

## OUR REAL ESTATERS.\*

H. H. WILLIAMS,  
54 Church St.

J. A. MCMURTRY.

mission upon the transaction.

Though it is true that the profession is an open one, needing no previous study or legal qualifications, still there is one most important requisite without which no man can hope to be a successful real estate agent. He may, if he wishes, be ignorant of all college learning, and unable to fill up an agreement to sell without gross orthographical mistakes—he may be as poor as Job's turkey, and unacquainted with the ways of the business world—but he must—he absolutely *must*—be a hustler. To him perhaps more than to any other class of those who have to live by their exertions, applies with special force those true and touching lines of the poet :

"It is not birth, nor wealth, nor state.  
But the git up and git that makes men great."



WM. McBEAN.

SIDNEY SMALL,  
(Fortier & Small.)

No one can hope for success as a real estate agent by simply opening an office, advertising in the papers and waiting for business to come to him. He must look for business—go out into the highways and byways—find out what property is for sale, and who are likely purchasers, and then bend his energies to convincing the seller to moderate his terms and the buyer to enlarge his ideas as to price, until the two are brought together. And to this end he must use tact and discretion, and, above all, persistence.

There are real estate agents just as there are other professionals of all grades—from the firm with a central and elegantly appointed office, and a large staff of clerks, who have got past the "hustling" stage and, having achieved a reputation, can afford to depend upon their position to bring them business, to the "curb-stoner" who carries his office under his hat, and is willing to work for small commissions, and sometimes to resort to questionable artifices to effect a deal.

\*The sketches and personal comments in this article (or in any preceding or following article of our proposed series) are not paid advertisements. The gentlemen here pictured are selected as representatives of their line of business, and have furnished their photos at the special request of the Editor. It is our intention to deal, in future articles, with other departments of local business, artistic and social life.



JOHN N. LAKE.



FRANK LEEMING.

There is a temporary lull just at present in real estate matters, and no doubt a number of those who have rushed into the business without the special qualities necessary to enable them to succeed, or who have not the staying power sufficient to pull through the dull season, will drop out of the ranks. But, in the opinion of good judges, there is just as much money in Toronto real estate as ever there was. Certainly there are no signs of the influx of population slackening—and as all students of modern political economy know, the increase of population must augment land values. So that those who can hold on, whether owners or agents, will profit in the end—and there will yet be fortunes made out of Toronto real estate—really stately fortunes, so to speak. Unless, indeed, the adoption of the Single Tax, or some measure approximating thereto, diverts the increased value from private pockets to where it rightly belongs—the public treasury. We conclude with brief mention of the gentlemen whose portraits are given herewith, and who fairly represent the "upper classes" of the business in Toronto :

MR. H. H. WILLIAMS, who has been "at it" for ten years, has naturally achieved success, for he is not only a typical hustler, but a gentleman whose frank honesty impresses every customer and begets a feeling of implicit confidence. It is Mr. Williams' proud boast that everyone for whom he has done business has made money where guided by his advice. Every department of the real estate business is represented by Mr. W., who aims to relieve property owners and would-be investors of "all further trouble," whether they wish to buy, sell, rent, lend or borrow.

MR. JOHN N. LAKE may be regarded as the real estate pioneer, having gone into the business in 1870, when there were only two other offices doing business strictly in that line. Mr. Lake has, since 1882, devoted his attention to joint stock companies and speculations in Florida and Manitoba wild lands.

MR. E. W. D. BUTLER succeeded in 1880 to the real estate and investment business established by his father, Wilkin B. Butler, in 1860. He is president of the Canadian Savings, Loan & Building Association, which has an authorized capital of \$5,000,000. Mr. Butler is a popular and reliable business man.

The firm of FORTIER & SMALL is composed of Mr. Henry C. Fortier and Mr. Sidney Small. They commenced business in 1884, and now hold a leading place in the real estate line. They devote special attention to properties in the business part of the city and on the best residential streets.

MR. FRANK LEEMING (of F. L. & Co.) has been handling estate transactions for the past four years. He confines his operations to properties within the city.



MALCOLM GIBBS.



H. S. MARA.