership in 1929 of 2,522, and, in addition to these, served affiliated High School Clubs numbering in membership 2,123, public school community groups numbering 400 and other con-

siderable numbers not in full membership.

CANADIAN RED CROSS SOCIETY Toronto Branch

The Society carries on the work of ministry to disabled soldiers in the same spirit of service which it so ably demonstrated during the Great War. The Toronto Branch maintains a Red Cross Lodge on the grounds of the Church Street Hospital; a summer outpost hospital for Christie Street patients at Hanlan's Point; a Hospital Visiting Committee, which supplies gifts and entertainments; and a Soldiers' Comfort Committee, which does a great and varied work for those requiring help. The

THE NEW HOME

FIRSTBROOK BOXES

LIMITED

MT. DENNIS - TORONTO

CANADA



Firstbrook Boxes Limited

ESTABLISHED 1867

Wood Boxes Box Shooks

Corrugated Boxes



Folding Boxes Display Boxes Protective Boxes

TORONTO 9, ONTARIO.

CITY PHONE SERVICE JU. 4171-76

Society also gives a splendid Christmas Dinner with entertainment for their-patients. A Layette Committee supplies complete layette outfits to wives of returned soldiers unable to supply them.

In addition to these after-war services, the Toronto Branch of the Society conducts Home Nursing classes and maintains a centre for training Junior Red Cross Clubs are of Housekeepers. organized throughout the schools.

The Branch also supplies funds to assist in the operation, by the Ontario Division, of Outpost Hospitals in Northern Ontario. These Outposts are doing much to relieve suffering in the pioneer settlements of this Province.

Clubs and Amusements Section

SERVICE AND LUNCHEON CLUBS

The following is a list of Toronto Service and Luncheon Clubs, along with the Headquarters and date of meeting for each:

CANADIAN CLUB: Headquarters, Royal York Hotel. Weekly luncheon every Monday at 12.30, from

the month of October till April.

EMPIRE CLUB: Headquarters, Royal York Hotel. Weekly luncheon every Thursday at 12.30, except during the summer months.

KINSMAN'S CLUB: Headquarters, Royal York Hotel.

Every other Thursday at 6.00. OPTIMISTS' CLUB: Headquarters, Royal York Hotel.

Weekly luncheon each Tuesday at 12.30. PROGRESS CLUB: Headquarters, Royal York Hotel.

Weekly luncheon each Thursday at 12.30. Gyro Club: Headquarters, Royal York Hotel.

Weekly luncheon each Tuesday at 12.30.

Lions Club: Headquarters, King Edward Hotel. Weekly luncheon each Thursday at 12.30.

ROTARY CLUB: Headquarters, Royal York Hotel. Weekly luncheon each Friday at 12.30.

Zonta Club: Headquarters, Royal York Hotel. Every other Wednesday, alternately luncheon and dinner.

CLUBS AND AMUSEMENTS

KIWANIS CLUB: Downtown Club, Headquarters, Royal York Hotel. Luncheon every Wednesday at 12.30. Riverdale Club, Headquarters, Broadview Y.M.C.A. Luncheon every Thursday at West Toronto Club, Headquarters, 12.30. Palais Royal. Luncheon every Thursday at 12.30.

PROMINENT SOCIAL AND OTHER CLUBS

Albany Club, 93 King St. East. Arts and Letters Club, 14 Elm Street. Canadian Business Women's Club, 86 Yonge Street. Canadian Military Institute, 96 University Ave. Engineers' Club, 350 Bay Street. Embassy Club, Cor. Blair and Bloor St. West. Granite Club, 63 St. Clair Ave. West. National Club, 303 Bay Street. Ontario Club, 16 Wellington St. West. The York Club, 135 St. George Street. Toronto Club, 107 Wellington St. West. University Club, 68 University Avenue. Victoria Club. 277 Huron Street.

SPORTS AND SOCIAL CLUBS

Argonaut Rowing Club, 131 Lake Shore Blvd. Baby Point Bowling Club, 30 Baby Point Cres., Lambton Mills.

Balmy Beach Club, 360 Lake Front (Balmy Beach). Birch Cliff Tennis Club, s. s. Kingston Rd., Stop 10. Badminton and Racquet Club of Toronto, 25 St.

Clair Ave. W.

Carlton Club, Church and Hayden Streets.

Canada Lawn Bowling Club Limited, 163 Avenue Road.

Granite Club, 63 St. Clair Avenue West.

High Park Curling and Lawn Bowling Club, 98-104 Indian Road.

Kew Beach Bowling Club, s.s. Al Fresco Lawn.

Lakeview Curling Club, 146 Harrison St.

Lawrence Park Lawn Bowling Club, north of 2861

Yonge Street.

Oakwood Lawn Bowling Club, 584 Christie St. Oakwood Swimming Club, 904 St. Clair Ave. West. Old Orchard Skating Club, 375 Dovercourt Road. Ontario Jockey Club, Woodbine Park. Parkdale Canoe Club, Sunnyside Beach.

L. A. McTAVISH & CO.

Investment Securities

21 King St. East, Toronto

Phone, Elgin 4693

BONDS STOCKS OIL ROYALTIES

When it's comfort everything points to

"SKITCH TAILORING"

Fine supple textures, expert workmanship plus clever out. plus clever cutting spells a distinctive gar-ment.

Suits, Top-coats, Tuxedos Made on the premises only Prices \$35.00-\$60.00

THE HARRY SKITCH CO.

9 Adelaide St. E.

Toronto

CLUBS AND AMUSEMENTS

Parkdale Lawn Bowling Club, Ltd., 145 Cowan Ave. Queen's Badminton Club, 212 Cowan Ave. Royal Canadian Bicycle Club, 131 Broadview Ave. Royal Canadian Yacht Club, Island Park. Runnymede Lawn Bowling Club, Ltd., 22 Weather-Rusholme Lawn Tennis Club, 375 Dovercourt Road. Rusholme Lawn Bowling Club, 614 Dovercourt Road. St. Clair Recreation Club, 1670 Dufferin Street. St. Matthew's Lawn Bowling Club, 520 Gerrard St. E. Thistle Lawn Bowling Club, Ltd., 723 Bathurst Street.

Toronto Baseball Athletic Co., Ltd., s.s. Fleet St. Toronto Bowling Club, Ltd., 66 Temperance St. Toronto Co. Toronto Camera Club, 2 Gould Street. Toronto Canoe Club, 221/2 Dowling Ave. Toronto Chess Club, 65 Church Street. Toronto Cricket Club, Wilson Avenue.
Toronto Curling Club, 277 Huron St. Toronto Hunt Club, Kingston Road. Toronto-Eglinton Hunt Club, Eglinton Ave. West. Toronto Lawn Tennis Club, 44 Price St. Toronto Maple Leaf Hockey Club, 13 King St. W. Toronto Daniel Leaf Hockey Club, 13 King St. W. Toronto Racquet Club, 135 St. George Street. Toronto Skating Club, 135 St. Victoria Skating Club, 568 Dupont Street.

Victoria Skating Club, 568 Dupont Street. 277 Huron Street. Street.

York Badminton Club, Cawthra Square.

GOLF CLUBS

Bathurst Golf and Country Club, R.R.1. Eglinton Bayview Golf Club, Bayview. Cedar Brook Golf and Country Club, Stop 24,

Humber Valley Golf and Country Club, Humber

Valley. Islington Golf Club, Islington.
Ladies' Golf & Tennis Club, Stop 16, Yonge Street. Lakeshore Country Club, Clarkson. Lakeview Golf and Country Club, Port Credit. Lambton Golf and Country Club, Lambton Mills. Mississauga Golf and Country Club, Port Credit. Pine Point Golf Club, Weston. Riverside Golf and Country Club, Weston.

Rosedale Golf Club, Bedford Park.

91

Rouge Hills Golf and Country Club, Rouge Hills. Royal York Golf Club, Lake Shore Road St. Andrews Golf Club, York Mills. Scarboro Golf and Country Club, Stop 38, Kingston

Road.

Summit Golf and Country Club, Stop 54, Yonge

Thistledown Golf and Country Club, Woodbridge Road.

Thornhill Golf Club, Stop 17, Yonge Street. Toronto Golf Club, Stop 28, Lake Shore Road. Toronto Hunt Club, 1143 Kingston Road. Uplands Golf and Country Club, Thornhill. Weston Golf and Country Club, Weston. York Downs Golf Club, North Bathurst St. and Sheppard Avenue.

ROYAL CANADIAN YACHT CLUB **Patrons**

His Majesty King George V. H.R.H. The Prince of Wales. H.R.H. The Duke of Connaught. The Duke of Devonshire.

General, The Right Honourable Viscount Byng of Vimy.

The Right Honourable Viscount Willingdon, Governor-General of Canada.

Earl Beatty, G.C.B., O.M., G.C.V.O.

The Rt. Hon. Sir R. L. Borden. The R.C.Y.C. was founded in 1852. The membership approximates 2,000. It is the largest fresh water yacht club in the world. It is situated at Centre Island.

Activities

Yacht racing, bowling, tennis. The club has entertained most of the Royal Family, including the present King and the Prince of Wales. It has been very prominent in international yachting and has held, at various times, practically all the important trophies raced for on the Great Lakes.

VETERANS' CLUBS AND ASSOCIATIONS

Amputations Association of the Great War, 62 St. Albans Street.

Canadian Legion, B.E.S.L. Branches with Clubhouses in Toronto:

CLUBS AND AMUSEMENTS

East Toronto Branch, corner Dawes Road and Coleman Avenue. Central Toronto, 41 Isabella St. Riverdale, 453 Broadview Avenue. Naval Veterans, 77-79 College Street. Western District, 722 College Street. Earlscourt, foot of Greenlaw Avenue. Beaches, 96 Lee Avenue. Originals Club, Inc., 97 Yonge St.

> ARENAS AND STADIA (See also Parks and Playgrounds) Mutual Street Arena

Mutual Street Arena is situated on the west side of Mutual Street, between Dundas and Shuter, main entrance on Mutual Street. It has a seating capacity of 7,300 (reserve 6,000, rush 1,300). National League Hockey games as well as games of O.H.A. and other leagues are played here during the season. In the early season skating is provided, and at the close of the season the Toronto Skating Club Carnival. In the summer months the arena is often used for boxing shows.

Varsity Stadium and Skating Rink

In Canada there is no stadium so large and so well equipped as the one owned by the University of Toronto and situated on Bloor Street. The concrete bleachers are unique, being so constructed that the 11,000 people who occupy them can all see the see the game without the slightest difficulty. The stadium provides accommodation for 18,000 spectators but, though built only a few years ago, its capacity is by no means sufficient to accommodate all those who wish to see the final games. All the big games are broadcast by radio from the stadium. Close at hand is the up-to-date Varsity Rink which seats 4,800 spectators and has an ice surface of the regulation size, 200 feet by 80 feet.

Oakwood Stadium and Swimming Pools

The Oakwood Stadium is a full sized Rugby Field, being about 130 yards long by 65 yards wide. The covered stand will seat 3,200 and the bleachers 3,400. It was used last summer by the Toronto and District Soccer League and the Toronto Ladies' Athletic Club; and last fall by Oakwood Collegiate

and Balmy Beach Rugby Club for Rugby. In the winter the field is used for the Oakwood Park Skating Rink, which has the largest ice surface in the City, splendid dressing rooms and ample accommodation for 3,000 people. Toronto Speed Skating Club make this rink their headquarters.

The Oakwood Swimming Club has two large tanks which can accommodate 1,200 people at one time. Commodious dressing rooms and the most up-to-date chlorinating equipment are two features. The water in the pools is filtered constantly.

Ravina Rink

This rink has an ice surface of 80' x 190', a present seating capacity of 3,000 which may be increased to 4,000 lit creased to 4,000 and a total capacity of 5,500. It is used for skating, and by the Mercantile Hockey League, a junior O.H.A. team, two collegiate teams and the Tourist O.H.A. team, and the Toronto Hockey League.

An open air swimming tank 60' x 100' with a depth ranging from 2 feet to 9 feet is operated on the club plan in the club plan in summer months.

Ulster Stadium

This is situated in the heart of the east end of City. copyed and the City, convenient to Gerrard Street East and Greenwood American to Gerrard Street East and Greenwood Avenue and reached from the downtown section by taking Burnelling B section by taking Beach, Queen or Carlton cars, east to Greenwood, Queen or Carlton care, of east to Greenwood Avenue. It has an area of approximately 5 approximately 5 acres and seating accommodation for 8,000 people 2,750 and seating accommodation for 8,000 people, 3,500 under cover. It is used by the leading Soccoon under cover. the leading Soccer and Lacrosse Clubs, by the Collegiates of the Fast legiates of the Eastern section for Rugby games and by the Danforth I section for Rugby games The by the Danforth Ladies' Soft Ball League. Public School Athletic Association utilize the grounds for the finals of their for the finals of their various activities free of charge.

