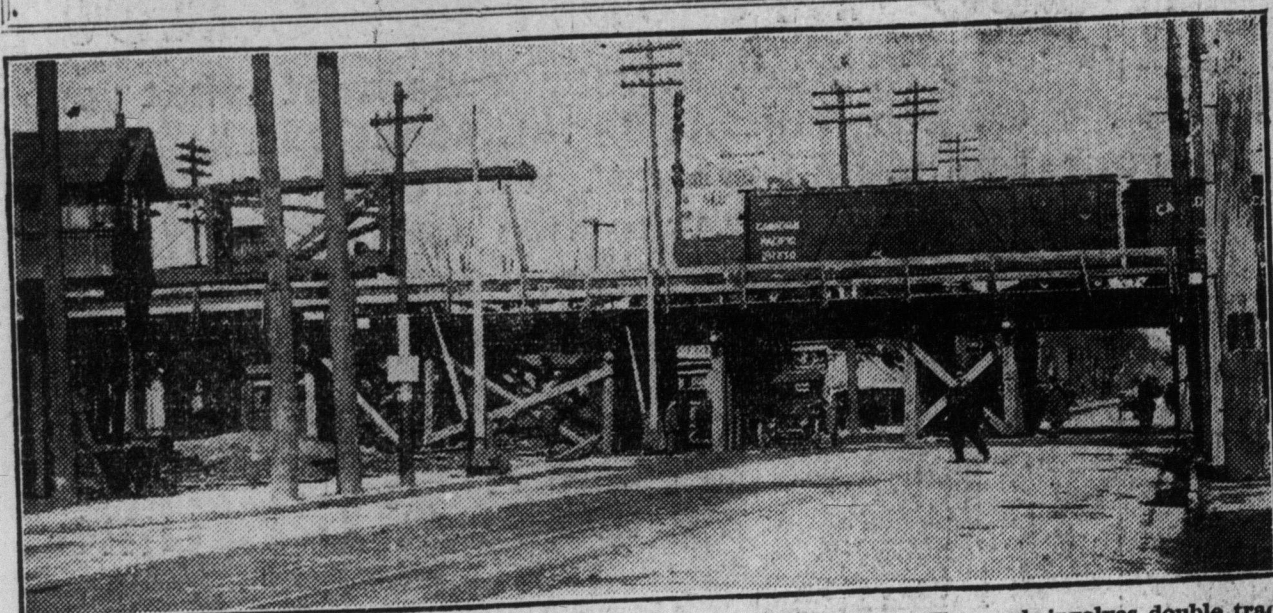


WHERE THE C.P.R. IS SPENDING MILLIONS



View of the North Toronto grade separation, showing Yonge street bridged. The work involves double tracking from West Toronto to Leaside, and raising the roadbed several feet; new bridges at street crossing; at Reservoir Park; the old Belt Line; and the east and west Don rivers.

FIELDS TWO YEARS AGO NORTH OF HIGH PARK



Builders are steadily being forced to buy land at high prices, and with no immediate transportation facilities. These houses are four and a quarter miles from Queen and Yonge streets, and to get to them requires quite a long walk after leaving the street cars.

OFFICES FOR RENT

—IN THE—

New World Building



Ready For
OCCUPANCY
---IN---
AUGUST
IDEAL LOCATION
RICHMOND ST.
JUST WEST OF YONGE

THE BUILDING IS OF MODERN FIREPROOF CONSTRUCTION and has a frontage of 60 feet on Richmond Street, and a depth of 100 feet.

Unexcelled light and ventilation facilities. Windows on four sides of building—43 on each floor.

Elevator service. Latest improved type of elevator.
Lavatory accommodation on every floor.

Over 5,500 feet of floor space to each floor.

Heat and janitor service.

LEASES OF ENTIRE FLOORS MAY BE SECURED BY PROMPT APPLICATION. WILL SUBDIVIDE TO SUIT TENANTS. THOSE DESIRING CHOICE LOCATIONS SHOULD APPLY WHILE THEY ARE AVAILABLE.

Rentals: \$1.25 to \$1.75 per foot.

For further information inquire of

F. C. HOY, Business Manager The Toronto World.

Every Twelfth Person in Ward One Lives On McEachren Property

This is our record of achievement. This is the result of our years of development work in the East End. When we started our work of development, Ward One was the least known sections of Toronto. Settlement was sparse and scattered. As we developed raw land into building lots, people commenced moving eastward from other parts of the city. Today, Ward One is appreciated. Here some of the finest residences in Toronto are to be found. No other district in Toronto is building up so rapidly.

