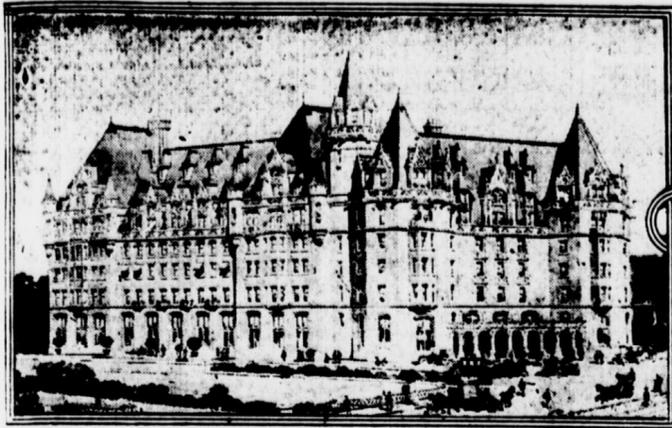


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AMERICAN CONTRACTORS BUILDING CANADIAN CITIES

New York Concerns Especially Successful in Obtaining Contracts for the Dominion's Greatest Structures

Cost of Land in Eastern Cities Makes High Building Necessary—Railroads Erecting Many Hotels



Chateau Laurier Ottawa, Grand Trunk Railway Hotel



Fort Garry Hotel Under Construction for the Grand Trunk Pacific Railway in Winnipeg



Hotel Under Construction in Edmonton, Alberta, for Grand Trunk Pacific Railway

With all its activity in building construction Canada has developed no contracting firms of great size or extensive resources, and prominent concerns this side of the border line have stepped in there during the last few years and gained nearly all the important building contracts.

While a one or two million job is considered large in the Dominion, few buildings outside of Government or municipal structures going beyond that limit, there are still so many contracts of moderate size that American firms with their complete equipment for doing the work quickly have secured the majority in recent years. New York city concerns have been especially successful in landing all the richest recent contracts.

The Canadian is lavish in the ornamentation and architectural finish of his buildings, although with a British conservatism he demands repression of anything tending toward garishness. Canadian buildings are as a rule costly considering size. In the execution of the detail work and in the using of expensive materials the adept American contractor is able to excel the work and reduce the charges of his less experienced Canadian brother.

Speed counts for a great deal north of the border, and promoters or financiers refuse to tolerate leisurely methods in building construction. A year is too long to complete the ordinary large hotel or business building and rental competition has brought about some very fast work. American contractors have extensive equipment ready to tackle any size or type of structure, with them there is no delay in assembling equipment anywhere for immediate use or in securing the men to superintend the work or special men skilled in certain portions of it. That is one of the reasons why American contractors have taken from the Canadians many of the Dominion's most profitable jobs. And with the building business not so active in New York and other centers as it might be some of the New York firms have found the northern country's period of development an advantageous vent for their surplus energies.

With the activity greatly increasing yearly scores more of American contractors, architects and supply men have their agents getting a foothold in the larger Canadian cities. In Toronto and Montreal, which are enjoying a substantial industrial growth, most of them

are located. The western cities, with a constructional expenditure unprecedented when their population is taken into account, are also an attraction for the American builder, but it is the eastern cities that are receiving most attention at the present moment. This year so far in Toronto new buildings are 30 per cent greater in cost than in the corresponding period of 1912.

A New York company has secured all but two or three of the prominent contracts in Toronto. By April 1 they will have finished the sixteen story building of the Canadian Pacific Railway, at the corner of King and Yonge streets, a building which the enthusiastic people of Toronto were wont to tell visitors was the British Empire's tallest until local promoters came out with the twenty story plans of the Royal Bank Building for another corner. Toronto talkers are keeping still until the contractor starts work in July next on this latest record breaker. This twenty story structure will not be the highest in the city, as a seventeen



Ritz-Carlton Hotel Montreal

story hotel, 250 feet high, will be started in April a block away. Hotels have afforded some of the best contracts Americans have secured in Canada. The George A. Fuller Company is now completing for an opening in June the Grand Trunk Pacific



Fort Garry Hotel Under Construction for the Grand Trunk Pacific Railway in Winnipeg



CANADIAN PACIFIC RAILWAY'S SIXTEEN STORY OFFICE BUILDING

RESIDENTIAL TRUST BUILDING TO BE STARTED SHORTLY IN WINNIPEG



Royal Bank Building Toronto, 20 Stories

THE HIGHEST BUILDING THUS FAR PLANNED IN THE BRITISH EMPIRE



Read Building Nearing Completion in Montreal

Railway's new hotel in Winnipeg, the Fort Garry, a structure which is costing \$1,500,000. It is being built of Canadian granite and buff limestone, in the style of the old French chateau of Touraine and Normandy and will rear its stately height fourteen stories. It will have approximately only 350 sleeping chambers, which gives some indication of the sums spent by the Canadians in architectural excellence.