Maple Leaf Stadium

This modern structure of steel and concrete was erected early in 1926—it is the home of International Baseball in Toronto and is considered the finest ball park in the minor leagues. Located on Fleet Street, Toronto's new waterfront highway, near the foot of Bathurst Street, it overlooks Toronto Bay, The Island and Lake Ontario. Previous to its erection league baseball had been played at

CLUBS AND AMUSEMENTS

Hanlan's Point, but in response to local interest it was moved to the mainland. Clubs representing Toronto, Montreal, Buffalo, Rochester, Reading, Baltimore, Newark and Jersey City, comprise the International League and 84 scheduled games are played at the stadium from May until the middle of September.

The stadium and large playing field is used also for baseball, football, boxing, track meets, etc. It has a seating capacity of 20,000. President, Lawrence Solman.

RACE TRACKS

Toronto has eight weeks of horse racing during the year, each of the four tracks having seven days in the spring and seven days in the fall.

Woodbine, Thorneliffe and Long Branch are mile tracks and Dufferin Park a half-mile track.

Woodbine is the scene each spring of the running of the King's Plate, the Governor-General of Canada usually attending in state on that day.

Woodbine and Dufferin tracks are in the City, the former on Queen Street East and the latter on Dufferin, between Bloor and College.

Thorncliffe track is in East York Township and Long Branch just outside the western city limits.

All tracks are within easy distance by street railway or railway, motor and motor bus.

THEATRES

The Princess Situated on King Street West. Seating capacity, It plays first class travelling legitimate attractions.

The Royal Alexandra Situated on King Street West. Seating capacity, 0. The Day the very 1,600. The Royal Alexandra Theatre plays the very best travell. best travelling legitimate attractions, presenting the leading dramatic leading dramatic and musical stars and dramatic and musical stars and dramatic and musical attractions from both the American and English at-English stages.

The Empire Situated on Temperance Street. Seating capacity, 1,400. Presents only the latest Broadway and London. Presents only the latest Broadway and London stage successes, mostly for the first time in Canada. The All-Star New Empire Company has played continuously for 3 years.

PRINCIPAL VAUDEVILLE AND PICTURE HOUSES

Loew's: 189 Yonge St. Seating capacity, 2,200. IMPERIAL (formerly Pantages): 267 Yonge St. Seating capacity, 3,600.

SHEA'S HIPPODROME: 440 Bay St. Seating capacity,

Uptown: 764 Yonge St. Seating capacity, 2,965.

CONCERT HALL

Massey Hall: corner of Mutual and Victoria Streets. Seating capacity, 2,977. Toronto contains quite a number of halls used for concerts, but Massey Hall is the largest.

PRINCIPAL MOVING PICTURE THEATRES

Alhambra: Bloor at Bathurst Streets.

Beach: 1971 Queen Street East.

CAPITOL: 2942 Yonge Street at Castlefield Road. College: corner College St. and Dovercourt Rd.

Oakwood: Oakwood Avenue at St. Clair Avenue.

PALACE: Danforth and Pape Avenues. Parkdale: Queen Street W., near Sunnyside Beach. Prince of Wales: Danforth Avenue at Woodbine

Avenue. RUNNYMEDE: 2225 Bloor Street West.

St. Clair Avenue West.

Tivoli: corner Richmond and Victoria Streets. Seating capacity, 1,350.

Hart House Theatre

An experimental theatre for the use of the University of Toronto and the wider community which it serves. It was built by the Massey Foundation and presented to the University in 1919. Seating capacity, 500. It has a technical equipment probably as complete as that of any theatre in the world. The actors and actresses are all amateurs. All the scenery and properties are made in the theatre and there is a special department under its own permanent manager for the manufacture of the costumes.

THE GATEWAY OF ONTARIO'S PLAYGROUND

Toronto is the natural gateway through which tourists from the United States enter yearly to enjoy the beauties and pleasantness of Ontario's

CLUBS AND AMUSEMENTS

great natural playground. It is the hub of all good roads leading to Muskoka Lake Summer Resorts, Lake of Bays, Kawartha Lakes, Thousand Islands, Georgian Bay and the Northern Hunting and Fishing Grounds. In the Highlands of Ontario, four hours' travel distant from Toronto, one may boat, fish, swim, golf, motor or picnic amid unsurpassed natural surroundings. By overnight trip on the pullman car or by a day's travel up to and along the Ferguson Highway, one may enjoy the glorious ruggedness of such northern districts as Lake Timagami, the great forest reserves and the interesting gold and silver mining districts.

Distance of some United States cities from Toronto:

U.S. Cities Baltimore Boston Buffalo Chicago Cincinnati Cleveland Columbus, Ohio Dayton Detroit Milwaukee New York City	Motor Road Distance (in miles) 490 604 110 557 572 313 456 532 240 618 526	Train Running-time (in hours) 16 18 3½ 13½ 15½ 8 14½ 14½ 6½ 16 14 2½
	618	14

Toronto has regular air-routes for passengers, express and mail to the east, west and south, with services also to the north. Toronto by air is only 45 minutes from Buffalo, two and one-half hours from Cleveland, two and one-half hours from Pittsburgh, four and one-half hours from Chicago and five hours from New York City. Toronto has seven air-ports and landing fields, including a sea-plane and amphibian base in Toronto Harbour, three minutes from the business and commercial section of the city.

Principal Hotels of Toronto

Toronto has over 7.000 hotel rooms. following is a description of some of the larger hotels:

The Royal York

Owned and operated by the Canadian Pacific Railway Company, stands unrivalled among the hotels of the British Empire both as regards size and up-to-date equipment. Its height too, of 3991/2 feet with 30 storeys, makes it the Empire's tallest finished building. Each of the 1,200 bedrooms is provided with shower and bath and all rooms on every floor can be connected. Prominent features include unexcelled convention facilities. On the convention floor will be found a concert hall with mammoth organ, a banquet hall and ball room with convention seating for 4,070 and banquet seating for 2,720 for 2,730. The hotel is radio equipped throughout. Located directly opposite the New Union Station. The hotel opened June 11th, 1929. All rooms outside rooms in the side rooms in the side rooms in the side rooms in the side rooms. side rooms, European plan. Rates, single \$4.00 to \$8.00, double \$8.00 to \$14.00, suites \$15.00 to

King Edward Hotel

Toronto's "centrally-located" — modernly-constructed—well-established—homelike hotel, under the direction established—homelike hotel, under the direction of the United Hotels Company of

This famous Toronto hotel is situated in the centre of the social and commercial life of the City.

The King Edward's Victorian dining-room, Pickwick room and scientifically-equipped cafeteria are the permanent features where both a la carte and table d'hote service are available.

The Summer Roof Garden, located on the 17th floor of this splendidly-constructed hotel, is a rendezvous of Toronto's discriminating social set.

Convention seating capacity for 1,000; banquet seating for 800 persons.

Room rates: single, \$3.00 to \$8.00; double, \$6.00 to \$12.00; suites, \$10.00 to \$25.00.

PRINCIPAL HOTELS OF TORONTO

Ford

Situated at Bay and Dundas Streets in the heart of Toronto's new business section. Rates, single, \$1.50 to \$2.50; double, \$2.50 to \$3.50; 750 rooms with bath. The Ford Garage of 500 car capacity, and the Gray Coach Terminal are located directly across the street.

Prince George

Situated at King and York Streets, within easy walking distance of the Union Station. Rates. single, \$2.50 to \$4.00; double, \$5.00 to \$7.00; twin bedrooms, \$8.00 to \$10.00 per day. European plan. 250 rooms.

Walker House

Situated on Front Street at York, just west of the Union Station. Capacity, 400. American and European plan. Its proprietor has the finest collection of plan. lection of gold and tropical fish in the Dominion. Rates, single, \$2.50 to \$3.50; double \$7.00.

Carls-Rite

Situated on Front Street at the corner of Simcoe, one block from the Union Station. A moderate sized made made no sized made modern consized, moderate priced hotel with all modern conveniences. American and European plan. Rates, single 20 47 00. 138 single, \$2.50 to \$3.50; double, \$5.00 to \$7.00. 138 rooms.

Waverley

Situated at Spadina Avenue and College Street, close to the Parliament Buildings, University of Toronto Company of Parliament Buildings, University of Parliament Buildings, Universi Toronto, Conservatory of Music, General Hospital, and Lo. Conservatory of Music, General Hospital, and I.O.O.F. Temple. Rates, single, \$2.00 to \$4.00; double \$2.00 to \$4.00; double, \$3.50 to \$7.00. 100 rooms, 85 with baths. Garage, one minute's walk.

Victoria

Situated at Yonge and Melinda Streets. Total number of rooms, 54; single, \$2.50 to \$3.50.

Elliott House

Situated at the corner of Shuter and Church Streets. Total number of rooms, 63; single, \$2.00; double, \$4.00, double with bath, \$5.00. One block from the Arena.

Iroquois

Situated at the corner of King and York Streets. Total number of rooms, 85; single \$1.75 to \$2.50, double, \$3.50 to \$5.00. One block from the Princess and two blocks from the Royal Alexandra Theatre.

Arlington

Situated at the corner of King and John Streets, one block west of the Royal Alexandra Theatre and two blocks from the Princess Theatre. Total number of rooms, 125; single, \$1.50 to \$2.00; double, \$3.00 to \$4.00.

PRIVATE HOTELS

There are upwards of 24 Private Hotels in Toronto, among the largest of these are: The Westminster, 242 Jarvis Street. Alexandra Palace, University Avenue. The Marlborough, 214 Jarvis Street. Inglewood Hotel, 293 Jarvis Street. Isabella Hotel, 556 Sherbourne Street. Royal Cecil Hotel, 202 Jarvis Street. St. Regis Hotel, 392 Sherbourne Street. Selby Hotel, 592 Sherbourne Street. Tudor Hotel, 559 Sherbourne Street. Tuxedo Hotel, 504 Sherbourne Street. Walsingham Hotel, 321 Jarvis Street. Windermere Hotel, 232 Jarvis Street.

Military Section

DEPARTMENT OF NATIONAL DEFENCE

Headquarters, Military District No. 2, 185 Spadina Avenue, Toronto.

District Headquarters Staff

District Officer Commanding—Major Gen. E. C. Ashton, C.M.G., V.D..

General Staff Officer—Col. H. F. H. Hertzberg, C.M.G., D.S.O., M.C.

Assistant Adjutant and Quartermaster General-Col. C. H. Hill, D.S.O.

Deputy Assistant Adjutant and Quartermaster General—Major R. J. Leach, M.C.

MILITARY

District Engineer Officer-Lt.-Col. W. S. Lawrence,

District Supply and Transport Officer-Col. E. C. Dean, R.C.A.S.C.

District Medical Officer—Col. F. S. L. Ford, C.M.C., R.C.A., M.C.

District Ordnance Officer—Col. M. C. Gillin, O.B.E., R.C.O.C.

District Veterinary Officer—Lieut.-Col. T. C. Evans, M.C., R.C.A.V.C.

District Paymaster—Lieut.-Col. H. M. Hilchie, R.C.A.P.C.

District Cadet Officers—Col. W. A. McCrimmon, V.D., P.C.S.; Major F. Sawers, M.C., R.C.D.

District Signalling Officer—Capt. H. T. May, M.C., R.C.S.

District Military Intelligence Officer—Capt. T. A. James, R.C.D.

District Weapon Training Officer—Major F. W. Utton, C.B.E., C.S.A.S.

Permanent Force

Royal Canadian Dragoons, Stanley Barracks, O.C. Lt.-Col. D. B. Bowie, D.S.O.

No. 2 Detachment, R.C.E., 185 Spadina Avenue.
"B" Constant Stanley Ba "B" Co., Royal Canadian Regiment, Stanley Barracks. Lt.-Col. A. K. Hemming.

No. 2 Detachment R.C.A.S.C. 185 Spadina Avenue. No. 2. Detachment R.C.A.M.C., 185 Spadina Ave.

No. 2 Detachment R.C.A.V.C., 185 Spadina Ave. No. 2 Detachment R.C.A.V.C., 185 Spadina Avenue.

No. 2 Detachment R.C.A.P.C., 185 Spadina Ave. No. 2 Detachment R.C.A.F.C., 185 Spadina Avenue.

Non-Permanent Active Militia

Officer Commanding Unit Headquarters Unit Armouries

Cavalry

1st Mounted Brigade, University Avenue—Col.

W. T. Brown, V.D. Governor-General's Bodyguard, University Avenue —Lt.-Col. J. E. L. Streight, M.C., V.D.

Mississauga Horse, University Avenue—Lt.-Col. W. A. Moore, V.D.

Artillery

3rd Field Brigade, Canadian Artillery, University Avenue—Lt.-Col. Mackenzie Waters, M.C.

Engineers

2nd Divisional Engineers, Spadina House, Spadina Crescent—Lt.-Col. C. S. L. Hertzberg, M.C., V.D.

Signals

2nd Battalion Canadian Signals, 185 Spadina Avenue—Lt.-Col. G. A. Cline, D.S.O., V.D.

