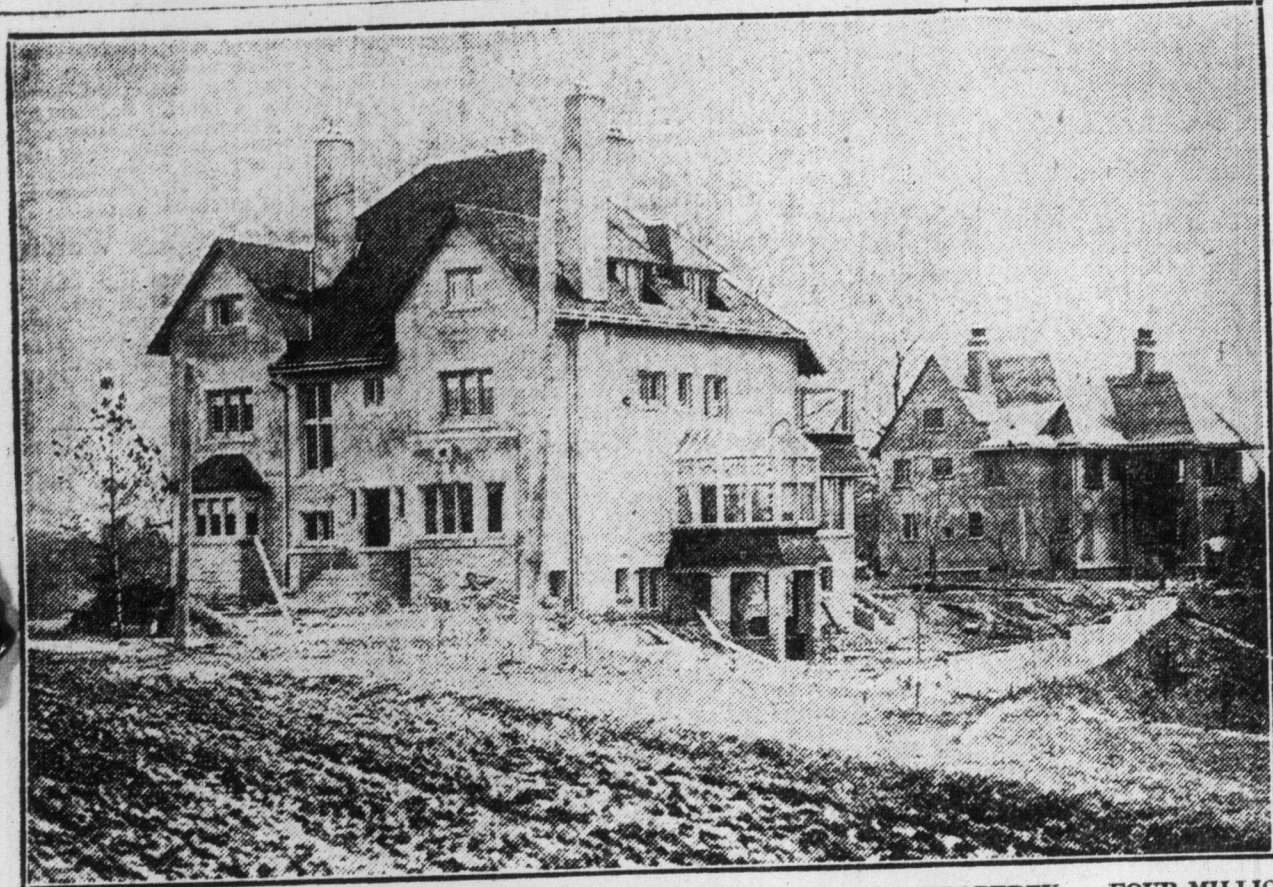


View of Part of Lawrence Park, Where the Landscape Artist's Handiwork Has Produced Toronto's Most Highly Developed Residential Property



TYPE OF RESIDENCES BEING ERECTED IN FAMOUS NORTH TORONTO PROPERTY. FOUR MILLION DOLLARS HAS BEEN SPENT THERE ON IMPROVEMENTS, LANDSCAPE BEAUTIFYING AND HOUSE BUILDING. IT REPRESENTS THE HIGHEST FORM OF PROSPERITY DEVELOPMENT IN THE CITY

Ward Three Owners Pay Third of Taxes Levied By City

Toronto's assessment showed an increase between 1913 and 1914 of \$80,159,017. As will be seen by the table the greater proportion of this amount was in land assessment, which showed an increase of \$50,350,215. As there were no large newly annexed territories, the value of city land has in the opinion of the assessors increased that amount.

