

POINT GREY

THIS is the story of our purchase of 500 lots in Point Grey, by which we secured control of about one million dollars' worth of this beautiful residential property.

When the British Columbia Government first advertised the auction sale of Point Grey lands in the fall of 1909, we laid our plans to buy as many of the best blocks as possible.

We sent two men—a surveyor and a member of our staff—over all the ground from Tratalgar Road to Imperial Street, and from Tenth Avenue south to Twenty-fourth Avenue.

When they had finished they knew every block as thoroughly as you know the downtown streets—knew the slope of the ground, whether high or low, and whether easy or hard to clear.

Being thus equipped with first-hand knowledge, we were able to bid intelligently at the auction sale, and so secured 31 of the finest blocks, which would make approximately 500 lots.

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SHORTLY afterwards arrangements were completed for building nearly a dozen miles of new carlines, and we gave instructions to our surveyors to subdivide all our properties.

Then we had to fix the prices not for a few weeks or even a few months, but at least to hold good for half a year. The reasons for this were not philanthropic, but of a purely business nature. Our literature regarding the lots was extensive and costly, and was not only distributed over Canada, but hundreds of copies were sent to London, Paris, Berlin, Vienna, etc. Our agents abroad had to be assured that for a certain time at least prices would remain firm, or otherwise it would have been impossible for them to work up an interest in the properties. We therefore assured them that no prices would be changed for six months. These six months expire on May 15.

The result is that YOU can buy today for the same prices that we quoted last fall, and at this writing you can have a choice of about 325 lots.

NOW let us see what has occurred at Point Grey since last fall. In the first place, the British Columbia Electric Railway Company is now operating the first of its new carlines, being the one along Tenth Avenue and Sasamat Street.

Second—the municipality is spending without delay a half-million dollars for waterworks, a quarter-million for sewers, and two hundred thousand for roads and parks.

Third—a great many owners have either slashed or entirely cleared their properties, with a result that hundreds of lots now command a glorious outlook towards the Bay, the Park, Howe Sound and the snow-capped mountains behind.

Fourth—and greatest of all—the Government decided to locate the new British Columbia University at Point Grey.

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IN our opinion, this means more to Point Grey than anything that has yet occurred, except what Nature herself has done for the district.

For WHEREVER A UNIVERSITY IS SET DOWN, PROPERTY VALUES IMMEDIATELY INCREASE. This has been proved everywhere, and the fact that the University of British Columbia is to be erected at Point Grey has already greatly enhanced real estate values, and it will undoubtedly make it the most desirable residential district in Vancouver; and as the university grows and its influence extends, it will make the name of Point Grey known all over the educated world.

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BUT you can still buy our Point Grey lots today for the same prices which we quoted last fall, viz., from \$700 up to \$1,250, and on terms of one-quarter cash, balance in 6, 12, 18 and 24 months.

We want you to have as good a choice as possible, so therefore, write today for free literature and price lists.

ALVO von ALVENSLEBEN LIMITED

Head Office: Pacific Building, 744 Hastings Street West, Vancouver, B. C.

British Columbia Branch Offices: Victoria and North Vancouver.

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