

Warm, Perfect, Unburn- able—for New, Safe HOMES



A NON-BURNABLE HOUSE, built in Sun Hollow Brick. Fire cannot burn it from exterior or interior sources. Warm and comfortable.

A HOUSE built in our wonderful Hollow Brick makes strong walls, yet so light in weight they prevent bad settling of foundations, with cracked plaster. The honeycomb of air cells in the wall keeps the house quite cool in summer and warm in winter—so warm that big fuel savings are made every winter for generations. Each Sun Hollow Brick equals laying six bricks, and saves wages and building time as well as weight. Put this saving into bigger rooms and comfort features. If you or friends are going to build, learn from us about Sun Hollow Brick. We have a free book for you on request.

A Big Saving Over Brick—Helpful in All Houses

THE use of modern Hollow Brick for walls, floors and cellars gives you a perfect, dry, weather-proof and climate-proof home. It can be used where concrete, brick, stone or wood is now used, and actually costs less than brick. Let us show you how we can better your house whether planned or already built.

Get our Free BOOK

Our big free A.B.C. Primer tells you everything about building properly at small expense, so even the smallest cottage may be made fire-proof, rat-proof, and comfortable, as well as sanitary, during the wettest, coldest or hottest seasons. Tell that you are going to build and get this book to-day FREE.

Build Your House FIRE-PROOF

THE Hollow Brick in walls, floors and ceilings built in this superb material, make perfect fire barriers. Will stand immense heat that would bring down all ordinary walls. Remember, at no extra cost except trouble you can "fireproof" your house, stable, garage or other building automatically, by using Sun Brick Details in the free A.B.C. Book on request. Have a homelike illustration given above—safe from big fire risk and properly built once for all when erected. Hollow Brick—the new way to build—is the perfect Canadian house material, anywhere in the Dominion.

SUN BRICK CO., Ltd.

Traders Bank Building

Toronto, Canada

"I Gained 26 Pounds"

"I Gained 5 Pounds in 6 Days"

Men and Women tell what gave them Flesh and Strength

FREE BOX—The Real Flesh Maker. A 50-Cent Box FREE



A real flesh-maker is found at last. Thousands of men and women have gained flesh and health through eating a little of this wonderful discovery CERTONE.

Here is William Keiffer, who writes: "My weight is now 169 pounds; a gain of 26 pounds since I began taking CERTONE. I am also feeling fine."

Miss Laura McLane writes: "I am so pleased with CERTONE. I have gained eight pounds and you can't imagine how many compliments have been passed on me."

S. C. Guerrero writes: "Your CERTONE is marvelous. I gained 5 pounds in six days."

Such letters pour in from happy people telling how CERTONE has actually given them flesh, strength and good condition after everything else had failed. The most wonderful proofs and testimonials you ever saw from Doctors, Ministers, Physical Culture Experts and delighted men and women of all ages. For example: Rev. F. M. Thullie gained 20 lbs.; Dr. J. H. Thomas (83 years old), 11 lbs.; Miss M. V. Lee, Secretary of Christian Endeavor Union, 29 lbs.; Margaret Boyles, 15 lbs.; Wm. Brown (80 years old), 10 lbs.; Mrs. E. M. Authment, a pound a day; H. de Lotell, 10 lbs. from one box; Louise Boyd, 3 lbs. first week; P. Ferveno, 8 lbs. from one box; Lizzie Speckhall, 22 lbs. in 45 days, etc., etc. And they tell how their looks improved also—which pleases everybody.

Proofs like this are the proofs YOU want; statements from the people themselves telling how they actually gained weight, new life and vigor through CERTONE. Showing beyond question that CERTONE has the true tonic nourishment materials to build up your whole system—blood, nerves, body and brain.

NOW IN YOUR OWN CASE For CERTONE is sure, and safe, absolutely guaranteed to contain no strychnine, nux vomica, arsenic, quinine, nor any harmful drug. CERTONE is positive nourishment tonics extracted from special food principles, highly concentrated, scientifically combined; just what you need and MUST HAVE to build up. The ONLY way.