Infantry

6th Infantry Brigade, University Avenue Armouries—Col. K. R. Marshall, C.M.G., D.S.O., V.D., A.D.C.

Queen's Own Rifles of Canada, University Avenue Armouries—Lt.-Col. J. W. Langmuir, O.B.E.

Royal Grenadiers, University Avenue Armouries—Lt.-Col. A. Col. Lt.-Col. A. O. T. Beardmore, V.D.

48th Highlanders, University Avenue Armouries— Lt.-Col L Armouries—

Lt.-Col. I. M. R. Sinclair, D.S.O., M.C. 14th Infantry Brigade, Spadina House, Spadina Crescent Col. C. M. G., William Constant Col. M. R. Sinclair, D.S.O., William Spadina Communication of the Com Crescent Col. C. C. Harbottle, C.M.G.,

Toronto Regiment, Spadina House, Spadina Crescent
Lt.-Col. H. D. Allina House, Spadina Crescent Lt.-Col. H. R. Alley, O. B.E.

The Queen's Rangers, 858 Yonge Street—Lieut.— Col. C. J. Ingles, D.S.O., V.D.

Toronto Scottish Regiment, University Avenue
Armouries Lieutement, University Armouries—Lieut.-Col. W. H. Watson.

Irish Regiment, 135 Spadina Avenue—Lt.-Col. W. W. Boden-Irrii

C.O.T.C. U. of T. Contingent, C.O.T.C., University of Toronto—Lieut.-Col. T. R. Loudon.

Machine Guns 1st Battalion, C.M.G.C., Queen and Saulter Streets

—Lieut.-Col. J. A. Queen and Saulter Streets —Lieut.-Col. J. A. McCamus, M.C.

Army Service Corps 2nd Divisional Train, C.A.S.C., University Avenue Armouries—Lieut-Col. Wm. Black, V.D.

MILITARY

C.A.M.C.

No. 4 General Hospital, Spadina House, Spadina Crescent—Lieut.-Col. F. E. Watts.

No. 7 Cavalry Field Ambulance, Spadina House, Spadina Crescent—Lieut.-Col. A. R. Hagerman, M.C.

No. 2 Field Ambulance, Spadina House, Spadina Crescent—Lieut.-Col. C. S. McDougall.

No. 16 Field Ambulance, Spadina House, Spadina Crescent—Lieut.-Col. C. P. Fenwick, M.C.

No. 1 Field Hygiene Section, Spadina House, Spadina Gine G. dina Crescent—Major G. P. Jackson.

C.A.D.C.

No. 2 Detachment, Canadian Army Dental Corps, Special Corps, Canadian Army Dental Corps, Spadina House, Spadina Crescent—Lieut.-Col. A. E. Mullin, V.D.

C.A.V.C.

No. 2 Section, Canadian Army Veterinary Corps, Spadina House, Spadina Crescent—Captain G. A. Rose.

C.P.C.

No. 2 Detachment, Canadian Postal Corps, G.P.O.—

No. 8 Detachment, Canadian Postal Corps, G.P.O.— Captain J. B. Walker.

THE CANADIAN MILITARY INSTITUTE

Founded in 1890, its membership is confined to officers and ex-officers of His Majesty's Service. It is the only service club of its kind in Ontario and is affiliated with the Junior Army and Navy Club, Whitehall, London, England. Its objects are educational. cational as well as social for, in addition to the usual club facilities, it has the finest military library in Canada and a very fine military museum. Lectures are given from time to time by distinguished military and naval men on military and historical subjects.

Located at 96 University Avenue, opposite, and a short distance above the Armouries.

President—Col. K. R. Marshall, C.M.C., D.S.O.,

V.D., A.D.C. Secretary-Treasurer—Capt. J. H. Dignam.

THE CENOTAPH

"To our Glorious Dead," dedicated by the citizens of Toronto as a heartfelt tribute to those who fell in the Great War. 1914-1918. The corner stone was laid July 24th, 1925, by Field Marshall the Earl Haig, Commander-in-Chief of the British Force in the Great War. It is in the form of a pylon placed in the centre of the first flight of steps leading to the main entrance of the City Hall, with the narrow face set toward Queen Street.

The bronze faces of the east and west elevation are flanked with decorate bronze flag standards and the names of the battle fields Ypres, Somme, Mount Sorrel and Vimy, Passchendaele, Amiens, Arras and Cambrai are carved in incised letters on the plain granite faces. On the south elevation, the panel has an applied ornament in bronze showing a laurel wreath intertwined with a palm branch.

The north elevation carries the name of the naval engagement "Zeebrugge."

The base is decorated with a carved frieze showing an ornamental treatment of laurels.

The Cenotaph is Toronto's Altar of Remembrance.

THE OLD FORT

Is situated at the east side of Exhibition Grounds, was originally built by Governor Simcoe in 1793 and was the scene of fierce fighting in the war of 1812, when it was captured by the Americans. As the victorious troop were entering the fort, the ammunition magazine was blown up by our defeated troop, who were retreating towards Kingston. General Pike, the leader of the Americans was killed as a result of the explosion, being struck by a piece of debris, stone or rock. The Fort was practically demolished during this war, but was rebuilt in 1816 and became one of our principal fortifications Many detachments of well-known and famous British Regiments have been garrisoned at this Fort.

The blockhouses are of considerable interest. They were built chiefly as a defence against Indians who at that period were a source of terror.

General Living Conditions

Home Ownership

Toronto is a city with a comparatively even distribution of wealth. This has been exemplified by the large percentage of its citizens which own their own homes. In recent years, however, the proportion of apartment dwellers has increased The following are the figures for considerably. 1928 and 1920

Residences Residences occupied by owners Residences occupied by tenants	$ \begin{array}{c} 1928 \\ 63,976 \\ 42,177 \end{array} $	1929 63,417 41,695
Total number occupied residences	106,153	105,112
The 1928 figures include 2656 duplex houses. If these are omitted the comparable totals are	103,497 Numl	105,112 per of
Apartments Number	Aparti	nents 1929
Type 1028 1928		11,049
Apartment Houses 846 872	8,443 1,137	1,197
Apartment Houses 846 872 Triplexes 379 399	× 000	6,576
Duplexes 2.656 3,285	7,481	7,417
stores	22,749	26,239
Total apartment suites		

Diversified Industry

A glance at the manufacturing section (page 139) is sufficient proof of the fact that employment condition ditions and the prosperity of the city do not depend upon any one branch of the manufacturing industry. This tends towards stability and steady employment, and makes for happy home conditions.

INDEX OF EMPLOYMENT

The index of employment for Toronto, using the average calendar year 1926 = 100, was as follows:

calenda	ır)	16	a	1		1		7					_	0	01	veal	•
As at	Fe	ek	r	u	a	r	y		15	st	,	1	n	e	a	U	90.4 95.9	
1922	4.					•		•	•	i	ĺ.						95.9	
192	5.				•				•	ı							93.6	
1924	ł.							1		•	i						91.7	
192) .										į						95.6	
1920	3.				•						•					41	$99.3 \\ 105.4$	
192'	7.										•	•	i	•			105.4	
1928	8.								•	•	•	•	•	•		ľ	105.4 115.9	
1930	Э.										•		•	•			116.4	

The Employment Service of Canada operates both a Man's and Woman's Branch in Toronto. No charge is made for registration. This organization, with a chain of employment offices throughout the Dominion, is carried on by the Government. solely to serve the public.

Strikes and Lockouts

The most serious dispute between employers and employees which took place in 1929, was that of certain construction workers which commenced on May 1st, and lapsed during May. In all, some 15 strikes or lockouts began during 1929, involving 2,313 workers and resulting in a loss of 40,530 working days. This compares with 23 strikes or lockouts which started in 1928, involving 1,326 employees and resulting in a loss of 23,027 working days. In 1929 five strikes terminated in favour of employers; 4 in favour of workers; 4 compromised; 2 indefinite.

Salaries and Wages

The salaries and wages paid in different lines of employment compare very favourably with those paid in other Canadian cities. A minimum wage of 60 cents per hour is stipulated for civic employees. For wages paid in separate occupations see Report on "Wages and Hours of Labour," issued by the Department of Labour, Canada, January, 1930.

Conditions of Employment

The conditions under which people are called upon to work in Toronto are surrounded by many legal safeguards looking toward the conservation of health and the of health and the elimination of unnecessary hardships and privations. Under the Minimum Wage Act of Ontario, the Minimum Wage Board may establish from the Minimum Wage Board may in the Minimum Wage Board may establish from the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the Minimum Wage Board may be a supplied to the world with the Minimum Wage Board may be a supplied to the world with the wor tablish, from time to time, after due enquiry, a minimum wage and maximum number of working hours per week for female employees who work for wages. The Factories, Shop and Office Buildings Act, besides setting up many safeguards, stipulates that with certain exceptions a ten-hour day is the maximum for a child, youth, young girl or woman. Day Rest in Seven Act applies to all employees, except Watchmen, Janitors, Superintendents, Foremen and certain other exceptions. The Fire De-

GENERAL LIVING CONDITIONS

partments Act and the Railway Act deal with employees in these special lines of activity. The Workmen's Compensation Act, The Mothers' Allowance Act and similar Acts are designed for the purpose of taking care of those placed in adverse conditions through accident or causes not within their control. The Old Age Pensions Act was made applicable to Ontario by an Act of the Legislature, passed in March, 1929, and is now in operation.

Trades Unions

The Trades Union Movement in Toronto dates back to October 12th, 1832, when the printers formed the first labour organization. To-day there are about 100 International Trades Unions in the City, and about ten national unions. The Toronto District Labour Council is the central legislative body for the International unions, and the National Trades and Labour Council performs a similar function function for the national local unions. In addition to the District Labour Council, there are Councils represent industries. representative of the unions in different industries. The largest of these councils is the Building Trades Council with about twenty-two affiliated unions. This Council deals exclusively with matters affecting the unions in the Building Trades and is a unifying There are also the Allied Printing Trades Council, Metal Trades Council and the Trades Union Label League. The total membership of the International Unions is about 25,000 and of the National Unions is about 2,000. The membership of the International unions is organically united with the workmen of the different trades in the United States and the resources of the workers on both sides of the boundary line are used for their mutual benefit. The International Trades Unions are the owners of three buildings in the City in which their members meet. These are the Labor Temple, 167 Church Street; the Public Utilities Building, 60 Bond Street, owned by the Toronto Railway Employees' Union; and the Labour Lyceum on Spadina Avenue, owned by the Jewish Trades Unions. The Musical Protective Association recently sold their Temple, which was located on University Avenue, and are now contemplating the erection of a new building. The cost of the properties owned by

organized Labor is approximately \$300,000. The National Unions have their entire membership in Canada and are not affiliated in any way with the organized workers in the United States.

Municipal Taxation

Taxes are levied for municipal and school purposes upon the assessed value of land and buildings, business and income. Under the provisions of the Assessment Act, land and buildings are assessed at their full value and taxed at the mill rate set for the year. Business is taxed on the value of the space occupied, graded according to the type of business carried on. For instance, Wholesalers, Insurance Companies, Banks, Trust Companies, etc., are taxed at the mill rate of the municipality on 75% of the assessed value of the land including buildings occupied or used; Manufacturers, 60%; Departmental or Retail stores with more than five branches, 50%; Barristers, Physicians, Engineers and various 35%; and various professions, 50%; Publishers, 35%; Retail business professions, 50%; Publishers, 50.000 Retail business, cities with population of 50,000 or over 250%, cities with population of 30%; or over, 25%; cities with population of Photographs, on other cities and towns, 30%;

Photographers, Theatres, etc., 25%, etc. Incomes taxed are for the most part personal temperature. incomes, incorporated companies usually being taxable only on incomes able only on incomes and only on incomes are for the most part of the part of the most pa able only on income not derived from business such as income not derived from Tax such as income from investments. Income Tax exemptions of \$1.500 investments. exemptions of \$1,500 are granted to non-house-holders and \$3,000 are granted to \$400 for holders and \$3,000 to householders, plus \$400 for each dependant of the householders, plus are mother. each dependant child or dependant father or mother. Certain provisions by Certain provisions have been made in order to avoid double taxation through the companies.

double taxation through business and income. No direct levy is made by the Province on perty owners property owners. There is, however, a gasoline tax levied by the Order is, however, tax levied by the Ontario Government.

Newspapers, Magazines, Trade Journals, Etc.

Toronto is the centre of a large publishing industry. In addition to the many book publishing establishments located here, there are in all, some 209 newspapers, magazines, trade journals issued daily, weekly, semi-monthly, monthly or quarterly. 5 of these are daily papers, 35 are published weekly and 169 semi-monthly, monthly or quarterly. The daily papers are as follows: .

Globe A morning paper, Independent Liberal in politics, located at corner of Yonge and Melinda Streets, Founded 1844. Average daily circulation December, 1929, 106,600.