The Chateau Laurier, probably the best known here of Canadian hotels and an edifice that cost \$1,250,000, was built by the George A. Fuller Company. It is likewise of the French style and is the centre of a magnificent group of Government and railway buildings at Ottawa. It was erected for the Grand Trunk Railway and has 302 rooms. Another link in the Grand Trunk's chain of hotels is being forged at Edmonton, and this structure is also of the modified chateau type. Seven stories high and containing 200 rooms, the expendi-

buildings, as well as some of the more important office buildings, Canadians got many of the sub-contracts, but the general contracts went to Americans. This position is paralleled in nearly every one of the large buildings erected in Canada in the last two years, Americans getting the lucrative and responsible general work.

Making the eighteenth of the Ritz-Carlton series, the Fuller company has just completed the new \$2,000,000 hotel in Montreal. This is a beautiful and richly furnished and ornamented eleven story hostelry.

All the largest office buildings in the Dominion have been constructed or have been contracted for by Americans, and they include the Canadian Pacific Railroad's sixteen story structure in Toronto, now all but completed at a building cost of \$500,000, and the Union Trust's handsome twelve story office in Winnipeg, opened last year. Both these buildings are considered as expressing the highest type of office building construction; the exterior treatment is in terra cotta and the interior finish marble.

In Winnipeg the Fuller company starts work this spring on what will be that city's most expensive business structure, a twelve story building for the Prudential Trust Company, to cost \$800,000.

In Montreal an American firm has the distinction of having the contract for the largest loft in Canada, the Read Building, to cost \$500,000, with four street frontage and a total area of 187,000 square feet, which is rather large considering Montreal's ten story building restriction. But the most pretentious of building contracts in Canada that has fallen to Americans is that for the Royal Bank Building in Toronto, on which work will start in July when the premises now on the site are vacated. This twenty story structure will cost \$1,200,000. The contract has just been awarded, following some delay caused by a surprising reluctance of the city authorities to permit the erection of a building so high. Toronto, in common with other Canadian cities, has a building ordinance that stops new structures at ten stories, but it has never been enforced in that city, and the way now seems open for the erection of buildings higher than twenty stories even, and commensurate with real estate values which have reached in sales \$140 a square foot. Montreal is the only city that still rigidly opposes the introduction of the American idea of tall buildings.

In 1910 in Canada—to show how straight building construction north of the border has grown—\$103,000,000 was spent in new buildings; in 1911, \$185,000,000, and last year \$207,000,000, or about New York's annual expenditure.

CITY BOOMING LEGITIMATE NOW

New York didn't think it needed to blow its own horn up to about seven years ago. It thought that business would come of its own accord. It did not need to look for growth or try to encourage it. With boosters to the north, south and west, all striving to get traffic from New York and head off competitors coming this way, New York awoke to the fact that its position was not so secure. Many concerns were wrenched away to Boston, Connecticut, Pennsylvania and other sections. Removals became alarming and to stop the activity of outside interests boosting was started here. For the last seven years the advantages of New York have been spread broadcast throughout the country.

It was pointed out that this city has the greatest labor market in the world. Here could be had without trouble help ranging from the most skilled down to entirely unskilled. This could not be said of other places. Then again the housing conditions here were ample for any number of new concerns. All these together with transportation facilities, were brought out strongly by our boosters. As a result New York grew faster during the last seven years than at almost any other time in its history. In the ten years from 1900 to 1910 the population of our city increased 1,329,681. The increase during the first five years was 577,102. In the last five years, or from the beginning of the boosting campaign, 752,579 persons were added to the population, besides about 5,000 concerns a year. The campaign is now being carried on even more earnestly than before. The Merchants Association, which was formed many years ago to boost New York, took up the work and is going ahead as no boosting club has ever done before. Every day new members are being added

to the already large list of members and with the avowed purpose of not only retaining the supremacy of the city but of making it a far greater city.

New York is stretching out every year, taking in new property and developing it as manufacturing sites or residential colonies. Out through Queens and on the outskirts of Brooklyn, which were a few years ago open country, tall factory buildings have sprung up it seems overnight. Every week the Building Bureau of Queens is asked to sanction plans for an addition to a factory in Woodhaven or Corona or Flushing or in Jamaica, or some of the other towns of the borough. In Brooklyn most of the factory building has been in the old sections or along the South Brooklyn water front. The other sections of the borough being developed as home sections before the boomers began their booming are still being built up with residences to accommodate the increased number of wage earners that have come to Brooklyn since 1905.