Ward 3 showed the heaviest increase of any ward in the assessment on real property. In the downtown area, the land assessments were increased considerably, while in upper Yonge street, in the vicinity of Bloor street, the assessments were almost doubled. Although a large number of new office, factory and warehouse buildings were completed before the 1914 assessment was taken; the increase of \$3,972,868 would have been greater, but for the large number of buildings torn down or given reduced assessment because of depreciation.

In Ward 6, the large increase in building assessment is the outstanding feature.

That a large number of new public buildings, such as schools, were erected between the two years, is shown by the increase in exempted properties of \$13,541,187.

Table of Assessment For the Past Five Years.

Statement of total assessment for the City of Toronto as revised for the years 1910 to 1913, inclusive, and for the year 1914 as returned by the assessors.

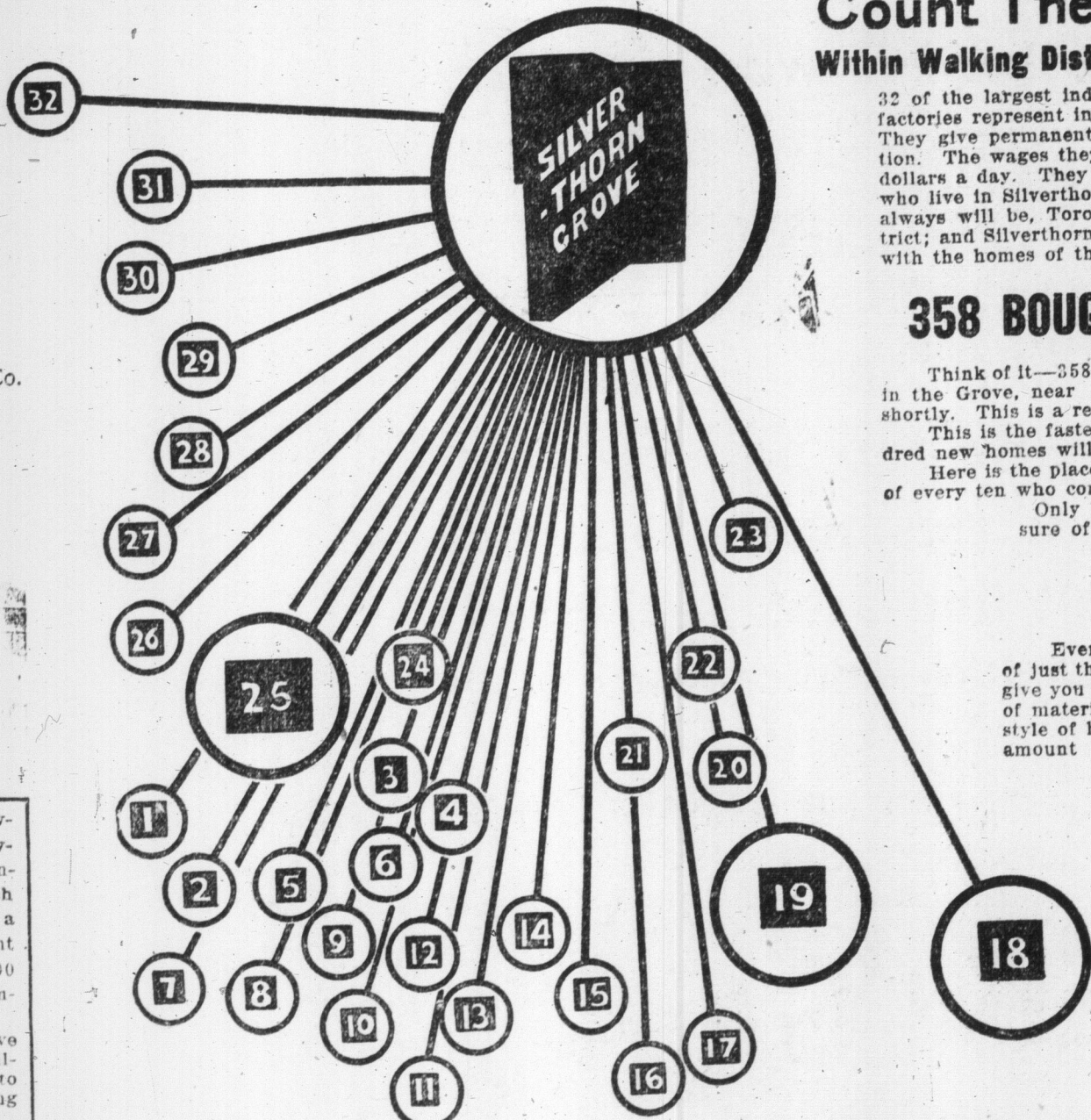
Regarding population, it might be explained, that the figures are taken about March of the preceding year.

