POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MARCH 20, 1919

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Real Cut Prices

The Apartment House

(Montreal Gazette.) The Indian "moved," not only by primal instinct, but the desire to get clean quarters; and many today in our city life move for a similar motive. They

There are many reasons for the diffusion of the apartment house in Montreal; but climate stands out in the foreground. We build closely for mutual warmth. Other reasons are ease, comfort, concentration of utilities, making for greater efficiency and economy.

Not so long ago and the apartment house was in the nature of a portent. It seemed to threaten the individuality which might surely hope to find expression and enlargement in a country which had 500,000,000 acres of untouched virgin soil within its confines. The apartment house is now a foremost institution in Montreal. The "Sherbrooke Apartments" were the first in the field, and became a nine days' wonder. Copies less potentious multiplied. They towered above the humble dwelling. They offered to make life easy. They brought up the ice and put it in the box. They supplied heat and light. In many cases they served meals by dumb waiter. They eliminated also the drudgery of house-keeping. And for the beginners in life—for the young people who had just got married and had no incumbrance less undesirable than a canary, they provided a cosy little nest—a miniature copy of the big apartments where only millionaires could be expected to pay the rent. It is related of a newspaper man at the beginning of the apartment house epoch that, impulsively asking the rent of a suite of rooms, the announced rates gave him an apoplectic stroke.

The suite of three of four small

The suite of three of four small rooms is prepared for people of moderate means. They rent from \$40 to \$60 a month. It is true that you cannot turn round in them. The "kitchenette" firmly denies all movement. The diningroom will not permit the entrance of more than four persons; and even then there is a condition of motionlessness rigorously imposed. There is one bedroom, so tiny that one finds it difficult to get into it; and a sitting room so restricted that if there should be any company the knees of the visitors are jammed into the knees of the host and hostess.

purposes and dispositions and temperament in life.

The days are sone when our women sat at home and made antimacassars and thought-it living. Women have become active in spheres which have no relation to domesticity. That is not to say that they have turned their backs on the home. It does mean that they will not longer be slaves to the dustpan. The apartment house, in a long and cold winter, solves the question of comfort and convenience; but it must be endlessly repeated in humbler architectural forms so that the common people can use it, as the Rew. Dr. Paterson-Smyth said to the Gazette, they use it in the city of Dublin. The apartment house may be destined to solve the problem of country life the year round in our severe elimate. That will mean, with rapid transit, that the slum will cure itself largely. The people will go further out and find cheap but comfortable homes say thirty miles in the country, in which they can live the year round. But see the "kitchenette," and smile to think that this is home!

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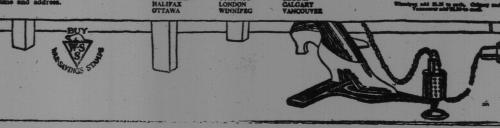
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It is enabling the housewife to do a larger proportion of the family sewing with much less physical effort because a Northern Electric is operated by electricity and simply and easily controlled by the foot.

Time and With a Northern Electric Port-able because electricity does all the work. It is artistically designed and beautifully find In short, a sewing machine you will be protected own. There are many other points of a cority claimed for the Northern Electric Postak your dealer to explain them.

Northern Electric Company



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