The same can be said of The Bronx. The northern borough was first developed as a slum town. Bronx slumhouses have become proverbial. The Bronx grew directly from an open country to a city of tall tenements. Never has a section developed so rapidly. Now The Bronx is becoming a commercial centre. A band of boosters have been at work up there and the result is that The Bronx, a countryside ten years ago, now stands well up on the list of manufacturing centres of the country. They are perfecting a plan for a freight terminal along the water front. At this terminal the boomers plan to have sound steamers land passengers and freight instead of circumnavigating Manhattan to the lower West Side as they do at present. This

would mean a saving of an hour to passengers according to The Bronx boosters, who claim also freight could be handled with more despatch through The Bronx terminal.

New York has grown north to the line of Westchester. The fever for a greater city has crossed the line and now Westchester is doing its utmost to bring population and business to that county. The Westchester Chamber of Commerce is collecting money for a countryside publicity campaign which it expects shall make Westchester a close rival of The Bronx. Westchester people have great ideas, and since they started booming there is no telling what their

ambitions may lead to.

It is the aim of the New York boomers to have a population of 7,000,000 in the greater city in the next seven years. According to the count of three years ago a little less than 4,800,000 were living in New York then.

The idea of city booming came to life out in Spokane, Wash. It was back in 1898, during the Spanish-American war,

when the country was teeming with enthusiasm. The Spokane boomers, who included practically the population of the city, drew a resolution proclaiming that Spokane was the "centre of these United States and of God Almighty's creation." Spokane prospered. It surprised the West by its great growth, developing from a small city to one of 101,000 persons in a few years. Its success could not pass without attention.

The next thing Spokane was being imitated. Boomer clubs started up all over the West and the South and the East. Everywhere, in fact, where men of red blood lived a boomers' club was started. To these clubs, with hundreds of thousands

of almost a million dollars is a presentation of the character of the construction work secured in Canada by Americans.

Canadian architects, Ross & Macdonald of Montreal, designed these

SPOKANE IDEA TAKES HOLD HERE

of men pulling together in the interest of development, can be attributed to the great business era that followed on the heels of the war. The country echoed with business and commercial advancement. Even the panic did not stop growth, for here in New York greater progress was noticed in the five years following 1905 than in the previous five years.

The Panama Canal exposition was saved for San Francisco through its booster clubs. It looked as if New Orleans would get the exposition. The southern city made a strong play for it, but along city different to those pursued in the Golden City of the West. New Orleans depended more on its political influence to land the event and there is no saying but that it had very strong men working in its interest. San Francisco heard that it was almost New Orleans. Then its boosters got up a plug hat and white shirt parade. From all over California came boomers to the parade. The hats and shirts were made of paper. Across the front of the shirts were painted in big red letters the name of the town the wearer came from. It was a great parade, as it got for California the exposition.

Seattle boosters proclaim their city the "best and most beautiful, most elegant and most enterprising, most cultured and most convenient, most honorable and happiest city in the entire universe." The ice palace and the winter sports of Montreal, for many years features of the big city of the north were discontinued shortly after a boosting club had been started there. The boosters claimed an ice palace recalled the north pole and for that reason many worthy concerns and people taboed Montreal because of the false impression obtained. "Ice and boosting don't mix," said the boosters, and the ice

palace was discontinued. Montreal has prospered as a consequence.

So it was with Winnipeg. It was the common illusion that the city was somewhere in the vicinity of the pole. It was generally pictured as a cold gray city with snow and sleet and ice on its streets most of the year. To dispel this illusion the first thing the booster did was to have a monster shirt waist parade in October. Every man in line went without his coat. The event was extensively advertised in the States. After the parade a Western editor sent to his correspondent in Winnipeg for a list of the martyrs.

People traveling across the continent cannot help but acknowledge the business enterprise of the Western city. Up on the top of Pikes Peak in glaring letters is "Delightful Denver." Then again on Mount Buckskin, which rises 4,000 feet above the sea level, is "Delightful Denver." The phrase sticks into the mind of the traveler as one cannot but think of the daring men who swung the letters into place on two of the highest peaks in the West. These signs have drawn much wealth to Denver.

New York was treated to some fine juicy apples a few years ago. They were given away. Tons of them were sent to the four corners of the country. Each apple was wrapped in tissue paper on which was the following inscription, "This is from Tacoma. You are a long way from Tacoma; why not come nearer? You'll like Tacoma. Come and join us." This was the work of Tacoma boomers. The expense of the apples was repaid many times by the business that it drew to that city.

There is no end at which a booming

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