PROVE THIS: A 50-CENT BOX FREE

Get a dollar box through your druggist or I'll send you a regular Fifty Cent box, with my compliments, if you will send the attached Coupon and ten cents in stamps toward postage cost.

\$1,000 Guarantee

Take your CERTONE and if you are not more than pleased, just tell me so and I will even return your postage to you. That's my confidence in CERTONE. I know what CERTONE can do and I want YOU to know it. And when you know, I believe you'll recommend CERTONE.

50-CENT BOX FREE

This Coupon, with ten cents in stamps to cover postage, entitles you to one 50-cent box of CERTONE free of charge, provided you have not already tried and proved the remarkable flesh-making power of CERTONE. Get this CERTONE by return post. Then watch yourself gain every day. Note the improvement in your nerves and health and digestion. See how you start to improve in looks and become strong and vigorous through CERTONE. (Only one free treatment to each person).

George A. Sykes, Pres., CERTONE CO., Canadian Office, 70 Lombard St., Dept. 113, Toronto, Ont.

THE HOUSE OF 1915

Two Thousand New Homes are Going to be Built This Year by Everywoman's World Readers and Their Friends so This is a Good Time to Learn of the Newest Houses Suitable for Canada.

BY LUCY FULLER

A HOUSE, designed and built to save three tons of coal each winter, ultimately will save many hundreds of dollars. The three factors that save fuel are closeness and accuracy of construction, heat-holding quality in the walls, and a form that takes the least length of outside wall to absorb heat—the square floor plan. As warm air rises, a warm house should have moderately, or unusually low ceilings to keep all heat within reach.

Closely fitting and accurately placed materials keep the cold on one side of the wall and the warmth on the other, and prevent draughts. For retaining heat, modern houses use "dead" air spaces in the walls, because still air is an excellent non-conductor. The very modern house, however, uses a wall material that has much more dead-air space in the wall than is possible with any other construction—the hollow tile made of clay or terra cotta. In selecting house material, by all means select in order hollow-brick tile, brick with air spaces, concrete block with air spaces in each block, brick veneer lined with building paper, rough-cast over wood, ordinary wood lined with building paper, solid concrete lined with hollow brick, or solid stone. Hollow brick tile can be transported long distances because of a big freight saving. Owing to the small amount of mortar and the big bulk of each unit, increased speed in erecting reduces building cost.

The house in Canada requires heating by stoves, fireplaces, hot-air furnaces, steam or hot water. Each system has its own advantages. The hot-air system is the least costly, using flues lined with asbestos. Hot water heating has variable capacity from a gentle heat up to the boiling point of water, without demanding continuous attention to the fire.

Ultra modern hot-water systems in private houses are operated from two furnaces in the cellar, one boiler half the size of the other. In the warm days of fall and spring the small furnace keeps the entire hot-water system at a gentle heat. When the weather is colder, the large furnace is used. During blizzards and cold snaps, both furnaces together give high temperature.

The methods of placing radiators have been changed radically. Now-a-days radiators are not placed in the floor space of the rooms, but in recessed spaces, covered by an ornamental grill of wood, beneath windows and beside the entrance doors of the home. These warm the air where it is cooled the most. By a new method, outdoor air is led to the grill work through cheesecloth air filters, by flues beneath the floor surface, which contain hot water or steam piping. The open fireplace is only an auxiliary form of heating, but attractive and sanitary. Numerous fire-places and mantels are recommended.

