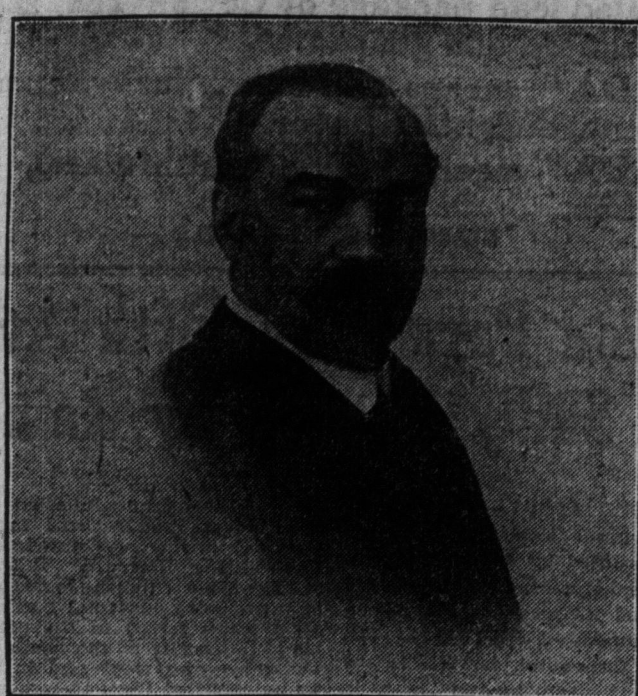


The Big Four

and their daring conception of the Mount Royal Tunnel and Model City.

The first thing to know about any Real Estate proposition is who stands back of it.



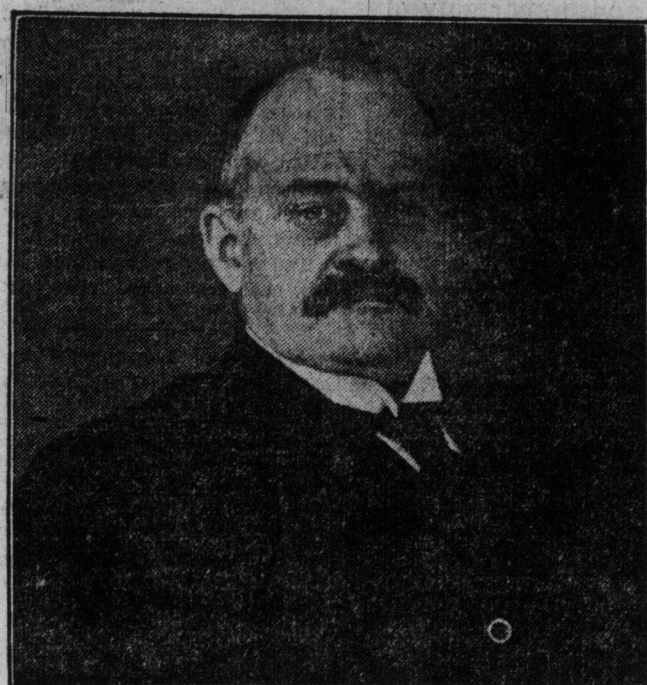
SIR DONALD MANN

"One of the Greatest Living Railway Builders."

—J. J. Hill.

1st Vice-President, C. N. R.

"A big man who gets things done. A prodigious observer, who has a rare and never-ending power of projecting great enterprises." Such is an estimate of the man who conceived the great Mount Royal tunnel project in Montreal. Thirteen years ago he came out of the far West, where he had been busy, and found the Lake Manitoba Railway and Canal Co. a bargain. He bought it. He formed a partnership with a shrewd financier, and the railway is going to be a transcontinental. He justifies his partner's financial ability by construction, and has financial ability of his own.



COL. ANDREW D. DAVIDSON

"The Man who 'Discovered' the Great Saskatchewan Valley."

Land Commissioner, C. N. R.

He is looked upon as the greatest living land man, whose advice regarding the C.N.R.'s great land purchase and Model City at Montreal was a big factor in developing the tunnel project. A good many years ago, this man saw that Chicago was developing only the bottom half of the wheat circle; of which she was centre. He "discovered" the great thousand-mile-long Saskatchewan valley, believed in its future, infected the farmers of the Western States with his enthusiasm, and was instrumental in moving thousands of families into Canada. He is known as "the father of the American invasion" into Western Canada. Nearly a million have followed his trail and prospered. Saskatchewan is now the banner wheat province of Canada, just as the Model City is the banner real estate opportunity of to-day.



