

THE TORONTO WORLD


## What Do You Know of Building Construction?

When a manufacturer buys a machine, a farmer he prides hiniselt on his a the prides himiself on his knowlegge of the merits or
the demerits of the various artiggee offered to fill the
epecial requirements he may have in

Rut when 2 man contemplates building
Rut when a man contemplates building a house,
actory, a church, añ office building, a seheol, 2 factory, a church, añ office building, a sehool, or average laymin know of the comparative merits of the many different materials and appliaratees ther enter into
the construction the construction of the building he intends to pay for?
The prospective builder finds he is spend money for many things he knows practically nothing about

The purpose of tho Building and Real Estate De partment shortiy to be begun in The Toronte Sunday
World is primerily World is primarily $a$ campaign of education to $f_{2}$ miliarize the average clayman with proper and safe as
well as beautiful construe he wants and know when he is that he may know what his business establishment his cung it when buildang his house.
The Toronto World is read by the butiness man and after all it is he who is the most interested person in everything that concerns building.
Arehitects, engineers and contractors see and study the technical papers and are supposed to keep abreast of the times. They are called upon for service when a man proposes to build; true it is also mise
to call in a doctor in a case of sickness. But it is well to call in a doctor in a case of sickness. But it it well
to know enough about hygenic matters to permit one to know enough about hygienic matters to permit pne
to live properly and to comprehend and follow the doctors directions when he is consulted. So with buil ding.

The layman never can know too much about the subject for his own gond. The terrible tho little heeded lessons of recent times, the appalling loss of life and property by fire, the destruction in one year of
over half as much building as was erected during the over half as much building as was erectod during the
same period, fully justify our contention that the aversame period, fus to toititle our contention that the ave this important branch of our industrial and social development.

## $=$ SIMPSON

## Men's Store Bargains <br>  <br> 2.49 <br>  <br>  <br> 2.49 <br> sUITS TO MEASURE <br> 

## FURNISMINGS-MEN'S and BOYS*








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 men's umbrellas



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