

Hillcrest

London's Newest Suburb

The C.P.R.'s Big Move at Quebec St.

Have you any conception what the new big move of the C. P. R. means to London?—and to you?

You have heard that this enterprising railroad has secured a big block of property at Quebec street for the purpose of building big new shops, big new offices and a new station.

Do you know what that means?

Has its importance occurred to you?

They have spent over \$100,000 for the property—they will without doubt spend the balance of \$500,000 (a round half million) in buildings, machinery and equipment.

They will give employment to many skilled hands—and annually expend thousands of dollars in wages. They will bring many people to this section of the city, all of whom must be provided with homes and food and clothes and the necessities and luxuries of life.

Business will follow and mercantile establishments to cater to their wants will locate near this new and vital artery of trade and business.

Homes will be required in the close proximity and real estate values will shoot skyward.

Do you know how this will affect you?

Just this way—if you are wise you will invest in real estate in this vicinity—you will get in on the ground floor and secure all you can carry—develop it and live on it while it is steadily and surely rising in value and in a few short years have the satisfaction of seeing your investment increased many times.

What Hillcrest Offers

To the home seeker-- A home site in a healthy, beautiful section at low prices, where values are sure to rapidly increase. In other words, a nice home for the present, and a big investment for the future.

To the investor-- A means of making money—absolute security and positive certainty.

To the farmer-- A home in the city, that is also a safe and profitable investment.

To you-- A city home with county expenses—the tax rate is about one-fifth what it is just across the street.

How to See the Property

Take cars to corner of Dundas and Quebec Streets, opposite the Western Fair Grounds, walk north on Quebec until the Hillcrest sign meets your eye, or take Hillcrest automobiles, which will run to and from the property all day from the corner of Dundas Street.

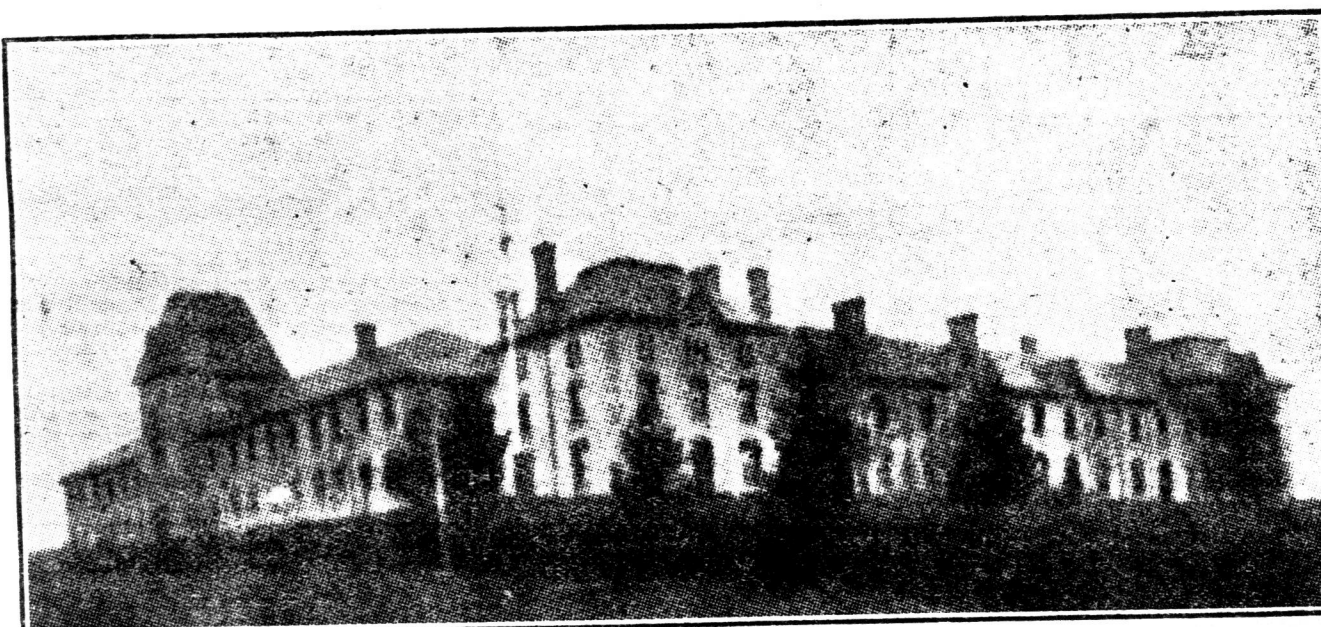
Office on property.
Open every day and evening from 9 a.m. to 9 p.m.