Year	Value of Land	Value of Buildings and Improvements	Total Value of Real Property	Business Assessment	Income Assessment	Total Assessment	Population	Exemptions	Increase Over Previous Year	Increase in Dwellings Over Previous Year
1910	\$108,704,759	\$119,896,375	\$228,601,134	\$29,747,304	\$11,737,894	\$270,086,332	\$325,302	\$36,064,533	\$36,123,227	18,040
1911	130,121,732	132,880,862	263,002,594	34,124,753	12,519,706	309,147,053	341,991	40,059,457	39,060,721	15,689
1912	147,893,382	144,866,730	292,760,112	38,443,099	14,121,924	344,885,115	374,667	45,764,033	35,688,062	32,676
1913	210,598,782	181,594,624	392,193,406	48,599,886	15,536,742	436,330,015	417,250	53,053,569	51,494,900	42,583
1914	260,948,977	181,140,050	442,089,027	57,532,497	16,867,508	516,489,032	445,575	66,602,756	80,159,017	28,325

SILVERTHORN GROVE

The Workingman's Rosedale--the finest place for the building of cozy, comfortable little homes. Silverthorn Grove stands on its merits alone. It is but a few minutes' walk from the St. Clair Avenue Car line, and the Dundas Cars give a direct service downtown. A Church is already on the property, and another one will be built this season. A school for the children is but ten minutes' away, and another one will be built in the Grove this summer. We have spent thousands of dollars making good roads. Nearly every lot has dozens of fine trees on it. You won't be alone. 150 houses have already been built on the property, and a great many more will be erected during the next six months.

- 1 Planing Mill.
- 2 Heintzman Piano Co.
- 3 G. T. R. Station.
- 4 Gurney Foundry Co.
- 5 Campbell Milling Co.
- 6 Lumen Bearing Co.
- 7 Nordheimer, Piano Co.
- 8 Bradshaw Clothing Co.
- 9 Standard Fuel Co.
- 10 C. P. R. Station.
- 11 Watt Milling Co.
- 12 Auto Top and Body Co.
- 13 Dodge Pulley Co.
- 14 Dominion Carriage Co.
- 15 Galena Oil Co.
- 16 Dayton Computing Scale Co.
- 17 Standard Sanitary Co.
- 18 Dominion Radiator Co.
- 19 Canada Foundry Co.
- 20 St. Clair Construction Co.
- 21 Arlington Collar Co.
- 22 Roman Stone Co.
- 23 Laces and Braids Co.
- 24 Garriage Works.
- 25 Union Stock Yards.
- 26 St. Clair Foundry Co.
- 27 Gunn's Limited.
- 28 Swift Canadian, Limited.
- 29 Harris Abattoir Co.
- 30 Russell Motor Car Co.
- 31 Paving Brick Factory.
- 32 Canadian Kodak Co.



Count Them--32 Factories Within Walking Distance of Silverthorn Grove

32 of the largest industrial plants in the city. These factories represent investments of millions of dollars. They give permanent value to all the land in this section. The wages they pay out amount to thousands of dollars a day. They mean steady work for the people who live in Silverthorn Grove. West Toronto is, and always will be, Toronto's greatest manufacturing district; and Silverthorn Grove will soon be built up solidly with the homes of those employed in this great industrial section.