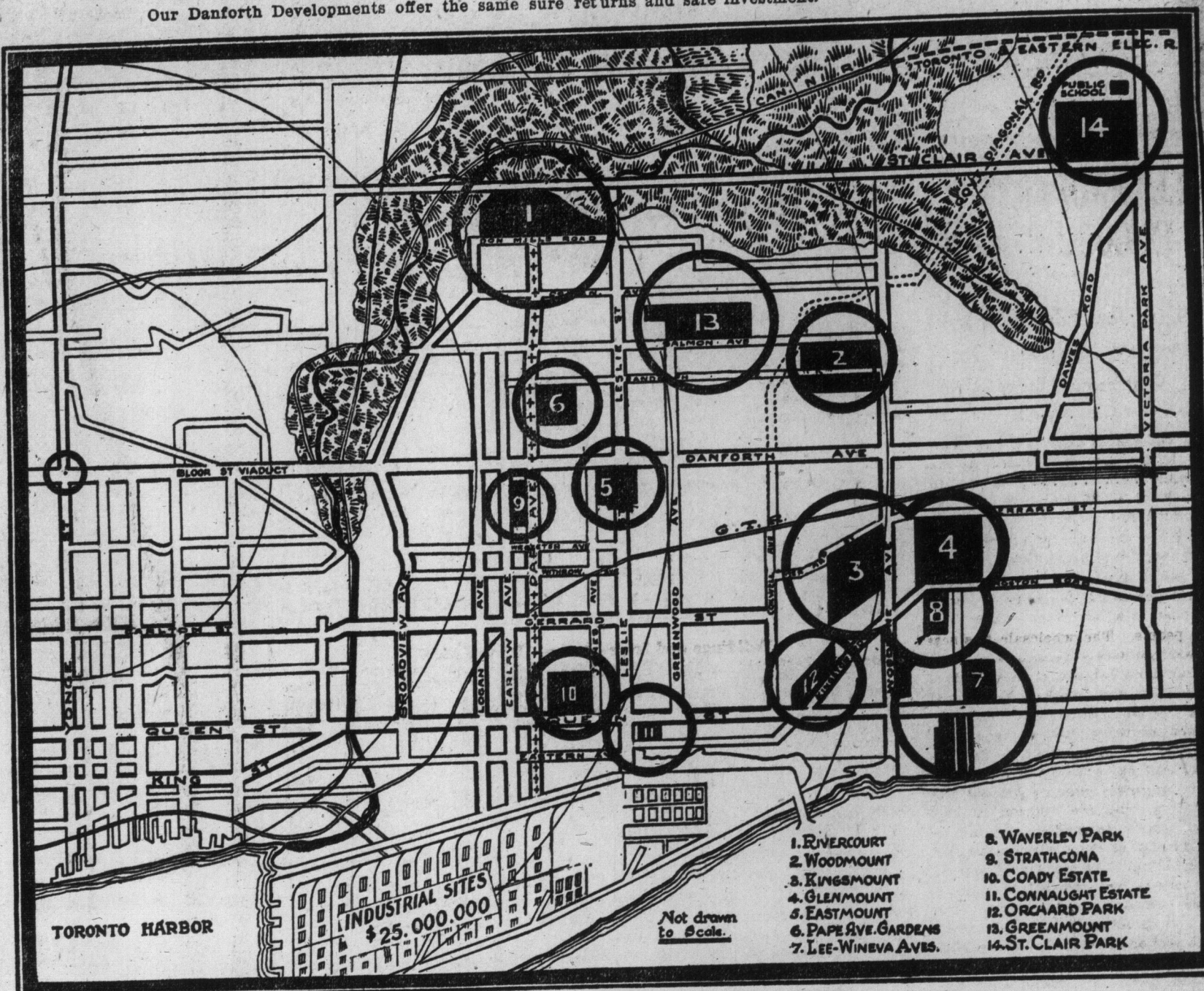
Rapidly Rising Land Values in East End Make Big Profits For Investors

A glance at the accompanying map will show the numerous properties we have handled. Every one of them has made, and will make, substantial profits for investors.

We opened up Lee, Hambly and Wineva avenues four years ago. Property on these streets is now selling for five times what our clients then paid for it. In 1911 we opened up the Strathcona Estate at \$18 a foot. This is now entirely built up, and not a foot of land can be had at any price. We put Eastmount Park on the market two and a half years ago at \$19 a foot. This is now built up entirely with \$3,000 homes, and land is worth \$60 a foot.

Land at Danforth and Broadview sells today at five to ten times the price asked for it five years ago. Two years ago we sold land on Pape Avenue at \$19 a foot which sells today at \$45. The same year we sold land on Woodycrest Ave. at \$18 a foot. This same identical land sold two weeks ago to a builder at \$50 a foot, and he considers he got a bargain. A little over a year ago we sold land on Jones Avenue at \$18 a foot, which is now selling at \$45. Our clients made wonderful profits out of this rise in land values.

Our Danforth Developments offer the same sure returns and safe investment.



McEachren's Danforth---Developments

Right in the heart of the Danforth District. Here we have spent thousands of dollars installing improvements—getting this land ready for the builder. Fine shade trees have been planted, a complete water service installed. Solid brick houses have been erected. Fourteen of those just completed sold within ten days.

Toronto is investing over a million dollars in school land and buildings a short distance from our Danforth Properties. Schools come after settlement—never before. When the city builds schools in a district, that district needs them. The largest and finest schools in Toronto are now to be found in the East End.

\$25 Secures a Fully Developed Lot
\$25 Every 3 Months Pays For It

These remarkably easy terms place a profitable investment within your reach. Developed building lots are the finest kind of investment. The demand for these is greater than for unimproved land. The value increases faster—the opportunity for a profitable turnover is greater.

Our Danforth Developments will make the same profits for our clients that all other properties have netted them during the past few years. Secure your lot now. At these exceptional terms, you can hold a few lots without feeling it, and you will not have to make many payments before the value has increased many dollars a foot.

W. N. McEachren & Sons, Limited

Phone Adelaide 42

70 King Street East, Toronto, Ont.

Our Motors Are at Your Service at Any Time

Come in to our office at any time. If you cannot come in, phone us, or send in the coupon for an appointment to drive over our Danforth Developments. See this rapidly-developing section of Toronto. See how closely this whole district is built up. Let us show you the investment possibilities of \$25.



COUPON

W. N. McEachren & Sons, Toronto.

Dear Sirs: Please supply me with information about your Danforth Developments and the profits possible on a small investment with you.

Name

Street

City