The modern Canadian house is taking on changes in design in accordance with the new modes of living. Porch sleeping chambers, open to the air, form the modern bedroom and have a heated dressing-room adjoining. The living room has become the most important room in the house, flooded in sunlight during winter, and well shaded during summer, which calls for a terrace with a pergola or elevated grill-work just outside, on which climbing vines form a summer canopy in place of permanent veranda roof. The modern verandas are made wide and spacious, with provision for open-air dining, and are so built that they may be enclosed in glass sash during winter, to be exchanged for screen frames in summer. In some cases, parts of such verandas are used as sun-rooms, and have a fireplace. The veranda floor for such sun rooms is especially treated with building felt or hollow brick. The passageway hall is vanishing in favor of a reception room and square hall combined, with a clothes closet in a vestibule at the entrance door. The stairway is now faced away from the entrance door.

The modern house, by the way, has the walls and ceilings finished in plaster

board, of which there are several kinds, including fire-proof asbestos. There are also wall board sheets on which the rough plaster is applied, in place of wood lath. Wood lath is disappearing; big lace-like sheets of metal are used in its stead, the meshes of which are preserved by an undercoat of fire-proof cement plaster in place of lime plaster. Even more radical than this, certain adhesive waterproof paints are applied direct to brick, stone or cement walls, and cement plaster rough coats are put directly on the paint. This saves an inch or two of interior room space, saves building cost, and does away with lath altogether. The object of all these is mostly to avoid cracked plaster, from swollen lath wood drying out or warping or from settling. Settling is due to very heavy house walls on an insufficient foundation. One remedy is to build in the light hollow, brick type of wall only on a solid concrete foundation.

Walls in new houses, even where plastered, are not left plain white as they used to be. They are colored with beautiful tints of alabaster wall coating—inexpensive and gives results really charming.

Artificial lighting is now done by throwing strong, hidden electric light on the white plastered ceiling, whence the light pours down in shadowless, soft profusion. Where electricity is not available, artificial

gas may be used preferably that made on the premises from calcium carbide by modern up to date apparatus. This light may also be inverted and thrown up on the ceiling in the same way as electricity, and may be lighted by merely pushing a button.

The isolated country house may now have all plumbing conveniences of the city. Water is pumped into and piped from a tank in the attic, to bath-room, bedrooms, kitchen and laundry, or is forced by compressed air from a storage tank in the cellar. The ordinary bathroom drainage pipe is led underground at a gentle slope to a septic tank, the substitute for the cesspool. In this septic tank, which is divided into two compartments, a harmless odorless fermentation takes place, the tank discharging clear water into an ordinary drain led into the fields, or into the garden to be used as sub-irrigation. These tanks are built of concrete with a frost proof top of hollow brick and are coming to be very generally used in small towns and villages and for farm homes.

The modern kitchen has a cold storage cellar, partitioned from the furnace by heat-excluding walls. Stationary laundry tubs are arranged with covers to form a table when not in use. Of course there is a washing machine, and it is the greatest of labor savers when run by power—water, electricity or by gasoline engine. The kitchen has a porch vestibule entrance big enough to hold a refrigerator, and with a back verandah or terrace. The tendency is to make the kitchen small and compact, saving many steps and much time—a lesson learned from the efficient kitchens of the railway dining cars. The stove is a coal and gas combination range, or a wood range, with beside it a blue flame coal-oil stove—the double heating equipment saves useless heating of the kitchen.

There are many "fireproof" materials for building the new house. Concrete and hollow tile are resistant to fire. The floors, spanning up to twenty feet wide, may be made of tile without beams. Where these are not available, concrete plaster ceilings with metal lath are the next best fire retarding material to protect wooden joists supporting the upper floor.

Shingles are made of asbestos or pliable fireproof composition. Metal shingles give a lightning-safe house. Slat, tile, and hollow brick slabs are other forms. Roofs are lined with warm felt or paper.

Many houses are not practical or convenient, because attention is concentrated on details and not on the modern aids that make houses ideal.

These devices and others may be had anywhere in Canada, and are "Made in Canada." Plan a house so many of these modern features may be added later.



A "Square" House in Hollow Brick, faced in Brick and Stucco—Ideal Construction for Canada.