358 BOUGHT LOTS IN 20 DAYS--35 ARE ALREADY BUILDING

Think of it--358 lots sold in 20 days in March. Most of these lots were purchased by men who will build their homes and live in the Grove, near their work. 35 new houses are already under construction, and many more will commence building shortly. This is a record never before equalled in this city. This is the fastest building property to be found anywhere around Toronto. During the next few months more than a hundred new homes will be built in the Grove. Here is the place for you to secure a homestead for an investment. Come out and see Silverthorn. It sells itself. Eight out of every ten who come out, secure lots. Only 100 lots are now left in the property. They are going rapidly. Secure yours while they last. Make sure of a profitable investment while the opportunity lasts.

FREE HOUSE PLANS TO EVERY PURCHASER

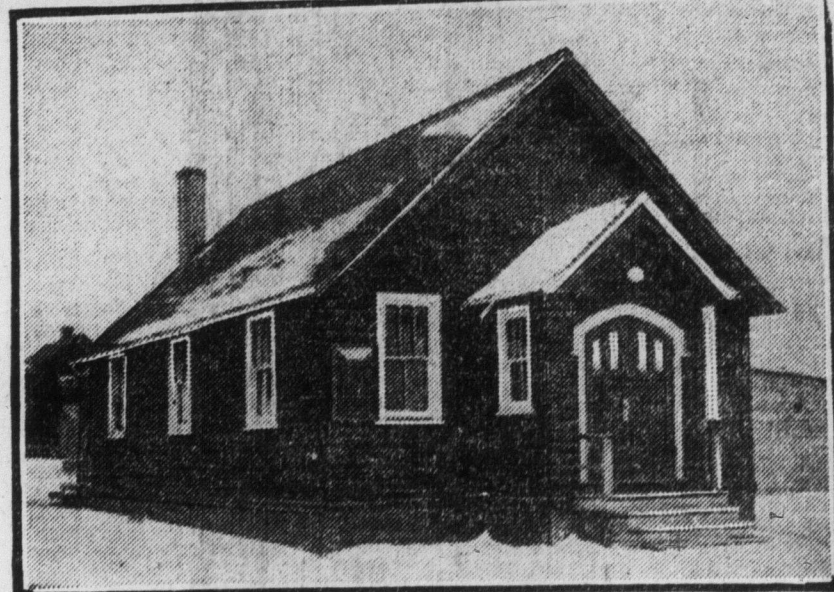
Every purchaser of Silverthorn Grove lots will be given free plans for his house. These are complete plans of just the kind of home you would like to own. There are several different styles to choose from. We will also give you an estimate of the cost of this house, and a complete list of the material needed, showing every piece of material in the order in which you will use it in building. See these plans in our offices. Pick out the style of house you want. You will be surprised to know you can own one of these homes for a very small amount of money.

\$10 DOWN--\$5 A MONTH

These are the exceptional terms--within the reach of everyone who is looking for a home-site or a safe, profitable investment. Come into our office and let us drive you out to the Grove. Choose your lot now, and make sure of the substantial profits that will accrue to every owner of lots in Silverthorn Grove.

SECURE YOUR LOT WHILE THE OPPORTUNITY LASTS

IMPERIAL LIFE BLDG.,
20 VICTORIA STREET
PHONE MAIN 4765.



Silverthorn Methodist Church.

Silverthorn Grove is the lowest-priced land to be found anywhere near the city. The Canadian Kodak paid \$125,000 cash for 25 acres near here. This is a wholesale price of \$20 a front foot. They will build a \$150,000 factory this year, and will employ about 1,000 hands. The Toronto Housing Co. have bought 700 feet of land in Silverthorn Park. They plan to spend \$100,000 this year building solid brick homes.

FRANK McLAUGHLIN,

Frank McLaughlin,
Imperial Life Bldg.
Please send me full particulars about Silverthorn Grove and tell me about your offer of free house plans.

Name
Street
City

This coupon entitles me to free house plans if I buy