TUESDAY MORNING

THE TORONTO WORLD

MAY 9 1911

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About the Buying of Tuxedo Park Lots

Suppose we exchange a few thoughts on this live subject.

The sale of Tuxedo Park lots is now well under way and commands attention from all parts of the country. Interest in the property is being shown in the most unmistakable, practical shape. Many are buying lots. Many others are making inquiries. The investment spirit is aroused. The disposition to investigate is abroad. Everything promises well for a successful, gratifying selling campaign. And the reason is not far to seek.

Bear in mind that the inducement to buy is a good deal

stronger than the obligation to sell.

"Tuxedo Park" has been held intact for several years. The city has now grown up to, around and beyond it. It is now being offered with the Calgary realty market in most buoyant state. Values climb daily. There is no determining their limit in a city growing so tremendously and yet only on the outset of its career. Real estate transactions from day to day show profits almost incredible, and to be accounted for only on the theory of boundless expansion in all that constitutes a great metropolis. Sir Wilfrid Laurier foresees a Calgary of 250,000 within a few years.

So that if there should appear any "urgency" aspect to Tuxedo Park proposition, must it not be looked for rather on the side of the public than of the owners of the property ? The Company are willing to sell. The people are eager to buy.

The "Tuxedo Park" situation is this, in brief : Values are increasing, and will continue to increaseto the owners if they don't sell, to the buyers if they do.

And this value increase is not problematical or just possible-it is more than probable-it is absolutely certain.

Does anybody propose to argue that if Tuxedo Park is such a good and sure thing it would pay better to have and to hold than to sell ? Well, the same argument could be advanced in the matter of any saleable commodity, in the promotion of any promising enterprise. But wouldn't this "have and hold" policy, if adopted universally, result in a woeful paralyzing of trade and stoppage of development and progress ?

As a matter of fact, however, there is nothing at all unnatural or extraordinary in this inviting Tuxedo Park offering, presented on the basis of sure profit to the buyer, because the claim to profit-earning is true, valid, proven in the case of all Calgary realty of this class.

The careful investor will be guided mainly by three things : . The experience of others, his own knowledge of the situation, and his estimate of the future.

We meet him readily on all these grounds, as involving "Tuxedo Park."

I.-Calgary realty in the past has made fortunes for men and women shrewd enough to take advantage of the chances offered. And hundreds of investors to-day have discovered that the money-making chances are just as available. to them as to their predecessors. It's easy to figure it out before placing your money. When profits have ranged from 100 to 1,000 per cent., with the city merely on the threshold of a phenomenal career, they will scarcely suffer any drop with conditions of growth improved a hundredfold-which is the state of affairs in Calgary to-day, as compared with five years ago.

II .- The reader of this paper will easily recall all the startling facts and figures, presented from time to time, showing the progress of the place from a town of 4,000 in 1901 to a metropolis of 60.000 : that its assessment is \$55,000,000 this year, and will be \$100,000,000 next year, while the rate of taxation is only 14 mills; that its clearing house record for 1910 was \$150,000,000, and will probably reach \$200,000,000 this year ; that its building expenditare in 1910 was \$10,000,000, and will be \$15,000,000 this year; that it ranks No. 5 among the great cities of Canada in volume of business, and that it is spending this year \$4,000,000 on improved and extended public utilities, not including the railway, water mains and other extensions to "Tuxedo Park," which work is now in progress, and will be completed this summer ; that railways have taken hold of Calgary as a centre. That this season will witness operation there of the three great transcontinental lines, the C.P.R., C.N.R. and G.T.P., and a score of radiating branches ; that population is increasing thousands a month; that Sir Wilfrid Laurier foresees for Calgary a population of 250,000 within five years. With all this knowledge, no man thinking about Calgary realty in general, and Tuxedo Park in particular, as an invesment will go astray.

III.-The investor's own judgment of what the future promises in the light of the present need not be appealed to. There can be only one judgment to form. The Calgary That Is is all the evidence of the Calgary That Will Be that any reasonable man will ask