Mail and Empire—A morning paper, Conservative in politics, located at the corner of King and Boy Cr. Politics, located at the corner of Average daily and Bay Streets. Established 1872. Average daily circulation. The circulation during December, 1929, 114,005. The greatest morning circulation in Canada.

Star An evening paper, Liberal in politics, moved on February 2nd, 1929, to the stately new edifice at 80 King Street West, one of the largest and most advanced in technical and mechanical equipment newspaper plants in the world. The entire plant is electrically operated. In December, 1929, it had it had an average daily circulation of 171,639, being the largest of any newspaper in Canada. (See also Star Weekly.)

Telegram—An evening paper, Independent in politics, located at Bay and Melinda Streets, with additional plant at 650 Dupont Street. Founded 1876. Average daily circulation, December, 1929, 138,313.

Hebrew Journal-A morning paper, except on Saturdays, when printed in evening. Printed in Yiddish, Independent in politics. Located at 542 Dundas Street West. Average daily circulation, December, 1929, 18,500.

The following are among the outstanding weekly papers published in Toronto:

Farmers' Sun—Located at 28 Duke Street, Official organ of the United Farmers of Ontario. Average weekly circulation, 24,468.

Financial Post—Issued by the MacLean Publishing Company, Ltd., giving all financial news of interest. Average circulation about 24,694, the largest of any Canadian Financial paper.

Labor Leader—Published at 64 Duke St. Specializes in matters of interest to labor, particularly organized labor. Average weekly circulation about 36,900.

Monetary Times—Published at 62 Church St. Deals with all financial matters. Average weekly circulation, 6,300.

Saturday Night—A unique publication covering subjects of interest to all members of the family. Special Financial and Society Sections. Published at 73 Richmond St. West. Average weekly circulation, 30,938.

Star Weekly—Published by the Star Printing and Publishing Co., Ltd. Rotogravure section, news, literary, comics, etc. Average weekly circulation in December, 1929, 214,702.

Magazines

Some of the more prominent magazines other than trade or special publications are:

Canadian Magazine—A Hugh C. MacLean publication. Literary publication with a circulation of about 87.768.

Canadian Home Journal—Published by Consolidated Press, Limited, with a circulation of over 133,839.

Chatelaine—Issued by MacLean Publishing Co., Ltd. Circulation, 89.811

Legionary—The official National Publication of the Canadian Legion of the British Empire Service League. Circulation, 36,188.

MacLean's Magazine—A semi-monthly literary publication issued by MacLean Publishing Co., Ltd., of University Avenue, and having a circulation of about 155,926.

Financial Section

BANKS

General

There are 11 chartered banks in Canada, four of which have their head offices in Toronto, i.e., Canadian Bank of Commerce, Imperial, Dominion and Bank of Toronto. There are also 265 branch banks situated at various points throughout the city. The chartered banks having head offices in Toronto, have assets amounting to \$1,257,000,000.

Toronto Bank debits to individual accounts have increased as follows:

1924.										. \$	7,659,055,119
1928.											12,673,220,316
1929								ı			13,714,209,353

The Canadian Bank of Commerce

Originally chartered in 1858 as the Bank of Canada, the Bank of Commerce commenced business in 1867, and with continuous growth from that time, now has over 800 branches, 16 of which are in other parts of the British Empire or in foreign countries. The Gore Bank of Hamilton was absorbed in 1869; The Bank of British Columbia in 1901; The Halifax Banking Company in 1903; The Merchants Bank of Prince Edward Island in 1906; The Eastern Townships Bank in 1912; The Bank of Hamilton in 1924; and the Standard Bank in The paid-up capital of the Bank is now 1928. \$30,000,000 and there is a reserve fund of \$30,000,-000. Total assets as at 30th November, 1929 (the last published statement), were \$801,225,808 and deposits \$637,291,722.

A magnificent new Head Office building is now in course of construction at King and Jordan Streets. It will be completed the latter part of the year.

President, Sir John Aird; General Manager, S. H. Logan.

The Dominion Bank

The Dominion Bank obtained its charter in 1869 and opened for business on February 1st, 1871, at 40 King Street East, Toronto. In 1879 the Bank erected a Head Office Building at the south-west corner of King and Yonge Streets, and in 1914 it was replaced by the present structure. This was the first Canadian Chartered Bank to open a city branch, establishing one in 1872 at Queen and Esther (now Augusta Avenue) Streets, and thus creating a policy which has since become a feature of Canadian banking. There are now 45 branches of The Dominion Bank in Toronto. The paid-up capital of the Bank is now \$7,000,000; reserve and undivided profits \$9,500,000; total assets, December 31st, 1929, \$154,181,303; deposits \$113,351,584.

President, A. W. Austin; Chairman of the Board, C. S. Blackwell; Vice-President and General Manager, C. A. Bogert.

Imperial Bank of Canada

Imperial Bank of Canada was founded in 1874 by the late Henry S. Howland and associates, and started business in Toronto early in 1875 with one branch on Toronto Street. During the year the Niagara District Bank, with three branches, was acquired. The Bank has since developed without further amalgamations, and has now 38 branches in Toronto and suburbs and 205 throughout Canada. The paid-up capital is \$7,000,000, and reserve fund, \$8,000,000. Total assets in the annual report, dated 31st October, 1929, were \$154,580,786.

The Head Office of the Bank has occupied, with additions, the site at Wellington Street and Leader Lane since 1876. In 1928 the property at the southeast corner of King and Bay Streets was purchased as a site for the future Head Office of the Bank. Three new branches were opened in Toronto district during 1929 and two properties were purchased with the intention of opening soon, these being the corner of Dundas and University and Carlton and Church Streets.

President, Peleg Howland; Vice-President, Sir James Woods; General Manager, A. E. Phipps.

Bank of Montreal

The Bank of Montreal was founded in 1817 by the leading merchants of Montreal, for the purpose of giving the whole British Colony the benefits of permanent banking facilities which it had hitherto lacked, and to supply a domestic currency.

A few months later offices were established in York, which afterwards became Toronto. Thus, the Bank ranks as one of Ontario's oldest business institutions, having been in active operation in the Province for some 113 years, and to-day, with a total of 670 branches, 246 are in Ontario, including 38 in Greater Toronto alone. The operations of the Bank in Ontario are under the administration of a provincial organization with headquarters in Toronto and headed by an Assistant General Manager of the Bank. The total assets of the Bank exceed \$860,000,000. Approximately 1,600 of the shareholders reside in Ontario.

The Bank of Nova Scotia

The Bank of Nova Scotia was established in Halifax, N.S., in 1832, with a capital of £50,000, Nova Scotia funds. The progress of the Bank, in keeping with the country, was for a time relatively slow, but by 1872 the original capital had grown to \$490,000 and the assets were approximately \$2,500,000. In 1837 the first branch outside of Halifax was opened at Windsor, N.S., and the policy of establishing branches has been steadily pursued, so that the Bank now operates at practically every place of importance throughout the Dominion, and also has branches in Newfoundland, Jamaica, Cuba, Porto Rico, The Dominican Republic, London, England, Boston, Chicago and New York.

The first branch was established in Toronto in 1897 at 46 King Street West. In 1904 the present building at 39 King Street West was erected and occupied. In 1900 the General Manager's Office was transferred from Halifax to Toronto and now there are in all 26 banking offices in the latter city. The Bank's paid-up capital, on December 31st, 1929, was \$10,000,000 and reserve fund \$20,000,000, and on January 2nd, 1930, an additional issue of \$2,000,000 capital stock was made. Total assets, as at

January 31st, 1930, were \$260,270,175.

S. J. Moore, President; J. A. McLeod, Vice-President and General Manager.

The Province of Ontario Savings Office

This is a government-owned institution, established in 1921 by Act of Legislature. Deposits are accepted from the public, interest paid thereon and the funds thus secured are used by the Government for financing agriculture and other governmental purposes. There are now 17 branches in the Province, and some 72,000 depositors, with a total deposit in excess of \$22,000,000. Four branches are located in Toronto.

The Royal Bank of Canada

The Royal Bank of Canada is the first Canadian bank to report assets of over one billion dollars. It was founded in 1869 and has 37 branches in Greater Toronto. The Head Office of the Bank is in Montreal and there are more than 800 branches in Canada, with over 100 branches at points abroad, including London, England, where there are two branches, Paris, New York, Cuba and the British and French West Indies, as well as various countries in South America. The Bank has grown into an institution of international importance and is to-day one of the foremost of the great banks of the world. The paidup capital of the Bank is now \$35,000,000, and there is a reserve fund of the same amount. On the 30th of November, 1929, total assets amounted to over one billion dollars, with deposits of \$772,000,000. The principal office in Toronto is at the corner of King and Yonge Streets.

The Bank of Toronto

The year 1930 marks the Diamond Jubilee of the Bank of Toronto. Incorporated in 1855, for three-quarters of a century it has served the business and individual interests of Canada and has held and maintained a steady progress through years of depression and prosperity.

The Bank of Toronto opened its doors for business in July, 1856, with a paid-up capital of £27,453. To-day that capital has grown to \$6,000,000, and reserves are in excess of \$9,000,000. Branches of the Bank are established throughout

FINANCIAL

the Dominion, with twenty-three branches in its native city, Toronto.

The Bank has paid dividends continuously to its shareholders for the past seventy-five years. A rate of 12% with a bonus of 1% was paid for the fiscal year of 1929. Assets now total over \$142,-000,000, built up solely by progressive development of its own business and without the aid of mergers with other banks.

President, W. G. Gooderham; General Manager,

H. B. Henwood.

INDUSTRIAL BANKERS

Central Finance Corporation

Central Finance Corporation represents the pioneer effort of Industrial Banking in Canada, having commenced business at 92 Adelaide Street West, Toronto, early in September, 1928. The company was incorporated in 1928 by a Special Act of Parliament of the Dominion of Canada for the purpose of rendering financial assistance to business, professional and salaried men and women and wage-earners who might require money for legitimate purposes to meet emergencies.

Loans are made to people of good character and sound paying habits and are repayable over a period of one year or less in convenient weekly or monthly instalments. The Central Finance Corporation is closely supervised by the Dominion Government and its rates are all Government approved. Also, it is the only company of its kind in Canada operating

under such supervision.

Most families find themselves faced with some legitimate reason for seeking a loan at least once in every two years. Aside from sudden emergencies, such as death, illness or unemployment, there is the secondary necessity to maintain a desirable standard of living. Properly supervised Industrial Banking institutions, such as Central Finance Corporation, prove a welcome substitute for the "loan shark" who, until now, has been able to exact ruinous rates from borrowers who have been obliged in desperation to accept his terms.

The Managing Director of the company is Mr. Arthur P. Reid, for many years associated in an executive capacity with The Canadian Bank of

Commerce.

That the Central Finance Corporation is meeting a real need in the community is evidenced by the fact that in less than two years it has done business with approximately 15,000 people.

This growth demanded more commodious quarters and, on April 7th, 1930, the Head Office of the company was moved to the ground floor of the new Hermant Building at the corner of Dundas Square

and Victoria Street.

A branch office is located in the Bank of Nova Scotia building at Dundas Street and Spadina Avenue.

INVESTMENT BANKERS

Toronto occupies a very prominent place in the Canadian Investment banking field, having some 47 Investment Banking houses, among which are the following:

Aird, MacLeod & Company, Royal Bank Bldg.
Ames, A. E. & Co., Limited, 320 Bay Street.
Bankers Bond Co., Limited, 60 King Street West.
Bell, Gouinlock & Company, 67 Yonge Street.
Brent, W. C. & Co., Limited, 159 Bay Street.
Brouse, Mitchell & Company, 255 Bay Street.
Burgess, C. H., & Co., Limited, 255 Bay Street.
Canadian General Securities Ltd., 347 Bay Street.
Cochran, Hay & Co., Limited, Dominion Bank Bldg.
Daly, R. A., & Co., Limited, 80 King Street West.
Deacon, F. H., & Company, 227 Bay Street.
Dickson, Jolliffe & Co., Ltd., 80 King Street West.
Doherty-Easson Co., Limited, 21 King Street East.
Dominion Securities Corporation, Limited, 26 King
Street East.

Dyment, Anderson & Company, Dominion Bank Bldg.

Duncanson, White & Co., Dominion Bank Bldg.
Flemming, Denton & Co., Dominion Bank Bldg.
Fry, Mills, Spence & Company, Dominion Bank
Bldg.

Gairdner & Co., Limited, 320 Bay Street.
Goad, J. L., & Co., Limited, Dominion Bank Bldg.
Goldman & Company, Royal Bank Bldg.
Graham, J. L., & Company, 67 Yonge Street.
Green, L. M., & Company, 330 Bay Street.
Greenshields & Company, 24 King Street West.
Hanson Bros., Inc., 330 Bay Street.
Harley, Milner & Company, 350 Bay Street.

