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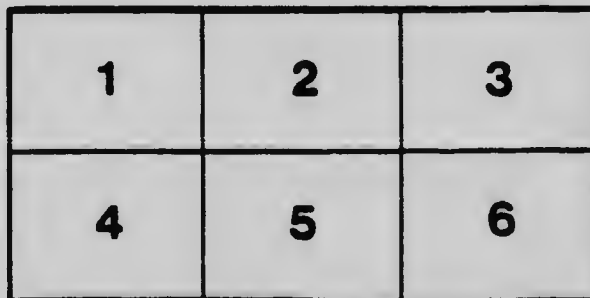
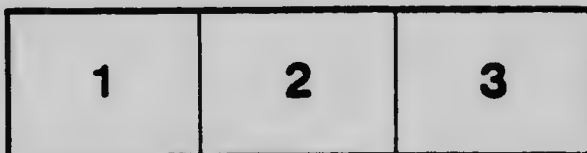
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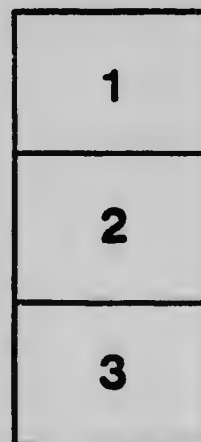
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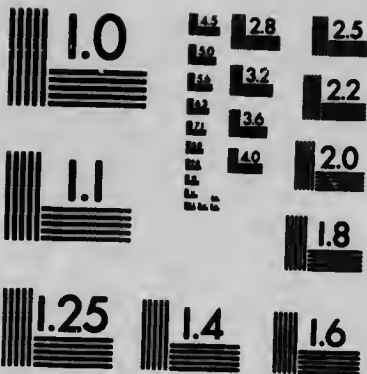
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TREMENDOUS TORONTO

*The facts in this book, which
were secured and prepared by
W. S. Dinnick, President of the
Dovercourt Land, Building
and Savings Co., Limited, it
is hoped will be found sufficient
reason for its title
"Tremendous Toronto"*

Established 1885
**DOVERCOURT LAND
BUILDING & SAVINGS**
W. S. Dinnick, President. COMPANY LIMITED 82-88 King St. East
Toronto
LARGEST OWNERS & DEVELOPERS OF REAL ESTATE IN CANADA

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Tremendous Toronto



TORONTO is a city that employs no commissioner to seek out industries, no department to boom its advantages wherever idle capital may be turned into investment channels, and it has no organizations to boom the city's worth and great attractions. In this, Toronto is unique among the cities of Canada and America. Whatever publicity may be given Toronto as a place for the worker or for the investment of money must be given through private agency. That is the reason for this book. It will endeavor to give Toronto's measure among sister cities of the North American continent, some indication of the growth in an industrial and commercial way that it is now enjoying, and set forth some idea of the situation as regards property investments and values.

So much has been heard of Canada's grain-growing prairies that it is but natural the impression should be held abroad that the country's energies are devoted almost entirely to farming, and that on the plains of the West. Ontario, of which Toronto is the capital, with one-sixth of the Province's population of three million people, yearly produces forty per cent. of the total field products of Canada's nine provinces. Its live stock and its dairy pro-

**ONTARIO,
THE FARMING
CENTRE OF
CANADA**

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ducts are far in excess of those of the prairie and Pacific provinces. This western country has built up such cities as Winnipeg, Calgary, Edmonton, Victoria and Vancouver.

**TORONTO'S
RELATION TO
THE MINERAL
WEALTH OF
CANADA.**

The farm wealth of Canada is great, but the mines of Canada stand high in the list of sources of income. In Ontario are mines that, during 1913, were responsible for a production of \$55,000,000—over one-third of Canada's mineral output. These mines, which are a night's journey from Toronto, the capital city, were financed almost entirely by Toronto, and their rich yearly revenue is distributed in Toronto.

The two sources of national wealth, mining and agriculture, which reach their greatest development in the province contiguous and contributory to Toronto, are reinforced by a third—timber. Last year's cut of timber in Ontario was one-fourth of Canada's total of \$195,000,000.

Great as these sources of wealth are, yet the greatest instrument for moneymaking, the greatest power toward national prosperity, is the machinery in the factories and mills of Canada. The table that follows may dissipate a popular impression fostered by those who have endeavored to bring only the agricultural possibilities of Canada into prominence.

CANADA'S PRODUCTION, 1913.

Manufactured goods	\$1,600,000,000
Farm products (grain, live stock, dairy, and all other farm pro- ducts)	853,000,000
Forests	195,000,000
Mines	144,000,000
Fishery	33,000,000
	<hr/>
	\$2,825,000,000
	<hr/>

MANUFACTUR-
ING GREATEST
FORM OF
NATIONAL
ENERGY.

