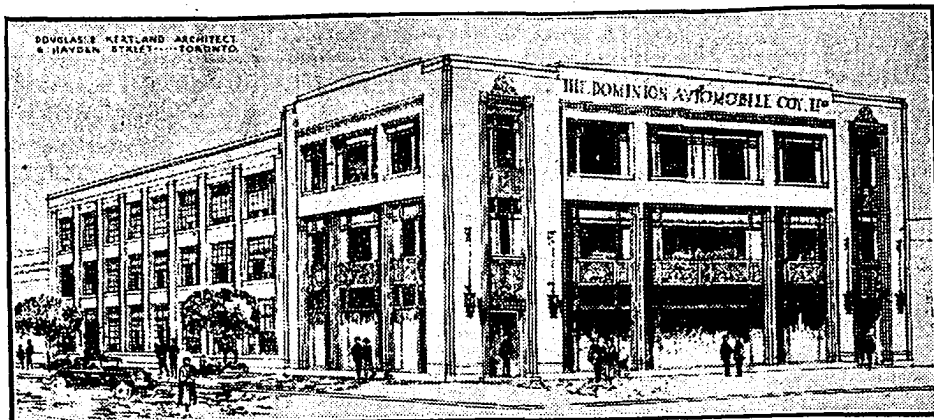


NEW HOME OF **DOMINION AUTOMOBILE COMPANY, LIMITED**



The announcement by the **Dominion Automobile Company, Limited**, of the construction of their new \$300,000 home on the site of St. Luke's Church, Bay and St. Joseph Streets, Toronto, will have special interest for the motorists of Ontario, as the handsome new building they are about to erect is to be a noteworthy addition to automobile sales and service structures on this continent. The three-story building will provide more floor space than is contained in the Transportation Building in the Canadian National Exhibition. The design is by the well-known architect, Douglas E. Kertland, with whom is associated the engineering firm of Margison & Babcock of this city. The building will be of reinforced concrete, constructed by the Toms Contracting Company, Limited, and will contain most up-to-date service equipment, including brake-testing machines; hydraulic lift for oiling, greasing and adjustment services; pressure wash machine, wheel alignment indicator, headlight tester, and Duco shop with a capacity for twelve cars. The double-ramp system and well-lighted shop provide for convenient operation of the services by the employees, for whom are provided a rest room, shower baths and other facilities for healthful and cleanly working conditions. The showroom is of the most modern design, with large clear windows and terrazzo flooring in attractive design, with brass dividers and unusually high ceiling, and will allow of the display of fourteen cars at one time, with plenty of room for inspection. At the rear of the showroom a double stairway leads to the general offices on the second floor. The lighting engineers have provided the most effective and modern lighting appliances, and the whole building and equipment will be a monument to the careful thought and progressive planning of the up-to-date organization which is erecting it as a worthy home in Toronto for the Hupmobile.