FINANCIAL

Harris, Forbes & Co., Limited, C.P.R. Building. Housser, Wood & Company, Royal Bank Bldg. Kerr, F. W., & Co., Dominion Bank Bldg. Mackenzie, W. A., & Co., Ltd., 67 Yonge Street. MacLaren, K. F., & Co., Ltd., 255 Bay Street. Matthews & Co., Limited, 255 Bay Street. Macdonald, Angus A., & Co., 45 Richmond Street

West.
McDonagh, Somers & Company, Dominion Bank
Bldg.

McDougald, D. J., & Co., 302 Bay Street. McKinnon, W. L., & Company, McKinnon Bldg. McLeod, Young, Weir & Co., Ltd., Metropolitan

McTavish, L. A., & Co., 21 King Street East.
National City Co., Ltd., 320 Bay Street.
Nesbitt, Thomson & Co., Ltd., Royal Bank Bldg.
Osler & Hammond, 21 Jordan Street.
Pardoe, Avern & Company, 234 Bay Street.
Royal Securities Corporation, Ltd., 330 Bay Street.
Stark, John & Company, Royal Bank Bldg.
Stewart, McNair & Company, 238 Bay Street.
Straus, S. W., & Co., Limited, Royal Bank Bldg.
Wood, Gundy & Co., Limited, 36 King Street West.

The central office of the Investment Bankers' Association of Canada is at 45 Richmond Street West, Toronto. J. A. Kingsmill, secretary.

THE TORONTO STOCK EXCHANGE

The Toronto Stock Exchange came into existence in October, 1861, rented quarters on King Street East until 1911, when it was decided to erect a suitable building for the growing needs of the Exchange. Property was acquired on Bay Street and, on January 2nd, 1914, the members moved into the substantial structure which they now occupy. When this property was purchased provision was made for future expansion.

When the Exchange was incorporated in 1861 it had 24 members and the subscription payable on election was \$5.00. By 1886 the price had risen to \$3,500, and the price obtained for the last seat sold by one of the members of the Exchange in October, 1929, was \$175,000. The Exchange now has 62 members.

The growth of the business transacted on the Exchange has kept pace with the rapid development of the Dominion as a comparison will show:

	Banks and	
	Industrials	
Year	Shares	Bonds
1901	562,491	468,200
1929		66,550
In addition to the ab	ove in 1020 th	

In addition to the above in 1929 there was dealt in on "The Curb," or unlisted section, 7,839,720

shares.

The officers of The Exchange are:

President, C. E. Abbs; Vice-President, W. Harold Mara; Secretary, G. G. Mitchell; Treasurer, H. L. Plummer.

The Committee:

H. Franks, D. F. McMillan, D. C. Haig, H. E. Wallace, F. G. Lawson, G. R. Bongard. Assistant Secretary, Allan E. Marks.

The firms and companies represented in membership on The Toronto Exchange are listed below: Aird, MacLeod & Co., Royal Bank Bldg.

Ames & Co., Ltd., A. E., Canada Permanent Bldg. Biggar & Crawford, 10 King Street East.

Blackstock & Co., Ltd., G. G., 80 King Street West. Blaikie & Co., Geo. W., 15 King Street West. Bongard & Company, 80 King Street West. Boys & Co., T. Ross, Dominion Bank Bldg.

Brouse, Mitchell & Co., Toronto General Trusts Bldg. Brown, Fleming & Co., Ltd., 15 King Street West.

Brown, Fleming & Co., Ltd., 15 King Street West. Buchanan, Seagram & Co., 11 Jordan Street. Burgess & Co., Ltd. C. H. Toronto General Trusts

Burgess & Co., Ltd., C. H., Toronto General Trusts Bldg.

Caldow & Easson, Canada Permanent Bldg. Campbell, Stratton & Lindsey, 244 Bay Street. Cassels, Son & Co., 16 Jordan Street.

Cochran, Hay & Co., Ltd., Dominion Bank Bldg.

Cronyn & Čo., Ltd., Edward, Toronto General Trusts Bldg.

DaCosta, Phippen & Co., Ltd., 80 King Street West. Daly & Co., Ltd., R. A., 80 King Street West. Deacon & Co., F. H., 227 Bay Street.

Dickson, Jolliffe & Co., Ltd., 80 King Street West. Duncanson, White & Co., Dominion Bank Bldg.

FINANCIAL

Fergusson, Turner & Co., Reford Bldg., Bay &

Wellington Streets.
Fraser, Dingman & Co., 217 Bay Street.
Gardiner, Wardrop & Co., 226 Bay Street.
Goad & Co., Ltd., J. L., Dominion Bank Bldg.
Green & Co., L. M., 330 Bay Street.
Gundy, Finch & Co., Ltd., 36 King Street West
Haig, Keith & Co., Canada Permanent Bldg.

Hambly, Peaker & Armstrong, Ltd., Dominion Bank
Bldg

Harcourt, Poupore & Co., 53 King Street West. Harley, Milner & Co., 350 Bay Street. Housser, Wood & Co., Ltd., Royal Bank Bldg. Johnston & Ward, 171 St. James Street, Montreal,

Que.; 60 King Street West, Toronto.

Mackellar & Co., S. R., 21 Melinda Street.

Mackenzie & Co., Ltd., W. A., 67 Yonge Street.

Mara & McCarthy, Canada Permanent Bldg.

Matthews & Co., Ltd., 255 Bay Street.

McLeod, Young, Harris & Scott, Ltd., Metropolitan

Bldg.
McMillan, Guest & Co., Royal Bank Bldg.
Mitchell & Co., Ltd., W. G., 37 Victoria Street.
Morrow, Plummer & Co., 27 Melinda Street.
Moss, Lawson & Co., Excelsior Life Bldg.
Osler & Co., A. E., 11 Jordan Street.
Osler & Hammond, 21 Jordan Street.
Padmore, Lockhart & Co., Ltd., 13 King Street W.
Pardoe & Co., Avern, 234 Bay Street.

Pellatt & Pellatt, Ltd., 80 King Street West. Pierce & Co., E. A., 11 Wall St., New York, and

Branches; 11 Jordan Street, Toronto, Canada. Playfair & Co., 200 Bay Street.

Shedden & Co., W. G., Federal Bldg. Somerville & Co., Ltd., G. A., 80 King Street West. Stanton & Co., Ltd., H. G., Royal Bank Bldg.

Stark, John & Co., Royal Bank Bldg.

Stewart, McNair & Co., Toronto General Trusts Bldg.

Tovell & Co., Ltd., Norman, 244 Bay Street. Ussher, Son & Co., Ltd., 244 Bay Street. Watson, Wallace & Co., Ltd., 302 Bay Street. Watt & Watt, 6-8 Jordan Street.

STANDARD STOCK AND MINING EXCHANGE

This Exchange, situated at 33 Temperance Street, is the leading mining market on the North American Continent, and for several years past has been the greatest in the world. Some of the reasons for this are that within a night's ride in pullman cars from Toronto are the two most important gold camps on the continent, the most valuable copper nickel deposit ever found, some of the most promising complex mines of history, and the most attractive unprospected mineral empire on the world map. In other directions a night's ride brings one to the greatest financial centres of both the United States and Canada.

The following are the Toronto firms represented

in membership on the Exchange:

Bellingham, H. P., & Company, Ltd., 23 Melinda St. Butler Hevenor & Company, 33 Temperance Street. Cannon, J. P., & Company, Atlas Bldg.

Chisholm, Hector M., & Company, Ltd., Dominion

Bank Bldg.

Christie, Wm. L., & Company, 12 Jordan Street. Colling & Colling, Limited, 33 Temperance Street. Coulter, C. I., & Company, Ltd., 319 Bay Street. Chipman, Hogg & Company, Ltd., Dominion Bank Bldg.

Crawford, F. J., & Company, 11 Jordan Street. Draper Dobie & Company, Ltd., Northern Ontario Bldg.

Eastwood, J. T., & Company, 11 Jordan Street.

Fairlie & Company, Ltd., 364 Bay Street.

Fleming & Marvin, Ltd., Central Bldg.

Gibson, Homer L., Company, Ltd., Bank of Hamilton Bldg.

J. C. Carroll & Wright, Ltd., 1100 Sterling Tower Bldg.

Kiely & Smith, C.P.R. Bldg.

Leslie, Frank S., & Company, Ltd., C.P.R. Bldg.

Lorsch & Company, Central Bldg.

Macdonald, F. W., & Company, Ltd., 38 King Street West.

Millyard & Company, Northern Ontario Bldg. Moore, L. J., & Company, 10 Jordan Street.

Morrison, Southgate & Company, King Edward Hotel.

FINANCIAL

Moysey, Arthur E., Company, Ltd., 242 Bay Street. Nicholson, G. W. & Company, 302 Bay Street. O'Hearn, F., & Company, Colonial Bldg. Oke, F. G., & Company, 304 Bay Street.

Paterson, D. S., & Company, Ltd., 25 Richmond Street West.

Shannon, H. S., & Company, Ltd., Concourse Bldg. Solloway, Mills & Company, Ltd., 110 Yonge Street. Stratton, Hopkins & Hutson, 25 Melinda Street. Scott, J. M., Jr., & Company, 320 Bay Street, Room

Taylor, S. A., & Company, 8 King Street West. Urquhart, N. C., & Company, Standard Bank Bldg. Wilson & Company, Ltd., 1108 Northern Ontario Bldg.

West, Louis J., & Company, Ltd., Confederation Life Bldg.

Wright, Wilson & Company, 51 King Street West.

TRUST COMPANIES

The Head Offices of nine Canadian Trust Companies are located in Toronto, a greater number than is contained in any other Canadian city. The following is a short description of Trust Companies with Head Offices in Toronto:

Canada Permanent Trust Company

This Company, incorporated by the Dominion Parliament, is associated with and under the same direction and management as the Canada Permanent Mortgage Corporation and occupies a portion of the latter's very fine new seventeen-storey building at the south-west corner of Bay and Adelaide Streets. The Company has branch offices extending from the Atlantic to the Pacific. Paid-up capital, \$1,000,000; reserve, \$300,000.

President, W. G. Gooderham; General Manager, Geo. H. Smith.

Chartered Trust and Executor Co.

Founded in 1907 under a Dominion Charter, this Company began business at Bay and Richmond Streets, Toronto. After occupying two other sites, it purchased its present property at 34 King Street West in 1928 and moved there in September of that year. Paid-up capital, \$980,150.

President, Hon. W. A. Charlton, P.C.; General Manager, John J. Gibson.

National Trust Company, Limited

Established Toronto, 1898. Branch offices established as follows: Montreal, 1899; Winnipeg, 1900; Edmonton, 1902; Saskatoon, 1906; London, England, 1914, (Representative); Hamilton, 1924, (through acquisition by the Company in that year of the undertaking of Mercantile Trust Company of Canada, Limited). Transacts a general trust and agency business for corporations and individuals through Estates, Savings, Safe Deposit Vault, Real Estate, Corporate Trust and Stock Transfer Departments.

At the end of 1929, Capital was \$6,350,103; Estates, Trusts and Agency Account, \$219,835,364; Trust funds for investment, \$5,591,563; and Trust Deposits, \$12,110,715. The total Assets under Administration were \$243,887,745.

President, Sir Joseph Flavelle, Bart; General Manager, W. E. Rundle.

The Imperial Trusts Co. of Canada

Established in 1887. Head Office, 15 Richmond Street West; branch, St. Catharines, Ontario. Paidup capital, \$248,650.

President, A. C. McMaster, K.C.; Secretary, John A. Withrow.

The London and Western Trusts Co., Ltd.

Located at 49 Yonge Street. Paid-up capital, \$845,100.

President, W. W. Evans; Vice-President, Rt. Hon. Arthur Meighen, K.C., P.C.

The Sterling Trusts Corporation

Incorporated by Special Act of the Dominion Parliament in 1911 and began business a year later with Regina as its Head Office In the early part of 1914 the Head Office was moved to Toronto and Regina was continued as a branch. The Toronto office is on the main floor of the Sterling Tower, Bay and Richmond Streets.

At December 31, 1929, it had a paid-up capital of \$777,530.11; a reserve fund of \$140,000; and total

assets of \$11,729,891.48.

FINANCIAL

President, W. H. Wardrope, K.C.; Managing Director, Chas. Bauckham.

The Toronto General Trusts Corporation

The Toronto General Trusts Corporation, founded in 1882, was the first trust company to be incorporated in Canada. The Charter is held under the laws of the Province of Ontario.

It began with a subscribed capital of \$300,000.00. This capital now stands at \$3,000,000, fully paid-up, with a reserve fund of \$3,750,000. The progress of the Corporation may be, shortly, shown as follows:

Total	assets	at	end	of	1897\$	11,834,806
••	"	"	"	"	1912	53,852,564
"	"	"	"	66	19271	69,812,968
"	"	"	"	"		95,494,850

The Head Office of the Corporation is in Toronto and it has fully equipped branches in Montreal, Ottawa, Winnipeg, Regina, Saskatoon, Calgary and Vancouver. It is in a position to offer every trust company service, including the acceptance of savings deposits throughout the provinces in which these offices are situated.