These figures indicate that manufacturing has a greater capital invested in it than any other form of national energy; that it must employ many more people than agriculture; that industrialism is the largest force in the wellbeing and prosperity of the country. Now Toronto has never publicly set forth the claim that it is the most important industrial city in Canada; that it employs more skilled workers and highly-paid workers and that its factory products are greater than any other city in the country. (Toronto ranks very high among the industrial cities of the British Empire). Toronto has never blazoned these claims because the spirit of the city is opposed to it; English feelings, the English attitude, and therefore conservatism, dominate Toronto. Yet it must not be thought that Toronto lacks enterprise and enthusiasm, for it is just these qualities that have added 200,000 people to its population within the last eight years.

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**WHAT MAKES
TORONTO
GREAT.**

As a groundwork for enthusiasm and vigor Toronto has its many and varied manufacturing industries, its activities as a distributing and loading centre by boat through the canal system of the Great Lakes, and over the three transcontinental railways. These railways' statistics make Toronto their chief point in Canada, and one of the greatest in America, for the origination of freight and passenger traffic.

All agricultural Canada pays tribute to Toronto and every line of activity in Canada pays toll as well. But Toronto's industrial influence is even broader; its factories ship their goods to every market in the world; they draw their raw material from every country. The figures of Canada's and Toronto's industrial size that follow will provoke the interest of those not fully acquainted with the city's position as a place of production. These figures have never been presented before in this fashion; they are calculated by experts upon government reports. One reason why Toronto is sometimes regarded only as a residential and educational city—and often as a health resort, for its death-rate is the lowest of any large American city—is that it has never attained prominence in any one line of manufacture. One thinks of Birmingham as a metal goods centre, of Chicago as the greatest meat-handling city in the world, of Bradford for woollens, of Nottingham for laces, of Pitts-

**TORONTO'S
INDUSTRIES
ARE VARIED**

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burg's steel mills, of Manchester as a textile centre, or Minneapolis as the world's greatest flour-milling city. Toronto does not specialize in industries, but its factories range through every line of production and the people of the city are glad that this is so. Depression through overproduction, through tariff changes, through failure of raw supplies and other causes, frequently upset a branch of manufacture. The branches in Toronto are so varied that a period of quietness in one line has little effect upon the city as a whole. That this makes for an evenness of prosperity is admitted. That it makes for a financial and commercial solidarity is also true. But to present the figures showing Toronto's part in Canada's industrial life:

TORONTO'S SHARE OF CANADA'S INDUSTRY

YEAR ENDING DEC. 1913	CANADA	ONTARIO	TORONTO
Establishments	25,600	11,200	1,620
Capital	\$1,663,450,000	\$833,600,000	\$215,000,000
Employees	687,000	334,000	86,000
Salaries and wages ..	\$ 322,000,000	\$164,900,000	\$ 56,000,000
Value of products ..	1,600,000,000	820,000,000	230,000,000

Toronto makes one-seventh of Canada's industrial products.

Toronto has one-eighth of Canada's industrial capital.

Toronto has one-eighth of Canada's industrial employees.

Toronto pays one-sixth of Canada's industrial wages.

TORONTO PAYS
ONE-SIXTH OF
CANADA'S
INDUSTRIAL
WAGES.

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**TORONTO'S
POPULATION IS
BRITISH**

It will be noticed that Toronto, with one-quarter of the factory workers of the Province, pays out to them one-third of the factory wages in Ontario. Toronto's workmen are of high intelligence and well paid. The city has almost entirely an English-speaking population. There is little ground for a boast of cosmopolitanism. The following table classifies by nationalities the population of Toronto and Montreal. The total population of Toronto at the end of March, 1914, was estimated by civic officers at somewhat more than 500,000, but that figure has been chosen as most clearly setting forth the elements of population, while 600,000 has been chosen as the population of Montreal:

	TORONTO		MONTREAL	
British-born and Canadian of British extraction.....	86%	430,000	24%	144,000
French.....	1.3%	6,500	64%	384,000
German.....	2.6%	13,000	.5%	3,000
Italian.....	1.2%	6,000	1.3%	7,800
Jewish.....	5.5%	27,500	6%	36,000
All others.....	3.4%	17,000	4.2%	25,200

During the decade ending with 1913, Toronto's growth in population of 138 per cent. was unparalleled on this continent. Chicago's increase was 28 per cent., Cleveland's 47 per cent., Buffalo's 20 per cent., Detroit's 63 per cent., and Montreal's 70 per cent. From these figures it will be seen

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that Chicago's rate of growth was one-fifth of Toronto's, Buffalo's one-sixth, and Montreal's and Detroit's about one-half of Toronto's. Most important of this increase is the greater proportion of Anglo-Saxons arriving in Toronto than in other cities of the continent.

