

# Success Came by Giving People Made-to-Order Homes

*Mr. H. Addison Johnston started into the building business in April, 1915, and because he has built the houses people wanted in locations which suited them, he has kept busy ever since. The following article, with views of houses, is proof of that.*

By GORDON C. KEITH

**T**HAT there is considerable building business going on in various parts of the country is shown by the recent reports received at this office. These show that there are many opportunities open for business if advantage is taken of them. Proof of this has come to us in the interesting story of success in the building business of Mr. H. Addison Johnston, 63 Normandy Blvd., Toronto, who, grasping the opportunity to give people what they wanted in the design of a house, started into house building in April, 1915. Since then he has erected or has under construction eight houses, and he states that prospects for business during 1916 will eclipse that of 1915.

## Secret of Mr. Johnston's Success

Mr. Johnston, previous to building houses, was in the real estate business, where he got the idea which brought him immediate success as a builder. The secret was this: Houses in a locality that appealed to them did not suit the people who wished to buy. Also, in a desirable locality there was no suitable house for sale.

## What the Public Want in a Home

In dealing with the public Mr. Johnston imbibed many of their ideas, and this is how he tells the story of what people expect in a home:

"The home must be located on a good lot, not too shallow. It must be fairly level, not too high above the ground and certainly not below it. It must be reasonably close to transportation, on a good street, among other desirable houses.

"Individuality must be expressed in its design. The house must have a cozy appearance and an inviting, hospitable entrance and express something of the character of the people desiring the home.

"The interior must express individuality even more. The general requirements called for by the house-buying public are: Large, bright, airy living rooms with a real old-fashioned brick fireplace; dining rooms with built-in buffets; kitchens with all necessary cupboards, etc.; large airy bedrooms with commodious clothes closets, and a sleeping balcony. In the larger home a recreation room and billiard room are called for, but all must have that individuality which makes a real home."

## "Made-to-Order" Houses Originated

Actuated by this knowledge, Mr. Johnston initiated the Johnston "Made-to-Order" house. "Made-to-Order" means built to the buyers' own order, containing all the ideas and conveniences which a buyer has cherished to be brought forth when a new house was to be purchased.

Before starting out with this idea he drew up plans and built a model of a proposed house. This model

was the means of selling the first house. All the details were arranged before the house was started and the ideas of the buyer were included in the design. The house, therefore, was built-to-order for the purchaser.

Mr. Johnston's plan to give the people what they want was a great success. He found he could suit people both as to locality and design. He gave them good value and found that satisfied customers brought him others. In this way the years 1915 and 1916 have proved busy ones for him in the building business.

The accompanying illustrations show the elevations and plans of three of Mr. Johnston's "Made-to-Order" houses. These houses carry out the idea of giving people the class of house they want in the location preferred by them.

Fig. 1 shows a house on Normandy Blvd. It has an inviting, hospitable appearance, with stone fence, brick walk and brick verandah, and an inviting seat on the verandah. The front is unostentatious, and simplicity and comfort are the keynote of the building.

## Comfortable Living Room

The interior layout is shown in Figs. 4 and 5. There is a real cozy, comfortable living room, bright and airy. It has a real, big, old-fashioned brick fireplace, with all the new-fashioned improvements—a gas attachment for lighting coal or wood fires without kindling, an ash dump to the cellar, a damper that operates from the front and involves no blackening of fingers in operating it, a raised hearth to act as a footstool when toasting our toes before the fire, and a dropped inside hearth so that the ashes cannot work out, to say nothing of the brick hobs to keep our old-fashioned kettle upon.

The features include a large square bay, with wide-silled casement windows of leaded glass, with a big, comfortable built-in window seat, with a long low radiator concealed behind it.

The ceiling is oak-beamed, with stucco-finished plaster in real old English style. Floors are quarter-cut oak.

## Buffet Arrangement Between Dining Room and Kitchen

In the dining room is a big buffet built into the wall between the dining room and the kitchen. It has leaded chipped glass doors to the china cabinet above, drawers and cupboards below, and a sliding bevel plate mirror at the back about table high. The drainboard of the white enamel kitchen sink is so arranged that when the sliding mirror is pushed back the dishes from the dining room table are passed right through the opening on to the drainboard. Not until every dish has been cleared from the table is it necessary to make a trip to the kitchen. The dishes are washed at the sink, and without moving one step they are put away in the china cabinet of the buffet by means of separate doors



MR. H. ADDISON JOHNSTON

which open on the kitchen side. When the table is to be set the dishes are taken out on the dining room side.