The Corporation conducts a purely fiduciary business and engages in no banking, underwriting of stock and bond issues or real estate promotion. The services of the Corporation may, briefly, be listed as follows:

For Individuals: Trustee or Executor under a Will; Agent for administering investments or real estate; Depository for Savings.

For Corporations: Trustee under Bond Issues; Escrow Agency; Transfer Agent and Registrar; Depository under reorganizations or Voting Trusts; Fiscal Agent for payment of dividends.

The Trusts and Guarantee Company, Ltd.

Incorporated in 1897. The Head Office building is located at 302 Bay Street. It has branch offices at Windsor, Calgary and Brantford. Paid-up capital \$1,957,534.

President, James J. Warren; General Manager, E. B. Stockdale.

The Union Trust Company, Limited

Incorporated in 1901, under the Ontario Loan and Trust Act, this Company for many years occupied premises in the Temple Building, but in 1920 moved to its present location at the north-east corner of Richmond and Victoria Streets. There is also a branch in Winnipeg. Paid-up capital, \$1,000,-000; reserve and undivided profits, \$822,405.

President, Henry F. Gooderham; General Man-

ager, C. D. Henderson.

Insurance

Toronto is a large insurance centre. Of the 57 Life Insurance Companies operating in Canada, 20 have Head Offices in Toronto, it being equalled in this respect only by Montreal. Of the 277 Insurance Companies, other than Life, operating under Dominion license in Canada, 98 designate Toronto as their Head Office. A short description of some of the Life Insurance Companies in Toronto follows:

Canada Life Assurance Co.

This Company dates back to 1847, twenty years before the birth of the Canadian Confederation. A few British Companies had been transacting a form of life insurance business in Canada a very short time before the Canada Life, but in the year when the latter Company was founded the annual premium income of all of them together amounted to only about \$75,000. In 1929 the premium income of the Canada Life amounted to more than \$33,-000,000, and the amount of Life Insurance on its books to almost one billion dollars. The Company has now under construction a new Head Office building on the west side of University Avenue, just above Queen Street.

President, Leighton McCarthy; General Mana-

ger, A. M. Mitchell.

Confederation Life Association

The Confederation Life Association, one of Canada's best known and oldest established Companies, commenced business in 1871. The gentlemen associated for the purpose of founding the Company

were all prominent in the financial and business world, its first President, Sir Francis Hincks, having been Prime Minister of Canada before Confederation and Minister of Finance after Confederation. The second President, Sir. W. P. Howland, was twice Minister of Finance in the Dominion Government. One of its first Vice-Presidents was the Hon. Wm. McMaster, who was a high financial authority and the founder and President for many years of the Canadian Bank of Commerce.

From the beginning, the Confederation Life Association's history has been one of prosperity. The first year's business written amounted to \$1,838,000, a sum larger than that written by any Company doing business in Canada at that time. In 1910 the Company wrote over \$7,000,000 new business; in 1920 over \$34,000,000 and in 1929 over

\$67,000,000. Its business in force now totals over \$340,000,000. Its assets have grown from \$101,000 in 1872 to over \$4,000,000 in 1892, and to nearly \$9,000,000 in 1902. It passed the \$40,000,000 mark in 1924 and its assets now are over \$75,000,000.

Mr. J. K. Macdonald, who was principally responsible for the founding of the Company and the development of its business, was actively connected with the Company up to July, 1928, when he died at the advanced age of nearly 92 years. His son, Mr. C. S. Macdonald, is now Vice-President and General Manager of the Association.

The Continental Life Insurance Company

The Continental Life Insurance Company is a Canadian company, founded by Mr. George B. Woods (its President and Managing Director) in 1899. It is licensed by the Dominion Government. The assets at 31st December, 1929, amounted to \$6,705,720 and, conservatively invested, yielded the satisfactory rate of 6.18%. The Company's Head Office building is located at the corner of Bay and Richmond Streets, Toronto.

Dominion of Canada Guarantee and Accident **Insurance Company**

This Company was established in 1887, and had as the first President, Sir John A. MacDonald. Its assets amount to about \$2,500,000.

President, Col. A. E. Gooderham, LL.D.; Vice-President and Managing Director, C. A. Withers. Head Office, 26-28 Adelaide Street West.

The Dominion Life Assurance Company

The Dominion Life Assurance Company was established in 1889 and is one of the best known life insurance institutions in Canada. This Company has always had the benefit of conservatively progressive management. A few pertinent figures, from the Company's annual statement, will give one an understanding of the strength of The Dominion Life.

In 1929, Insurance Issued and Revived amounted to \$28,495,861; Insurance in Force reached the total of \$137,474,551; Assets were \$23,825,357; Premium Receipts were \$4,353,995 and the Total Income was \$6,095,915. In the year 1929, Payments to Policyholders amounted to \$2,267,383, of which Dividends on policies accounted for \$843,445; and, in the same year, Policyholders' Surplus fund reached the total of \$2,046,511. Policy and Annuity Reserves, as at December 31st, 1929, amounted to \$17,647,070, and the Excess Income over Disbursements equalled \$2,314,496. The Average Interest Earnings on all invested funds reached the unusually high total of 6.91%.

The Dominion Life has the reputation of paying very large dividends to its policyholders. It has always enjoyed the advantage of an exceptionally low mortality and has consistently earned a high interest return upon its assets because of the investment policy it has pursued. These two factors are mainly responsible for the large dividends paid.

The Empire Life Insurance Company

This Company was organized by its present President and Managing Director, Mr. M. P. Langstaff, and commenced business in 1923. Present assets, \$1,673,660, compared with \$98,585 in 1923. Premium income, 1929, \$554,735, compared with \$23,247 in 1923. Business in force December 31st, 1929, \$19,636,487, compared with \$1,077,473 in 1923. The Company operates in Canada only.

Secretary-Treasurer, J. Ross Paterson.

The Excelsior Life Insurance Company

This Company, now one of the strongest financial institutions in Canada, commenced business in 1890, and has since enjoyed a steady, persistent growth. Assets of the Company amount to over \$16,000,000, nearly one-half of this amount consisting of high class Bonds and Debentures, and onequarter approximately being first mortgages on improved real estate. Insurance in force now totals over \$95,000,000.

Head Office building, 36 Toronto Street. President, Alex. Fasken, K.C.; General Manager, A. Campbell Galbraith.

The Imperial Life Assurance Co. of Canada

Founded by the late Senator Geo. A. Cox, this Company commenced active business in October, 1897, and was the fifteenth company to enter the Canadian Life Insurance field. Sir Oliver Mowat, Premier of the Province of Ontario, and later Lieutenant-Governor, was the Company's first President. Since 1912 the Company has occupied its own building at 16-32 Victoria Street. Its activities extend to all quarters of the Dominion, to Newfoundland and to several points in the British West Indies and Central America. Cash income, 1929, \$14,306,239; total assets, \$57,860,237; assurance in force, \$289,785,882.

President, G. A. Morrow; Managing Director,

J. F. Weston.

The Manufacturers' Life Insurance Co.

From a small beginning in August, 1887, the Company has gradually forged ahead and to-day transacts business, not only throughout Canada but also in several States of the United States, Great Britain and Ireland, the West Indies, Central and South America, Japan, South Africa and South Eastern Asia. The Head Office of the Company occupies the imposing structure at 100 Bloor Street East, Toronto, which was formally opened in August, 1925. The Company had its first 100 million insurance in force February, 1918, 30 years and 6 months after commencing business. This had grown to half a billion in 1929.

President, W. G. Gooderham; General Manager,

J. B. McKechnie.

North American Life Assurance Company

North American Life Assurance Company's record of steady, sane progress and unexcelled service has placed the North American Life in an enviable position among Canadian Life Companies.

Following a distinguished line of Presidents. Mr. Thomas Bradshaw, one of the great constructive executives of Canada, is now head of the Company. Associated with him as Chairman of one of the strongest financial boards in the country is Mr. James H. Gundy, who enjoys a nation-wide reputation as an investment banker.

The General Manager, David E. Kilgour, M.A., A.I.A., F.A.S., demonstrated his eminent scholastic qualifications and his executive ability in former positions with the Company before assuming the

chief executive position.

The interests of the Company's policyholders have always been preponderant. There has now been a period of fifteen years in which there has been no decrease in the dividend scale. Claim settlements are prompt and generous, and letters are received continually from policyholders and beneficiaries expressing goodwill and satisfaction.

The financial position of the Company is outstandingly strong. Regular increases in income. surplus and assets as shown in the annual reports are indicative of the capable administration of the Company, and of the prudent and discriminating investment policy followed by its Directors. At the beginning of 1930, the assets amounted to \$42,134,903, and the insurance in force totalled

\$190,210,309.

General indications point to a period of expansion for the Company. Plans are at present on foot for the erection of a new Head Office building in keeping with its present importance and growth. Developing year by year upon a sure foundation, it has earned the unqualified confidence of its policyholders and of the insuring public which it enjoys to-day.

The Norwich Union Fire Insurance Society

The Norwich Union Fire Insurance Society, which is one of the oldest and strongest of the British assurance offices, having been organized in 1797, commenced business in Canada in 1880 by opening a branch at Toronto, with Mr. Alexander Dixon as Manager.

Under his direction agencies were opened throughout the Dominion, and upon his retirement in 1895 Mr. John B. Laidlaw was appointed Manager and the operations of the Company further

extended throughout Canada.

The business showed a steady and gradual increase, amounting in the last few years to more than \$1,000,000 for Fire Insurance and nearly as large an amount for various other kinds of insurance recently undertaken, including Accident and Sickness Insurance, Automobile Insurance, Guarantee Insurance, Plate Glass Insurance, Hail Insurance. Inland Transportation Insurance.

The Norwich Union showed their faith in Canada in general and Toronto in particular some years ago by purchasing the office building they occupy at 12 Wellington Street East, where a large staff. amounting to about one hundred, are maintained. the Society being one of the most active factors in

the financial life of Toronto.

Mercantile

WHOLESALE

Toronto has long been an important distributing centre and many large wholesale houses have their headquarters in this city. The following are some of the larger concerns operating in Toronto:

NAME

NATURE OF BUSINESS

Aikenhead Hardware, Limited, Hardware. J. & A. Aziz, Dry Goods. Carl Austin & Company, Ivory. Richard L. Baker Co., Limited, Dry Goods. Bennet & Elliot, Limited, Auto Equipment, Radio. Buntin-Reid Co., Limited, Paper. Canadian General Lumber Co., Limited, Lumber. Cassidy's Limited, Glassware and Toys. Conger-Lehigh Coal Co.

MERCANTILE

NAME NATURE OF BUSINESS W. H. Cox Coal Co., Ltd. Davis & Henderson, Stationers. De Witt, Josephine Co., Limited, Artificial Flowers. Goldsmith's Co. of Canada, Limited, Jewellers. W. J. Gage & Co., Ltd., Stationers. Grand & Toy, Ltd., Stationers. Gordon, MacKay & Co., Limited, Dry Goods. Green, John C., & Co., Limited, Millinery. Gregg, G. R., & Co., Limited, Silks, Linens, etc. W. B. Hamilton Shoe Co., Limited, Shoes. Hind, Edmund, Lumber Co., Limited, Lumber. H. S. Howland, Sons & Co., Ltd., Hardware. F. W. Humphrey & Co., Ltd., Grocers. Ivey, John D., Co., Limited, Millinery. Laidlaw Lumber Co., Limited, Lumber. Lovell, R. J., Co., Limited, Stationers. Lumbers, Jas., Limited, Grocers. Moneypenny Brothers, Woollens. Nisbet & Auld, Woollens. Patrick, W. G., & Co., Limited, Confc. and Grocers. Prime & Rankin, Limited, Dry Goods. Standard Fuel Co., Ltd. Union Lumber Co., Ltd. Wilson, Munroe Co., Paper.

RETAIL

The following is a description of some of the larger and outstanding retail stores of Toronto:

The Adams Furniture Company

Founded in 1881 by the late Charles S. Coryell, this business has grown with the city and is now known from coast to coast as the largest retail business of its kind in the Dominion of Canada, a position which it has held since the beginning of the century. The sons of the founder took over the business in 1919, and have continued the policy upon which the firm was founded, that is, giving credit to customers. Indeed, it was the first store in Toronto to offer this convenience to the public. The success of the plan is attested by the fact that about one half of the sales are to open or reopen accounts and the institution has had three generations of the same families in their books.

The head office and main store are located at 211-219 Yonge Street in a splendid building built and owned by the firm and occupied in 1920. It has eight showroom floors, including the mezzanine and basement. There are, in addition, four branch stores, as follows: 619-625 Danforth Avenue, 932-934 St. Clair Avenue West, 2512-2514 Yonge Street, Toronto, and Simcoe Street, Oshawa. Adams Trade-in-Store is located at 227 Victoria Street, Toronto.