FOUR FAMOUS MEN whose far-seeing vision and magnificent constructive ability have enabled them unaided to project a ribbon of steel nearly across a continent within thirteen years; four men who blazed the way for multitudes who peopled vast new regions of the great West, whose influence in Canada quickens the pulse of the nation—these are the men whose conception has made possible what is acknowledged to be the greatest real estate opportunity in Canada to-day.

A mountain stood in the path of the C. N. R.'s progress into crowded Montreal, Canada's largest city. It was not feasible to go around as other railways had done. Straight to the heart of the congested city, under and through the barrier was the daring conception. Already preparations have commenced. But the feature of greatest interest to-day, made possible by the "Big Four," is the creation of the Model City, capable of housing 40,000 people, situated at the nether side of Mount Royal, bringing a beautiful residential section within eight minutes of the centre of the City of Montreal.

Story of MacKenzie & Mann's Famous Project

Squeezed by Mount Royal, the barrier at its back, Montreal has extended many miles along the river, until the distances have become a distressing problem, especially in Winter, to its teeming population housed largely in tenements, flat houses and apartments. In this, one of the most crowded cities in America, it was found there was no feasible right-of-way, or suitable sites for freight yards and station. It was freely predicted that MacKenzie and Mann and their lieutenants could not find a way into Montreal with the same advantages as the C. P. R. and G. T. R.

But men who could blaze a transcontinental could find a way. They combined Montreal's pressing need for expansion towards the direction of the mountain barrier with their own problem. They purchased 5,000 acres back of the mountain and drew the plans of the tunnel that is going to let Montreal expand only eight minutes' ride from her congested centre of population.

MODEL CITY LAID OUT.

As work on the tunnel progresses to completion the value of the lands bought by the Big Four as part of the project will become more valuable day by day. A Model City in these properties has been laid out by a landscape artist and the plans have been approved by the railway's sales agent. Various banks have already secured their sites. You cannot do better than to follow their example and secure a lot or two.

Instead of being a barrier, Mount Royal will stand between the residents of the Model City and the smoke of the old congested areas. There will not be any car shops or factories. This beautiful residential district, with its fresh air, wide streets, and parks, will be more accessible than Rosedale is to Toronto. Instead of 20 to 50 minutes, this ideal residential location will be about 8 minutes from the centre of Montreal. What a tremendous advantage for the thousands who will prefer it to the 40 to 60 minutes consumed in reaching the centre from Montreal's present outskirts.

And there will be no snow or traffic inconveniences. Eight minutes without possibility of blockades. Trains will run at express speed, and there will be the best of service.

MUST FIND OUTLET.

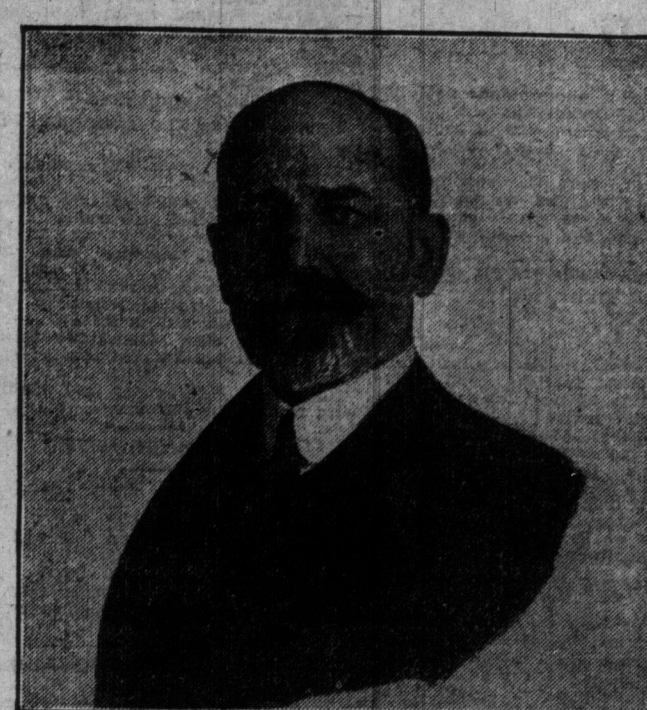
The men who have twenty-five millions in this gigantic project can be depended upon to rush the tunnel to completion. The Big Four are too deeply concerned in their share of business in Canada's greatest commercial port to not know the tremendous value of a concrete realization of the project at the earliest possible date.

The Model City conceived by the C. N. R. as part of their great plans for Montreal could be filled by but one year's increase of population.

The Model City will have 40,000 population. Montreal adds to her population an Ottawa or a Hamilton every two years.