**Conveniences in Kitchen**

The kitchen itself is a model of efficiency. It has a dust chute in the floor, so that all dust may be swept down instead of gathering it up in the dustpan. There is a socket for an electric iron, a broom cupboard to hang brooms and brushes in, a drip pipe for the refrig-

erator, and a little cupboard in which the milkman and baker may leave their supplies. There is also a cupboard built in the outer wall to keep things cool, shown at "A," Fig. 4. At "B" is a small built-in box at the floor for rubbers with coat hooks above.

At "D" is an arrangement of slides and stand, permitting the telephone to be used in three rooms, the den, kitchen and sunroom. At present the den is used for an office, and at "E," which is closed at



Fig. 1.—Front elevation of house on Normandy Blvd.



Fig. 6.—Brick and stucco house, made to order.



Fig. 2.—Built-in seat in corner of living room of house shown in Fig. 1.



Fig. 3.—Fireplace in living room of house shown in Fig. 1.

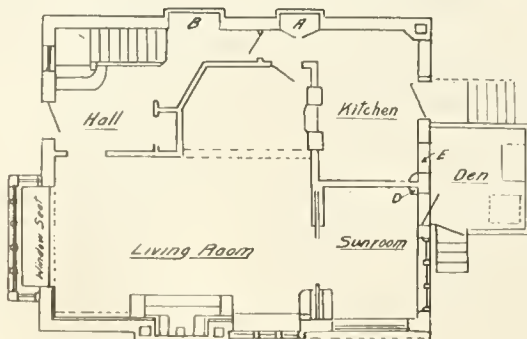


Fig. 4.—First floor plan of house shown in Fig. 1.

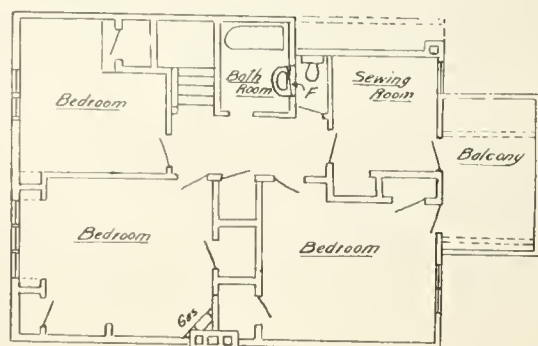


Fig. 5.—Bedroom floor plan of house shown in Fig. 1.

present, it is arranged so that a door may be cut through at any time without any difficulty.

Upstairs Layout

The layout upstairs includes, first, a large, bright, airy room, with two clothes cupboards, large cupboards with many hooks, brass rods for supporting clothes hangers, low boot shelves and high hat shelves. There is a gas fireplace for coziness. The room is finished in

white enameled woodwork with oak floors. There are also two other bedrooms and sewing room.

The bathroom is finished in white enamel, with sanitary enameled or tiled wainscotting. Over the basin is a large bevel plate mirror, and at the side an electric light conveniently arranged for our gentleman's shaving.

There is also a sunroom or sleeping balcony and an attic for storage only.

The cellar is large and is bright, with high ceiling. There is a separate laundry room, with laundry tubs,

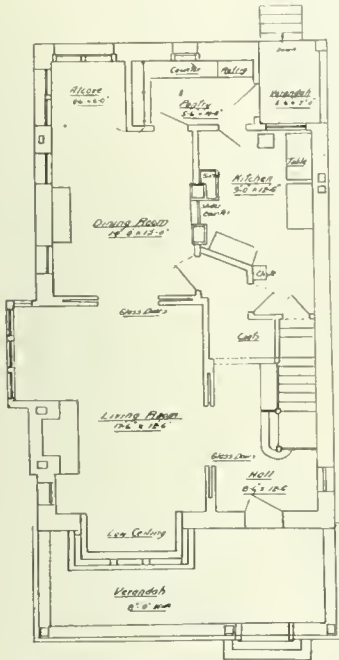


Fig. 7.—Floor plan of house shown in Fig. 6.

