

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, JUNE 28, 1915

# GLEN FALLS AND THE ST. JOHN RAILWAY CO. SOME INSIDE HISTORY

## You First Read of Glen Falls

Just one year ago we first advertised Glen Falls lots in this paper, or just two years after the company first started the work of development, which included the building of a splendid concrete reservoir for its new extensive water system, the construction of roads to open up the property, the building of drains, etc.

## Outstanding Among the Several Very Important Announcements We Made Last Year Were:

That the Saint John Railway would extend its line to and through the heart of Glen Falls. Many doubted the truth of the above statement, and some kind friends of the doubting Thomas tribe publicly stated to their acquaintances that they did not believe that the Railway Company would extend its line to Glen Falls, and that Glen Falls could never amount to anything.

## We Made Sure, Then We Improved, Then We Advertised

We made sure of the railway extension before we advertised Glen Falls lots for sale to the general public. We laid out a town and arranged for roads and all the modern and most necessary conveniences which Glen Falls now possesses before we advertised in the news papers that we had lots for sale. When we organized The Coldbrook Realty and Development Company, it was our purpose to build a garden town where the home builder could have a home "in the country" almost in the city, and where he could enjoy all city conveniences at half the cost. Already this has been partly accomplished as a result of our carefully prepared plan, and the future of Glen Falls has been assured. What is even more important, our promises to the public have been fulfilled, and in Glen Falls we have a town in the making.

## How to Build a Town; Directions Which we Have Followed and Which we Commend to All Who Are Interested in Like Projects:

**FIRST**—Buy good land in a good location, and pay for it in full before you sell it to others, and don't pay such a high price that you cannot make necessary improvements. Then sell it in large at reasonable prices, reserving a large amount of land for wide streets, parks and playgrounds. Remember that you will undoubtedly have some land that is not fit to sell to anybody, not if that man sees the lot before he buys it; for if you are to have satisfied customers, you must show each and everyone the lot you propose to sell them. Remember that people do not want narrow twenty-five foot lots on which they would scarcely have room to build a house, and would of necessity have to travel over someone else's ground to get from the front to the back door. Your lots must have at least a frontage of forty feet, preferably fifty feet. (If perchance, Dear Reader, you are a real estate man and sold twenty-five foot lots, take advice and give your customer another alongside for good measure. Should you do so, he will have room to build a house with a garden and a few green trees. As we will point out to you later, all this is necessary for the development of your property.)

**SECOND**—Now that you own the land and have laid out that which is suitable for the erection of homes on good large lots, arrange for transportation, by which we mean street railway connection. Remember that the initial expense, the construction of the line, is very heavy and it will take some years before it will be on a paying basis. Don't expect the Railway Company to extend lines to sparsely populated territory unless you can convince them that the future is so great that within a short space of time it will be on a paying basis. The directors of large corporations are good business men and are progressive, if you show them returns for money invested, but they will not likely extend lines for the convenience of the few. Street railways are for the convenience and pleasure of the general public, and are also operated for the benefit of the stockholders. If you can submit facts to prove that your land has a future like that of Glen Falls, it should be possible to secure street railway connection.

**THIRD**—Now that you have the railway arranged for, construct roads, build bridges, dig drains, build a water reservoir and put down water pipes in front of your lots. (Remember, you can't have any water system unless you have a good stream of good water; room for a big reservoir at a sufficient elevation to provide good water pressure. You must also own and reserve the land around this reservoir so that nothing can contaminate the water.)

**FOURTH**—Having done all this, and walked all over the property with a surveyor so that you know where each and every lot is, at the same time making sure that the surveyors does, have him make a plan of your property, showing the good and saleable lots laid out according to the most suitable lay of the land. We may say right here that many plans have been prepared of property, where lots were laid off without any regard to the contour and lay of the land, with the inevitable result that some front on rocks, some run sideways down hill, etc.

**FIFTH**—Price lots according to quality, size and location, and when fixing prices remember that you have only a townsite for sale and not a town. Therefore your prices must be low. As it begins to build up and you spend your money for improvements, you will be justified in increasing prices.

**SIXTH**—Sell lots only to those who desire them for building a home (speculators will not improve property), and make sure that your customer buys a lot that suits him and not you. If he buys a lot that suits him and you give him fair treatment, he will be pleased with his buy and will be the direct means of more sale. A satisfied customer can sell more lots for you than all the advertising and salesmen that you can employ.