The New City will have its C. N. R. terminal at its centre, from which will radiate four diagonal boulevards, ensuring easy access from every point. The great circular drive around the city will be lined with small parks. Lots will be 100 to 120 feet deep, and 30 to 50 feet frontage, the latter for residences. And they will cost early purchasers less than half that of properties in Rosedale, Toronto, which is far less accessible to the centre than is this Model City to Montreal. You see, there is a wide margin of profit possibilities—from 100 to 300 per cent.—in Model City real estate secured at to-day's prices.

The Model City will be quickly built up. It is the conception of four men whom Canada believes in. It is a wonderful opportunity—a real estate opportunity the like of which has never occurred in Canada before and will not happen again. We have been in close touch with the Big Four ever since the birth of their project. Our lots are first choices, and you will find it pleasant as well as profitable to do business with us. Ask us for further information. The sale of lots is now in full swing. The earlier you act the wider your selection of locations. Fill in, cut out and mail the coupon to-day.



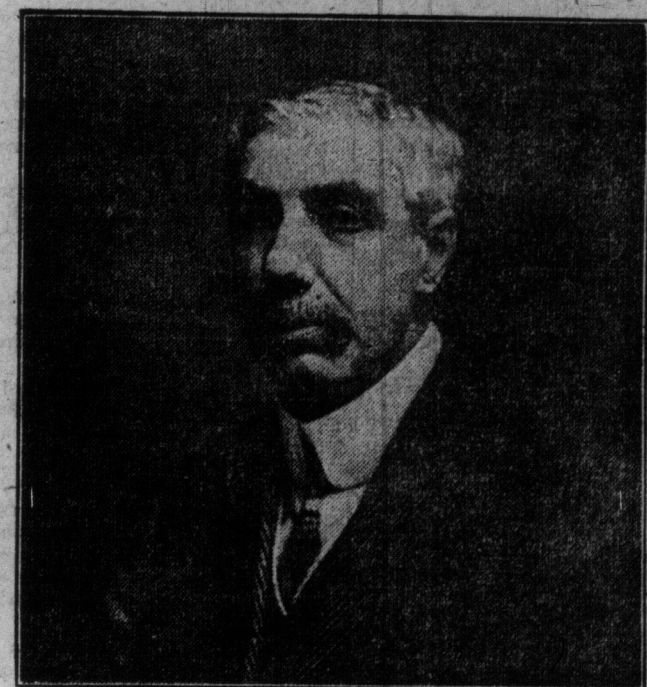
SIR WILLIAM MACKENZIE

"The Master of Finance."

President of the C. N. R.

In 1896, the beginning, to-day 6,500 miles of railway in operation, 3,500 miles under construction or surveyed—a monument to the financial genius of one man. From the farm, school teaching, store-keeping, and building trestles and snow sheds for the C. P. R., he came to control street railways in Toronto, Winnipeg, Birmingham, Mexico, Brazil, etc.

It was said the C. P. R.'s feat could not be duplicated in the West. Sir Wm. MacKenzie is a man who never lets go. Now he is chief of nearly half the railroads west of Lake Superior. "A man who looks right into the centre of a problem, knows its vital spark and discovers a way to kindle it into a blaze." A man who made a successful deal for a railroad 250 miles long in five hours' time has turned his talents to a magnificent feat in pushing the C. N. R. into Montreal, and at the same time providing an outlet for Montreal's increasing population.



MR. D. B. HANNA

The Man who carries the Enormous Burden of day-by-day Management.

Third Vice-President, C. N. R.

A genial, much-liked Scotchman, who began railroading in the Old Land at 6 shillings a week, thirty years ago. He rose from the auditing departments of the G. T. R. to be land commissioner of the Manitoba and Western Railway. At the inception of the C. N. R., in 1896, he became its first general superintendent, and third vice-president in 1902. Big affairs are his forte. His advice is much sought for on the boards of financial institutions. He is intimately associated with every big move on the C. N. R., and his judgment behind a scheme is considered a surety of its worth.

When such a man is associated with the C.N.R. Model City project you can bank on its being a success.

OLIVER, REID & CO., Limited

45 Adelaide Street East, Toronto

EXCLUSIVE SELLING AGENTS FOR TORONTO & MONTREAL PROPERTIES, LIMITED

Sale of Lots Commences TO-DAY.

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Toronto World Coupon

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45 Adelaide Street E., Toronto, Ont.

Please send me map and booklet, giving full particulars of real estate investments in C. N. R.'s new Model City (Mount Royal).

Name Street Address

P.O. Address County Province

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