Foreign visitors have remarked Toronto's American atmosphere and appearance, and yet noticed that British ideals and spirit are dominant. This happy blending of national characteristics accounts for the skyscrapers on the downtown streets and the American forms of business that to a large extent prevail, the English habits of thought and the English modes of living. The people being well and continuously paid, are prosperous. To own one's home is a mark of civic pride, and the possession of property is the desire and within the ability of nearly everyone. The great majority of families occupy homes of their own. Altogether there are seventy thousand realty owners.

The market value of the property within the limits of Toronto is \$750,000,000. This figure has largely been attained within the last six years, due to the heavy influx of people and new buildings that have consequently been rendered necessary. The new buildings of the last six years cost \$130,000,000. But recent additions to aggregate property values have been caused largely by the opening of ten thousand acres of new residential sections in six years.

TORONTO
PEOPLE OWN
THREE-
QUARTERS OF A
BILLION IN
REAL ESTATE.

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With all this remarkable development, and despite the fact that the assessment of the city has increased 200 per cent. in the past ten years, there need be no fear that Toronto realty appraisals are exaggerated. Values are based on earning capacities, the price of a house is fixed by its rents; the price of a downtown property is determined by the store or office revenue it is capable of earning. The character of the people does not know the speculative instinct as a component, but, as is natural in a thriving community, some realty speculation is indulged in. It has been small compared with the business of legitimate realty development and trading; not three per cent. of Toronto property has been affected in recent years by speculation. The great number of property owners is an obstacle in the way of unwarranted advances in prices. The sole interest of most of the owners has been to have a home of their own, that is, and will always be, while the city continues to attract new population, the primal force in Toronto real estate.

TORONTO
LARGER THAN
NEXT LARGEST
FOURTEEN
CITIES OF
ONTARIO
COMBINED.

There can be no question that the interest awakened by Canada in Britain is to a great extent responsible for the increases in population by immigration in recent years, although the city has drawn heavily from the smaller cities and towns of Ontario. The next fourteen largest cities of the province have not the aggregate of population and wealth possessed by the one city of Toronto. Though immigration from Britain in 1914 is not so great as in the previous year, this fact does not produce pessimism

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in the minds of those connected with the city government, who predicted a population of one million people by 1925, in calculating the advantages that would accrue if the people possessed themselves of certain of the privately owned utilities.

Toronto, with the summer of 1914, commences a series of public improvements that are bound to draw great numbers of industrial and commercial workers. For instance, the chief aim of the \$25,000,000 harbor development project is to open up an area of 644 acres for industrial purposes. The improvement of shipping facilities, the deepening of the harbor to admit ocean-going boats, while most important in itself, is but secondary. One thousand factories will be accommodated in this industrial area bringing tens of thousands of new workmen to Toronto. Areas allotted for space are being made. The plans of the harbor board also provide for a thirty-mile boulevard, following the waterfront and encircling the city in the suburbs, showing the aesthetic civic ideals that prevail.

Each of the transcontinental railways has a large programme to fill in Toronto. That they are preparing for Toronto becoming a very important industrial centre is indicated in the fact that in no other part of the Dominion are they making so large expenditure. At present the Canadian Pacific Railway is working on a grade separation of its line across the northern part of the city, that involves the building of three high five-track viaducts to replace single-track surface lines. Plans have been filed by

TORONTO IS
MAKING ONE
THOUSAND
FACTORY SITES.

RAILWAYS
BUILDING TO
COPE WITH
TORONTO'S
GROWTH.

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the Canadian Northern Railway for an underground entrance for its main line into the city, while in connection with general railway development in the downtown section of Toronto, the Grand Trunk Railway will build a viaduct extending along the waterfront. This railway work which totals over fifty millions is entirely apart from civic expenditures such as the installation of water, sewage and other utilities in the newer districts, and the erection of private buildings.

Construction will also begin in a few weeks upon a new Union Station for Toronto, which will be one of the finest on the continent.