JOHN A. PUGSLEY,  
General Sales Agent.

## ANNOUNCEMENT

We wish to announce that at noon on Saturday, July 17th., 1915, all Glen Falls building lots will be increased in price an average of:—

**Ten Per Cent. (10p.c.)**

This will be general and will apply to all lots remaining unsold. All previous prices and quotations being cancelled.

This increase is justified by our expenditure to date for public improvements, street car service and present low prices.

## Our Policy

We do not wish to knock propositions of other parties, nor is it the purpose of this advertisement to do so. With the utmost confidence we proclaim. The wisdom of the policy which we have pursued, which has resulted in placing our undertaking upon a stable and permanent basis, ensuring to our customers happy and comfortable homes, and making each and every one who has bought from us a booster for Glen Falls is self evident.

## Prices Can be Increased as Values Warrant It

In the centre of this advertisement is contained an announcement of a general increase in prices, which increase is permissible and justified by the large sums of money which we are spending for the developments of Glen Falls, by its rapid growth and by reason of our having first marketed lots at low prices with the object of encouraging the building of homes. While the increase which we are announcing is not large, it is the second increase which we have made, we having made an increase of ten per cent. (10%) on August 1st, 1914. It is our desire to give those who wish to take advantage of the time between this date and July 17th, the chance to select and buy their lot before the increase.

## Your Home and Future

In the summer a young man's fancy does more than "lightly turn to thoughts of love." In the summer young men and old men and women also turn to thoughts of buying a home and putting their spare money into real estate, the safest of all investments.

It is in the summer that real estate begins to boom. Nature is at her best now and makes her strongest appeal to us all. "What is so rare as a day in June?" These rare summer days make us feel how precious is life and how much worth while it is to provide in our day of plenty for a long life. No one can look a beautiful summer morning in the face and not feel the desire to plant his foot upon a part of the earth which he can call his own, and by a wise investment to preserve the pure joy of living from the adulteration of worry and want.

Young people should put their money into Glen Falls real estate. It is the safest, and best of all investments for the young. It will yield a larger return than a government bond, and, if wisely chosen, is just as safe. It is a great stimulus to saving. It cannot be too readily converted into cash to be dissipated upon some ill-considered whim or passing fancy. It is, in the financial life of a man, like the constitution in a political democracy, just difficult enough of change to compel a sober second thought.

If you only own an equity in your property, you have the further stimulus to save, which lies in the necessity of paying off the mortgage. Real estate, thus, is like an insurance policy. You could make more money by depositing your premiums in the savings bank than by giving it to an insurance company, but hosts of prudent men take out endowment insurance because they feel the need of some compulsion to save, and they fear that they would not make the regular unfailing additions to their savings bank accounts. The necessity of paying off a mortgage has created in many a family the habit of saving, and thus laid the foundation of that family's prosperity.

What is better than a home in the suburbs "in the country—almost in the city"—which you own yourself and can develop as you please, where the light and the air is all around you and the children can keep off the dirty, dusty streets?

If you own your own house you feel a sense of substance, and you are given a standing in this curious world of ours which is unaccountable but real. You feel more settled, stable, substantial yourself, and your neighbors are curiously inclined to agree with you. You feel more attached to your neighborhood and more interested in its public concerns, and for that reason more likely to be an influential citizen.

# OPEN JULY 1st.

AND

## THE MANOR HOUSE

John A. Pugsley

General Sales Agent for:

The Coldbrook Realty & Development Co., Ltd.

City Office—

45 Princess Street

Glen Falls Office—

Central Ave. Near Manor House

(Open Evenings)

Tea Rooms

Management

The Ladies of The Sign O' the Lantern

The old Manor House, built over one hundred and thirty years ago has been refitted at a cost of over Ten Thousand dollars and has a beautiful old suite of tea rooms. Private, Lunch, Supper and Card Rooms, Etc.

Open 4. p. m. July 1st.

Orchestra Afternoon and Evening.

## NEW EXTENSION STREET RAILWAY

From Coldbrook  
to Manor House Glen Falls

If you are interested in Glen Falls cut out this coupon and mail it to us, we will send you copy of the Glen Falls Herald and latest information.

John A. Pugsley

P. O. Box 52 St. John, N. B.

Please send me without obligation on my part a copy of the Glen Falls Herald and other information.

Name .....

Address .....