Holt, Renfrew & Co., Limited

In 1837, at Quebec, G. R. Renfrew founded a store selling furs and men's hats. In 1890 a store was opened in Toronto, at 5 King Street East, and in 1907 it was moved to the present-location at Adelaide and Yonge Streets. In 1910 branches were founded in Montreal and in Winnipeg. After the death of the founder, John Holt and Allen E. Renfrew continued the business under the name of Holt, Renfrew and Company. In 1918 the Company was purchased by a Syndicate and capitalized. Among its departments are men's furnishings, men's wear, women's wear, millinery and accessories.

The T. Eaton Co., Ltd.

Among the epics of commercial history is the growth of Eaton's from a little two-storey shop measuring 24 x 60 feet, in 1869, to the position of the greatest store in the British Empire. The Main Store covers practically a city block and the House Furnishings Building, Factories, Mail Order warehouses and various distributing stations cover several more, while the first unit of a great new store, thoroughly modern in design and equipment, is now under process of construction at the corner of Yonge and College Streets.

The staff in Toronto alone numbers over 14,500 people, nearly all of whom are in steady year-round employment, and branch stores and factories in various towns and cities throughout Canada bring the total number of employees to about 32,000. The factories in Toronto employ 3,200. These factories, sunny and bright, all with modern equipment, are well worth a visit. (Tours of factories are arranged at the Service Bureau, Store, Main Floor.) They manufacture men's, women's, children's clothing;

candies; toilet supplies; thread; leather goods and harness; jewelry, etc. With the exception of school books, all these goods are sold in Eaton stores, thus giving Eaton customers the benefit of factory-tocustomer prices. The merchandise sold in the Store is varied—and ranges from the most exquisite of imported goods to the most prosaic commodities of everyday life.

A series of Specialty Shops—The Ensemble Shop, Suit Shop, Fabric Shop, Linen Shop, Piano Salon, Hostess Shop, Book Room, Gallery of Antiques and Reproductions and the Fine Art Galleries cater to those with fastidious taste.

Various services minister to the convenience and comfort of Eaton customers. These include the Travel Department, which gives advice concerning routes, hotels and all the difficulties that beset the traveller, makes reservations, procures tickets and gives a complete travel service; City Order Department; Transfer Office, where those shopping in various departments may pay for all their purchases at once; Dining Room and Cafeteria, Fifth floor, Main Store; Georgian Room, Ninth Floor, a spacious restaurant for breakfast, luncheon and afternoon teas; Oriental Coffee Shop, House Furnishings Building; Post Office; Rest Room with telephones, writing and other facilities; Parking Station for customers' motors.

John Northway & Son, Ltd.

In the year 1876 the first Northway Store was opened in Tillsonburg, Ontario, by the late John Northway, a young journeyman tailor from England. In 1890 a second store was opened in Orillia; a third store was launched in Chatham in 1896, and in 1903 the original Toronto store was opened. In the year 1913; a store was opened in Brantford; in 1925 one was opened in Hamilton, followed two years later by the Stratford store. In the meantime the Toronto store so prospered that, in spite of extensive additions, accommodation became so taxed that further expansion became essential. This culminated in the recent erection of a fine eight-storey building upon the site of the former store.

To-day the name "Northway" represents one of the largest women's and children's ready-to-wear

organizations in the Dominion.

Ryrie-Birks, Limited

The beginning of the Ryrie-Birks jewellery business dates back to 1854, when a small jewellery store was opened on the east side of Yonge Street. just above Adelaide. Mr. James Ryrie served his apprenticeship in this store, subsequently becoming manager and then owner. Later on he formed a partnership with his brother Harry. The business grew rapidly, necessitating larger quarters at the north-west corner of Yonge and Adelaide. Several years later, to provide still larger space, the business was moved to the present building at Yonge and Temperance Streets.

Some years ago the Ryrie business became affiliated with Henry Birks & Sons of Montreal and the firm name was subsequently changed to "Ryrie-Birks, Limited." Mr. James Ryrie is President, and Mr. J. Earl Birks is Vice-President and Managing Director. The Ryrie-Birks business is now one of

the largest of its kind on the continent.

The Robert Simpson Company, Ltd.

The Robert Simpson Company, Limited, controls the operations of two of the longest established and best known department stores in Canada, as well as a mail order business extending over the

whole of Canada.

The Toronto store, which was founded in 1872, is located in the heart of the shopping district and fronts on four of the city's busiest streets, 370 feet on Queen Street, 210 feet on Yonge Street, 583 feet on Richmond Street, and 105 feet on Bay Street. It rises in three successive steps, being six, eight and nine stories in height, exclusive of basement and subbasement. One of its distinctive features is that it has "the longest shopping aisle in the world"-583 feet.

Large and commodious mail order buildings are located in Toronto, Regina and Halifax, and from these points merchandise is distributed throughout Canada from coast to coast. President, Charles L.

Burton.

F. W. Woolworth Co., Limited

The first five and ten cent store was opened by Mr. F. W. Woolworth in Utica, N.Y., February 22nd, 1879, and, although it did not prove to be an

CANADA VINEGARS

LIMITED

Manufacturers under Government supervision of

PURE SPIRIT, CIDER and MALT VINEGARS, APPLEADE and APPLE JUICE

Plants at
TORONTO, MONTREAL, QUEBEC CITY,
KINGSTON, HAMILTON, OWEN SOUND,

NORWICH, WINNIPEG, CALGARY, EDMONTON and VANCOUVER.

Warehouses
CHICAGO and NEW YORK CITY

The Largest Vinegar Works in America

O. H. WILLIAMS

Direct Importer of
FINE MEN'S APPAREL
From the Most Exclusive Houses in the British Isles
and Europe

Coats, Ties, Socks, Golf Apparel, Handkerchiefs, Gloves, etc.

43 SCOTT ST. - TORONTO

MERCANTILE

outstanding success at first, through perseverance on the part of the founder, it has grown until today the F. W. Woolworth Company are operating over 2,200 stores in Canada, Cuba, United States, Great Britain and Germany.

The first store in Toronto opened April, 1897, at the location just north of the old Jamieson Building, and later enlarged to include the building at the corner of Queen and Yonge Streets, by S. H. Knox & Company and continued under their management until the year 1912, when the F. W. Woolworth Company took them over. In recent years other stores in Toronto have been opened, until at the present time the Company has in operation fourteen stores in Toronto, with two more to be opened during the present year.

CHAIN STORES

Toronto has a large number of chain stores and businesses. A number of these listed below began their operations in Toronto; others have their Canadian head office located in this City.

	No. of Stores	NATURE OF
COMPANY	In Toronto	BUSINESS
Adanac Stores, Limited	IN TORONTO	Groceries
Applements for San Ital I I	4	Hats
Applegath & Son, Ltd., L. J		
Geo. Arnold, Limited	$\dots \dots 54$	Meats .
Atlantic & Pacific	57	Groceries
Bowles Lunch		Cafeteria
Carnahan's Drug Stores	3	Drugs
Childs Company	3	Restaurant
Dominion Stores, Ltd	96	Groceries
Hooper's Drug Stores	7	Drugs
Hunt's Limited	25	Confec'ry
Kresge, S. S. Co., Ltd	5	General
Laura Secord Candy Shops, Lt.	d 25	Confec'ry
Loblaw Groceterias Co., Ltd	40	Groceries
Liggett's Drug Stores		Drugs
Moore's Limited	7	Drugs
Muirhead's Cafeterias, Ltd	4	Restaurant
McConkey's Dairy Lunch	2	Restaurant
Owl Drug Stores, Ltd	10	Drugs
Red Star Grocery	5	Groceries
Sloan's Food Shops	11	Groceries
Superior Stores	225	Groceries
G. Tamblyn, Limited		Drugs
Thomson Groceries, Ltd	10	Groceries
United Cigar Stores, Ltd	57	Tobacco
Walker Stores, Limited	9	Dry Goods
Transci Doores, Dillinod		Dry Goods

MERCANTILE

TORONTO HEADS CANADA AS LIVE STOCK CENTRE

The following livestock were received at the Union Stock Yards of Toronto Ltd., during 1929 and 1928:

	1929	1928
Cattle	349,778	392,792
Calves	118,723	115,760
Hogs	246,455	275,997
Sheep	242,836	227,928
Horses	5,840	4,934
Totals	963 632	1.017.411

The 1929 figures for Toronto compare with a total for Montreal, including Port St. Charles and East End of 756,976 and for Winnipeg of 805,209. These are the two largest receiving points outside of Toronto. The approximate value paid to owners of live stock on the Toronto Market in 1929 was \$37,000,000.

DISTRIBUTION AND STORAGE FACILITIES General

Distribution of merchandise covers the many functions of placing the raw goods of the producer or the semi-finished or finished goods of the manufacturer into the hands of the consumer. There are but few types of merchandise which are produced in the proper amounts and at the proper seasons so that they can be placed in the ultimate consumer's hands without the problem of storage arising at some point in their travel from their point of origin to ultimate destination. Storage of merchandise is a leveller of prices and equalizes the peaks of production against more uniform consumer demand.

Toronto is obviously the proper location through which to serve the major portion of Ontario, the province with the highest purchasing power per capita in the entire Dominion. There are several companies offering such facilities in Toronto.

CONSTRUCTION

Toronto is a great construction centre, some of the largest firms operating in Canada having their head office in this city. As shown in the statistical table (page 9) the building permits for 1929 in Toronto amounted to \$47,698,654. Among the larger construction and general contracting firms operating in Toronto are the following:

Anglin Norcross, Ltd., Temple Bldg. Boone, C. S., Excelsior Life Bldg.

Construction and Paving Co., Ltd., Bathurst Street. Davidson, Walter, Co., 188 Duke Street.

Fuller, Geo. A., Co. of Canada, Ltd., 202 Dundas Street West.

Godson Contracting Co., Ltd., 203 Richmond St. W. Grant Contracting Co., Ltd., 47 Wellington St. E.

Gray, John V., Northern Ontario Bldg. Kent, John G., & Son, Ltd., 1221 Bay Street. Kilmer & Barber, Ltd., Harbor Bldg.

Miller, Roger & Sons, Ltd., Harbor Bldg. Muntz, E. P., Ltd., Temple Bldg.

Nelson River Construction, Ltd., 124 Pears Avenue. Russell Construction Co., Ltd., Villiers.

Sullivan & Fried, Ltd., 81 Victoria Street.
Wilde & Brydon Co., Ltd., 1106 C.P.R. Bldg.

THE CANADIAN MANUFACTURERS' ASSOCIATION, INC.

Toronto has the distinction of possessing the head office of Canada's national organization of manufacturers, the Canadian Manufacturers' Association, Inc. This body has a history dating back to the year 1872. For a long time it consisted mainly of local organizations in two or three of the principal industrial centres of Eastern Canada and was necessarily provincial in its scope and outlook. In 1899, however, it was reorganized on a national basis and in the thirty years since then, it has expanded from a small body of 300 members to a large and influential association with over 4,000 members located in all parts of Canada.

The Association's organization is modelled to a certain extent on that of the Dominion of Canada. Its Executive Council, which is representative of the whole Dominion, corresponds roughly to Parliament. Its Executive Committee resembles the Cabinet and its standing Committees are like those of the House of Commons. The Council and the

Committees deal with matters affecting the Association as a whole. To consider questions more peculiarly provincial in scope, the Association is separated into five divisions, each with an executive committee, which may be likened to the provincial legislatures. These divisions are, the Maritime. with office at Amherst, N.S., the Quebec, with office at Montreal, the Ontario, with office at Toronto, the Prairie, with office at Winnipeg and sub-office at Edmonton, the British Columbia, with office at Vancouver. Each Division has its own secretary and staff. Finally, in order to consider matters of municipal interest, branches have been established in many of the industrial centres of the Dominion and these have their committees and, in some cases. permanent offices and secretaries. The City of Toronto boasts the largest branch numerically, with 1,000 members.

The national officers consist of the President, a first and second Vice-President and an Honourary Treasurer, all of whom are elected from the membership at large at the Annual General Meeting. The head of the permanent staff is the General Manager, whose office is at Toronto.

At the head office are located the service departments, each in charge of an experienced and capable man. These include the Tariff, Transportation, Legislation, Industrial Relations, Commercial Intelligence, Trade Sections and Publishing Departments. The work of these departments is supervised and directed by the standing committees of corresponding name, which report to the Executive Council. Their services are at the disposal of members without charge and their activities form one of the most useful functions of the Association.

The Association's publications consist of Industrial Canada, a monthly periodical, which carries to the members the news of the Association's work; the Canadian Trade Index, an annual volume, containing a classified list of all goods made in Canada with a complete list of Canadian manufacturers; and a regular bulletin service, giving members the latest information on questions of immediate interest to the membership.

MERCANTILE

MANUFACTURING

Toronto in 1928 had the largest number of manufacturing industries of any city in Canada. paid the largest sum in salaries and wages and was second only to Montreal in point of value of goods produced. There were in Toronto, according to the figures of the Dominion Bureau of Statistics. 2.221 manufacturing establishments employing 100,-034 persons, paying salaries and wages of \$125,579,-599, producing goods valued at \$565,444 323 and requiring an invested capital of \$505,207,658. If the manufacturing establishments for the environs were added, the figures for Greater Toronto in 1928 were 2,261 manufacturing establishments employing 105,748, salaries and wages paid \$133,-825,312, Capital \$550,439,192, Value of Products, \$616,850,551.