**TORONTO
WILL SPEND
\$350,000,000
BEFORE 1919**

In this array of expenditures for public improvements—estimated at \$350,000,000 before 1919—Toronto has a programme worthy of a nation. Yet it is a fact worthy of some attention that the Corporation of Toronto will contribute but little to these expenditures, although its people will benefit greatly year by year. They will as well be given mighty assets that ensure future welfare. Half the cost of these improvements will be for labor, and the distribution of these wages will be a great, while not lasting, factor in the city's general prosperity. The point that these improvements will be a benefit and not a burden to the people of Toronto merits emphasis, although the people of Toronto could without difficulty carry the burden, as this tabulation of per capita debt at the end of 1913, the latest available date, shows:

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CITY	Per Capita Debt	CITY	Per Capita Debt
Winnipeg...	\$109.00	Vancouver .	\$179.00
Calgary	119.00	Edmonton .	196.00
Montreal ..	134.00	Toronto....	76.00

Progressive as Toronto is, the enterprise of its citizens has not been sufficient to cope with the problems brought by the 200,000 who have come to Toronto within eight years. The city has had work for them to do—to-day the average of unemployment is the lowest of any large city in America—but it has not been able to provide housing accommodation quickly enough.

TORONTO
DEMANDS 7,000
NEW HOUSES
YEARLY

The city put the financial stamp of approval upon a semi-public housing project with the object of relieving the house scarcity as much by example as by actual alleviation. This project has served chiefly to impress the fact that the situation can be helped only by private enterprise, and that any project providing living accommodation that can only be rented and not purchased is unpopular with the people. The medical health officer, who best knows the physical requirements of the citizens, declares that ten thousand houses are needed. And it has been clearly proved that private constructive enterprise, however overworked it is, must provide these homes, and homes of the people who will continue to be attracted to the city. The yearly demand for houses at present is 7,000. With many new industries starting to build plants, the demand will likely become much greater within two years.

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Not only is there a demand for houses in Toronto. The call is constant for factories, churches, office and bank buildings, and country homes. Active building operations of various kinds are giving Toronto an enviable record and reputation. For the six years, including 1913, for instance, the value of the building permits granted in Toronto were \$30,000,000 in excess of those granted in Montreal. Even in the present year, 1914, an admittedly dull period in America, one quarter of the total value of the entire Dominion's building permits is credited to Toronto. Again, we see that this city is growing constantly and rapidly because fortunate circumstances—national, provincial, civic and economic—compel it to do so.

Toronto's growth is unparalleled on the continent. When the city was incorporated in 1834 it had a population of but 9,254. From 1900 to 1911, there was an increase of 81 per cent., and since that decade there has been a steady gain of 35,000 a year. Every four minutes of the business day a newcomer arrives in Toronto.

Last year nearly 40,000 real estate transfers were negotiated in Toronto and suburbs. Each three and a-half minutes of the working day a deal is concluded.

This city will continue to expand. Its area is only 30 square miles. Buffalo covers 42 square miles, Chicago 190, Cleveland 45, and Montreal and Detroit 40 square miles.

The City of Toronto is brick-built, there being a striking absence of the frame or wooden

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structure which is far too common in America. The brick-built homes of Toronto are another indication of the city's character. They are further evidence of prosperity and permanency. They are evidence of Ontario's wealth, although with the bright, rich glow of the Canadian West shining in our eyes, we sometimes forget that this Province has become the backbone of Canada. We are apt sometimes to overlook the fact that in Ontario there are openings for the placing of mortgages and similar investments that are as eminently safe and as sure in profits as are opportunities elsewhere.

No city is greater than a country: Toronto's wellbeing is synchronal with Canada's. With a young country of eight million people producing three billion dollars a year there should be nothing but confidence in its future welfare. But there is every reason to believe that the wealth produced in 1914 will be much greater than three billions. Take, for example, agriculture. In 1913, 35,000,000 acres were under cultivation. In the three prairie provinces, Alberta, Saskatchewan, Manitoba, there are 349,500,000 acres highly suitable for cultivation but as yet untilled, while in the rich Province of Ontario not a third of the land available for farming has been touched. This year, so the latest reports show, the area under cultivation in Canada is greater than last year by several million acres, and with the introduction of improved farming methods, the lands are constantly becoming more productive.

**CANADA
PRODUCES
THREE BILLIONS
A YEAR.**

**CANADA HAS
MANY ACRES
READY FOR
THE PLOW.**

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The railways of Canada, in which \$2,500,000,000 has been invested, propose no restriction to the expansion demanded by the growing necessities of the country.

It is interesting to observe, in conclusion, that four billions of dollars have been invested in the capital of companies promoting the manufacturing, financial and transportation interest of Canada, and that the aggregate export and import trade for the year 1913 was \$1,147,648,243. The trade balance against Canada, which has been freely commented upon, was materially reduced, the exports being \$474,413,664, as compared with \$378,093,990 for the previous year, the imports being \$673,234,578, as against \$645,547,512 the year before. To the year's increase in Canadian exports manufactured goods contributed a gain of 29 per cent.