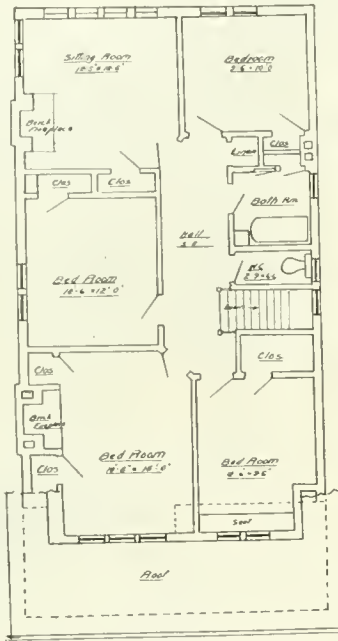


Fig. 8.—Bedroom floor of house shown in Fig. 6.



Fig. 9.—Buff brick and stucco house situated on corner lot.

gas stove, and lines for drying clothes in cold or stormy weather. There are inside and outside entrances. Fruit shelves and a vegetable room, which are essential, are also provided.

The other illustrations show two other houses built by Mr. Johnston. The photographs hardly do justice to the appearance of them. The writer had the pleasure of visiting them and found them to be well built, of excellent finish, and all those things which are so dear to a housewife's heart provided. These conveniences include cupboards of all kinds, clothes chutes, built-in seats, etc.



To rip good, wide lumber up into stock for small mouldings is an unnecessary waste of both time and material. There is enough narrow stock and edgings going to waste to make all the small moulding needed in the country.

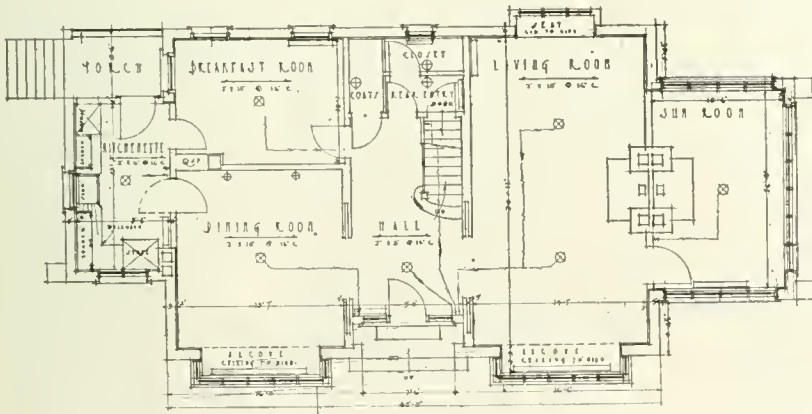


Fig. 10.—Ground floor plan of house shown in Fig. 9.

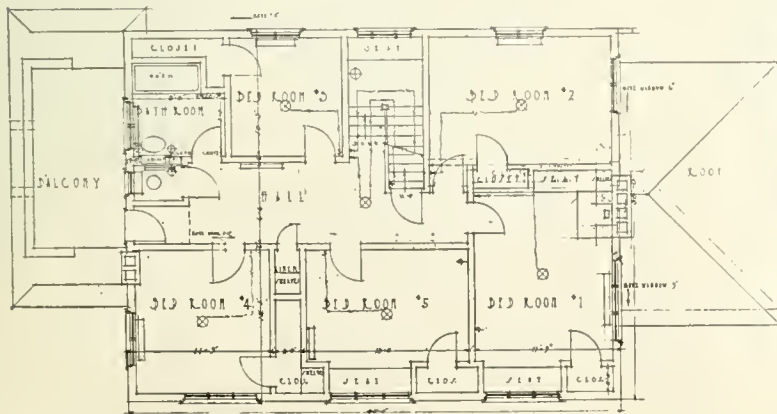


Fig. 11.—Bedroom floor of house shown in Fig. 9.



Brick garage. The American Clay Machinery Co., Bucyrus, Ohio, who supplied the illustration state that it is handsome, devoid of dampness, and not expensive to construct.