

# The Largest Clay Product Contract for a Single Building ever placed in the British Empire.

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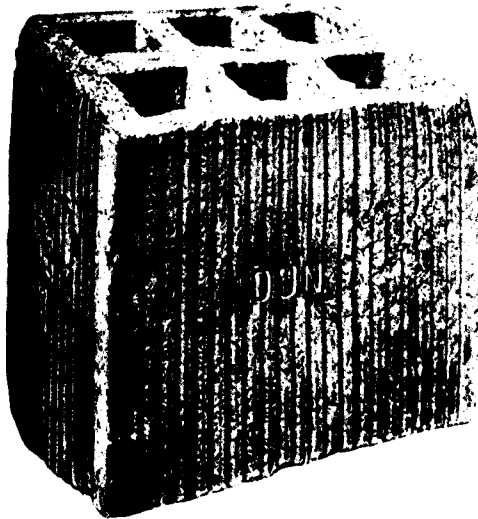
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**Royal Bank's  
New  
Twenty Storey  
Building  
Toronto**

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(Illustration on opposite page.)



**3,000,000  
DON VALLEY BRICK**

**1400,000 Sq. Ft.  
DON VALLEY POROUS  
TERRA COTTA  
FIREPROOFING**

**Q**UANTITY may be termed the *requisite factors* which place a commodity in big demand—and *quantity*, an evidence of capabilities for meeting that demand. Here is an illustration:

Can you picture 3,000 teams laboring along the road with as many loads of brick, and another caravan of 1,600 teams immediately behind, each drawing a load of porous terra cotta? Or a train load comprised of these two materials extending along the track for a distance of  $3\frac{4}{5}$  miles, and containing 535 cars? Or again can you conceive of two immense piles, one a pyramid of porous terra cotta 106 ft. square at the base and recessing one foot to every foot rise to a height of 106 feet; the other a solid cube of bricks  $36 \times 36$  ft., rising perpendicular on all four sides to a height of 124 feet? If you can, then you have some idea of the clay products alone that will enter into the construction of what will be the highest building in the British Empire.

There is enough porous terra cotta to cover a pavement 60 ft. wide for a distance of  $1\frac{1}{4}$  miles, and a sufficient number of brick to construct a sidewalk 10 ft. wide for a distance of approximately  $8\frac{3}{5}$  miles. Laid end to end these blocks of terra cotta would reach  $75\frac{4}{5}$  miles, or over twice the distance from Toronto to Hamilton. The bricks arranged in a similar manner would extend over a distance of 441 miles, or approximately one-third again the distance between Toronto and Montreal.

All this represents *quantity*, yet such a contract means decidedly more. It tells of recognized value, modern plant equipment, progressive business methods, and large industrial resources. The acceptance of an order by us is in itself *an assurance of prompt deliveries.*

# DON VALLEY BRICK WORKS

**Montreal Agent: David McGill, 83 Bleury St., Montreal**