The following are figures for the types of manufacturing carried on in Toronto with a production in 1927 of \$250,000 or more. This information was obtained through the courtesy of the Dominion

Bureau of Statistics.

	No. Est.	Capital Em	No. of ployees	Salaries and Wages	Cost of Materia	Value of Products
Adhesives	3	\$ 242,991	30		\$ 187,386	
Waters	19	2,506,361	249	465,103	101,000	\$ 304,153
Implements	4	26,979,670	2,233	3,026,704	1,214,164	2,116,589
Aluminum and its products	7	4,707,347	475	623,335	2,694,892	6,415,851
Animal Hair Goods.	3	214,836	42		1,618,179	2,639,018
Awnings, Tent and Sails	s 11	187,382	89	63,444	74,959	287,999
Automobiles Auto Parts	13	7,373,166 909,044	2,028 207	95,178 2,855,449 265,513	13,698,633 366,316	355,036 17,436,194 881,606
Bakeries Biscuits and	173	7,497,211	2,542	3,301,569	5,690,718	12,264,908
Confec'nery Brick, Sand,	46	23,415,116	4,615	5,084,244	10,606,358	23,789,329
Lime	. 3	596,241	102	145,416	106,867	366,785
Boilers and Engines	. 5	2,278,420	384	551,038	778,566	1,895,451
Boiler Compounds	5	178,869	22	38,458	39,970	163,315
Boot and Sho Findings		57,292	36	39,280	209,019	253,762
Boxes, Wooden*	. 7	2,957,820		488,976	847,228	1,872,637
Brick and Til Breweries	es 7			265,830 637,859	1,072,061	621,939 3,309,061
Brooms and Brushes Boots and	10	1,047,130	250	268,171	321,798	791,771
Shoes, Leather	21	1,702,871	1,137	1,248,171	1,760,988	3,533,338
			1	30		

	TORO	NTO A	I A OLAI	NCE	
Industry No Est Brass and		No. of Imployee	Salaries es and Wages	Cost of Material	Value of Products
Copper Products 30	4,123,65	3 1,266	1,510,520	1,683,764	4,438,047
Carriages, etc. 4 Castings and	335,65	0 209	271,256	232,226	584,377
Forgings 27 Cellulose	7,796,04	8 1,158	1,573,160	2,267,724	5,566,106
Products 4 **Chewing	801,168	8 159	200,095	267,913	586,653
Gum 3 Cigars and	3,128,139	239	464,963	1,162,381	2,854,438
Cigarettes 8 Coffee and	1,183,249	358	364,622	735,401	1,571,130
Spices 14 Coffins and	4,932,108	583	911,362	6,043,992	8,155,374
Caskets 3 Concrete Bl'ks and Arti-	648,250	95	126,995	227,555	490,329
ficial Stone. 8 Compressed	384,760	157	230,009	242,800	688,037
Gases 6 Corsets 9 Cotton and	2,065,143 $1,645,860$		$238,152 \\ 351,666$	$\frac{92,746}{723,643}$	$750,172 \\ 1,366,120$
Wool Waste 3 Cotton and	921,845	248	· 240,133	1,434,514	1,976,792
Jute Bags 5 Creameries 13	1,320,548 $5,479,128$		236,917 $2,107,480$	2,167,813 $7,920,105$	2,580,576 $12,279,127$
Dyeing 24	2,532,946	1,033	1,068,554	354,053	2,433,497
Electrical Apparatus 60 Embroidery 33 Flavoring	19,366,963 476,892		4,915,551 374,381	9,931,619 333,098	24,952,269 972,931
Extracts 10	639,266	151	177,111	545,336	885,304
Flour Grist Mills 4 Food Prod'ets	1,664,947	135	165,753	3,493,993	3,915,589
Misc 14 Fur Dressing 5 Fur Goods 78 Furniture 66	1,647,165 $645,877$ $3,584,146$ $3,111,166$	244 232 895 $1,094$	302,473 $279,320$ $1,414,799$ $1,383,720$	1,524,100 $69,110$ $5,939,862$ $1,557,132$	2,510,431 1,233,333 8,425,651 4,129,548
Glass, Plate, Cut, and Ornamental 17	1,072,363	345	490,022	429,869	1,100,878
Hardware and Tools 20 Harness and	7,318,220	1,975	2,651,167	3,144,680	7,988,689
Saddlery 6 Hats and Caps 25	710,024 1,188,586	$\frac{257}{604}$	321,823 682,973	819,745 1,240,983	1,356,339 2,386,629
Heating and Ventilating, 12	4,577,225	858	1,266,211	1,506,874	3,988,116
Hosiery and Knit Goods. 27	9,383,844	2,825	2,480,571	4,771,172	8,925,567
Industrial Machinery . 35 Iron and Steel	12,365,372	1,895	2,679,716	3,181,306	8,308,814
Products N.E.S 18	3,989,652	1,441	2,056,999	2,391,840	6,193,970
Jams and Jellies 10 Job Printing	820,760	170	192,315	730,157	1,132,032
and Book Binding222	14,097,316	4,109	5,743,136	5,236,813	15,986,975
Lacings Tapes, etc 6 Ladies' and	305,200	90	99,833	127,714	306,247
Children's Wear 14	2,302,867	816	836,883	1,500,139	2,802,734

MERCANTILE

			IVI	SRCAI	ATILE			
	No. Est.	Capital	Emp	o. of ployees	Salars and Wages	Cost of Material	Value of Products	
Laundries Lead, Tin and	20	2,942,8	343	1,457	1,271,562	209,749	2,550,549	
Zine Leather Goods	8	2,981,1	02	464	492,477	2,401,190	3,204,469	
N.E.S	18	1,022,9	965	562	514,582	831,411	1,792,406	
Leather Tanneries Leather	6	3,414,3	309	519	754,350	2,200,844	3,066,467	
Trunks, Bags, Gloves and Mittens Lithographing and Engrav-	10	908,	565	282	325,337	433,004	1,037,592	
ing Lubricating Oils and	39	6,044,7	730	1,982	3,384,294	1,951,271	7,312,531	
Greases	3	404,	622	32	65,359	235,824	411,296	
Mattress and Springs Medicinal and	19	1,840,	158	454	559,129	1,398,553	2,538,594	
Pharmaceu- tical Preps Men's Furnish- ing Goods	49	6,668.	705	985	1,131,354	2,258,228	6,438,153	
and Suspenders Men s Factor	. 21	1,641,	858	1,097	1,073,076	2,166,524	3,839,854	
Clothing Men's	. 43	7,561,	004	2,981	3,893,140	5,589,966	12,843,813	
Neckwear. Millinery (fac		1,301,	501	402	406,723	1,349,812	2,343,925	
tory made) Monuments and Orna	. 33	1,429,	395	1,161	1,152,613	1,592,543	3,579,429	
mentalStone Musical Instrument	e 24	1,287,	621	502	850,097	818,217	2,205,152	
Materials	. 7	2,141,	181	486	541,976	450,579	1,144,566	
Metal Prod ucts Misc. Office and Household	. 7	636,		156	173,499	197,123	879,991	
Machinery. Paints, Pig-	er.	5,912,	915	655	993,927	1,361,796	4,740,145	
ments and Varnishes Paper Boxe	. 19	6,037	,888	874	1,213,549	5,263,593	9,310,082	
and Bags Paper Good	S	7,495,	095	2,022	2,253,573	4,856,895	9,495,084	
N.E.S Pianos and		1,971	,928	401	514,819	1,077,282	2,751,244	
Phonograp Pickles and			-	601	780,004	1,426,405	3,024,833	
Relishes Planing Mills Polishes ar			,305 ,208	288 1,436	270,561 1,795,151	746,745 5,605,146	1,705,060 7,916,346	
Dressings. Printing ar	8	3 429	,015	75	138,920	264,704	647,977	
Publishing Printing Ink Precious Met	26			3,474 285	5,433,578 613,948	5,045,299 871,845	17,457,682 2,447,529	
Products. Pulp and	44	4,980	,081	1,067	1,536,272	1,716,860	4,343,186	
Paper		3 1,912	2,444	195	236,004	697,984	1,416,049	
Quilted Good	ds	3 389	9,004	130	124,559	470,190	727,474	
Refrigerator Rubber Goo			1,962 8,931		102,445 3,913,200	170,501 6,685,176	401,167 14,971,935	
					and the second s			

Industry	No. Est.	Capital	Er	No. of aployees	Salaries and Wages	Cost of Material	Value of Products
Sausages and	1						
Sausage	•						
Casings	8	402,3	115	74	78,697	221,286	309,902
Sheet Metal	0	102,0	10	17	10,001	221,200	300,802
Products	34	11,015,6	90	2,618	3,198,141	5,589,430	12,915,957
Shoddy	4	327,6		70	75,585	254,758	422,959
Silk and Silk		021,0	00	10	10,000	204,100	422,909
Goods		370.4	56	126	132,663	255,593	454,319
Soaps	12	7,596,7		972	970,804	4,666,627	8,458,589
Sporting	12	1,000,1	10	312	310,004	4,000,027	0,400,009
Goods	5	880,8	51	137	148,277	373,706	858,535
Stereotyping	J	000,0	OI	101	140,211	373,700	000,000
and Electro-							
typing		525,4	55	125	224,189	43,493	457,376
Slaughtering	10	020,1	00	120	221,100	40,400	201,010
and Meat							
Packing	12	28,054,3	30	4,048	5,261,860	64,259,839	77,175,216
Stationery	1~	20,001,0	00	1,010	0,201,000	01,200,000	11,110,210
Goods	11	1,803,4	21	559	686,448	1,870,748	3,028,105
Statuary and		1,000,1	J.	000	050,115	1,010,120	0,020,1200
Art Goods	9	354,5	14	242	203,643	278,042	679,027
Straw Hats		002,0		212	200,010	2.0,022	0.0,0
and Shapes.	4	245,40	04	125	163,821	241,804	511,118
	_		_				
Toilet Prep-							
arations	15	1,110,2	11	189	268,936	694,199	2,073,709
Toys and	10	1,110,2	11	100	200,000	001,100	2,010,100
Games	3	134,71	10	87	79,828	187,167	360,094
Typewriter	J	104,71	LU	01	10,020	101,101	000,001
Supplies	3	457.51	7	69	127,974	209,002	473,601
Supplies	0	101,01		00	121,011	200,002	2,0,002
TT							
Umbrellas and Parasols	æ	343,96	0.5	131	127,214	294,840	477.810
rarasons	5	949,90	10	101	127,214	234,040	411.010
Washing							
Compounds.	6	91,74	15	34	39,415	87,874	172,398
Wines and	0	01,13		01	00,110	0,,0,1	1,2,000
Grape Juices	10	467,75	8	45	48,058	117,158	322,034
Wire and Wire	10	201,10		10	40,000	111,100	0 , 0 0
Goods	10	737,04	0	172	207,378	418,920	786,109
Wood Indus-	10	101,01		1.0	201,010	110,000	
tries, Misc.	14	1,684,36	3	290	321,949	378,268	1,153,477
Women's	~ ~	2,002,00		200	022,020		The Court of
Factory							
Clothing 1	30	8,890,25	1 (6,802	7,358,763	15,310,979	26,201,864
.Women's		,,			,		
Neckwear	4	604,21	2	344	320,058	506,519	1,057,601
	-				15/		

*See also Paper Boxes and Bags. **1927 Figures.



ANY QUESTION you may have of tire quality is amply answered by this great and ever-growing 15-year-old fact:

More People Ride on Goodyear Tires Than on Any Other Kind



"Good Things Should Be Praised"

Mr. A. M. Sanderson, Sanderson-Barclay, Limited 196-198 Adelaide Street West Toronto, Ont.

Dear Mr. Sanderson:

The returns from our last mailing are coming in so plentifully that I am inspired to drop you these few lines to thank you for your always helpful co-operation.

"Good things should be praised," as Shakespeare said, and I have nothing but the greatest admiration for your firm; the excellent class of work turned out by you and the efficient courtesy I always receive from your staff.

Thanking you again and with best personal wishes, I cm

Si icerely yours,

(Signed) B. E. HARRISON

Manager, Burroughs & Company (Eastern) Limited

Sanderson-Barclay Limited

Creators and Producers of Direct-Mail Advertising

196-198 Adelaide St. West TORONTO, ONT.

We guarantee:
Complete Satisfaction or Complete Compensation

NORTH AMERICAN LIFE ASSURANCE COMPANY

Head Office - TORONTO, CANADA



President
THOMAS BRADSHAW, F.I.A.

Chairman of the Board
J. H. GUNDY

D. A. KILGOUR, M.A., A.I.A., F.A.S.

"Solid as the Continent"