Toronto Office—Cor. Adelaide and Victoria Sts.

Here is Presented
One of Life's Rare Opportunities
Don't Fail to Seize It.

A tremendous advance in values about to take place in the immediate vicinity of the extensive new shops—new station and new offices of the

C.P.R. at Quebec St.



WOLSELEY BARRACKS.
Hillcrest is Just East of the Grounds of Wolseley Barracks.

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Hillcrest is located just east of Quebec Street, north of the C.P.R. tracks—opposite the Wolseley Barracks, and diagonally opposite the new C.P.R. station site.

It is only a few minutes' walk from the street cars on Dundas Street, and only seven minutes on the cars to the heart of the business district.

As soon as the C.P.R. improvements are under way—and they will begin immediately—it is understood that the street railway will be extended up Quebec Street to the C.P.R. tracks, right to the property.

Hillcrest is well wooded, the lots are high and dry, lying on a gentle slope commanding from every point a good view of the entire city.

The lots will be sold at prices ranging from as low as \$5.00 up to none higher than \$10.00 per foot, even for the choicest corner lot.

The First Sale at Hillcrest

The sale of lots will open **Saturday, Sept. 24th.** at the property at 9 a.m.

But Hillcrest may now be inspected and plans and full particulars be obtained from our representatives at the office on the grounds, which will be open every day from 9 a.m. to 9 p.m., or at our downtown office, in London Loan Building, corner of Dundas and Clarence Streets.

London--City of Homes and Opportunities

You're proud you live in London, aren't you?

You right well should be.

Look at some of its record—right here.

London is growing like a weed.

This may be a bit of news for you, but it is a fact.

Listen---

1870--15,000, 1880--20,000, 1890--30,000, 1900--40,000, 1910--50,000 and 1920 look for 75,000.

It now has over 50,000, and with the healthy impetus it has, an increase of 50 per cent. in ten years is by no means an idle dream.

It is the hub of a population of over a million people—the third distributing centre of the Dominion—a thriving, throbbing, hustling centre of trade in the midst of the richest agricultural district of Canada.

It is the fourth city in population in Ontario, and is about to enter with giant strides in the race toward third place.

It is the fifth city in all Canada as a manufacturing centre with its factories numbering over 228, covering 72 separate and distinct lines.

It has transportation facilities unexcelled in any part of Canada, with its 127 passenger and freight trains daily, and its lake connections through its outlet at Port Stanley.

London is already big—husky and important—bigger than some people think—and owing to the additions and extensions of the C.P.R.'s facilities and equipment is on the verge of the biggest business boom in its history.

In the very near future all eyes will be on London.

Are you going to take advantage of it? Or is the other fellow going to reap all the advantage?

We are offering you a chance early in the game—read it thoroughly—acquaint yourself with particulars—and act.

Fortunes in Real Estate

REAL Estate is the basis of most big fortunes.

It is the only unchangeable—stable investment.

It can neither dry up and blow away—nor is it affected in value by panics or hard times.

Look at the rich men in your own city or in any city in Canada or America and you will find that their real estate holdings are a big and valued part of their fortunes.

Ownership of the land is a patent of respectability—marks you as a desirable citizen and, no matter how small the start, will be the beginning of your prosperity.

If you don't own a home—stop paying rent—buy a lot at Hillcrest and build a home. If you already have one—buy a lot at Hillcrest for investment. In either case you can then grasp this opportunity as it is passing—and have a part of the profits that are sure to come in this new section.

Office -- Second Floor
London Loan Building,
cor. Dundas and Clarence Sts.

English's Limited---London