

# The Greatest Real Estate Opportunity of To-day in Canada's Greatest City—MONTREAL

For the last few months, the huge deal engineered and consummated by the Canadian Northern Interests in Montreal has been the main topic of discussion in Canada's greatest metropolis. The magnitude of the C.N.R. undertaking—the project of driving a tunnel through Mount Royal, the securing of a terminal in the heart of Montreal, and the opening up of a new residential city north of the Mountain—has attracted world-wide attention. It is one of the greatest undertakings in the railway and real estate history of the North American Continent.

## Montreal Growing at Rate of 50,000 a Year

The rapid growth of Montreal during the past ten years has caused amazement even in the great American cities, which look with jealousy on the rising greatness of the giant metropolis to the North. A glance at the percentage of increase in population during the last ten years shows that Montreal is without a rival when compared with the largest cities of the United States. Note the following table:

Montreal	70.3 per cent. increase
Detroit	63.0 " " "
Cleveland	46.9 " " "
Newark	41.2 " " "
New York	38.7 " " "
Milwaukee	31.0 " " "
Chicago	28.7 " " "
Buffalo	20.2 " " "

St. Louis, Washington, Pittsburg, New Orleans, Cincinnati, Philadelphia, Boston and Baltimore all show less than Buffalo.

Greater Montreal to-day has a population of 587,766. It is adding to its population at the rate of 50,000 a year. Where will this increase in population be accommodated during the next few years?

## Mount Royal the Cause of Congestion

Montreal City is already in a very congested state, in some sections really fearfully congested. The direct cause of this is old Mount Royal, which for years has stood as a formidable rocky barrier right in the path of the city's natural growth.

Mount Royal has forced the city to follow the shore of the river for miles both up and down. It has forced the many thousands, who cannot spend an hour or two each day traveling long distances to the centre of the city, to live in the multitude of tenements, flat houses and apartment buildings for which Montreal is noted. It has caused Montreal to become one of the most thickly populated cities on the American continent.

But soon Mount Royal, the barrier, will have a gateway through which the growing city can enter and expand on the other side. The C.N.R. tunnel will provide the gateway. The new Model City will provide the accommodation for the home-hungry apartment dwellers and the increasing population of the rapidly growing metropolis.

## The Model City's Ideal Location

The Model City will undoubtedly become the finest residential section of Montreal. Its location is beautiful. To the rear is the wooded slope of Mount Royal, shutting off from view the smoking factories of the city. In front the land drains gently towards the Riviere des Prairies (The Back River), while in the distance rise the mountains of the Laurentian range.

A noted Landscape Gardener has drawn the plans of the Model City. There will be wide streets, diagonal boulevards, and a driveway circling around the city. About a dozen small parks will provide playgrounds and resting places.

There will be no factories or car shops in the Model City. The air will be pure and fresh and healthful. The fertile soil will grow flow-

ers of almost every description—truly an ideal situation for a home, all of which, of course, adds to the value and possibilities of Model City property.

## By Subway in 8 Minutes

And just think! Residents in the Model City, by means of the tunnel, will be brought closer to the centre of the metropolis than is almost any other purely residential district of Montreal. They will be brought closer to the centre than is almost any other suburban district of any large city in America. From the Model City Station to the terminal in the heart of Montreal will be a brief journey of about eight or ten minutes—a journey in comfortable electric trains through a double-track subway. Fast time will be made, because trains will be driven by powerful motors. There will be no blockades by street traffic, no snow to clear off. The trains will be independent of the weather.

Under such conditions it is a certainty that the Model City will be quickly built up, with property doubling and trebling in value. Already leading Canadian banks have selected sites on the streets that are planned for business purposes and have asked to have them reserved. You cannot do better than to follow their example.

## A Wide Margin of Profit

When you compare prices for the lots that Oliver, Reid & Co., Limited, are offering in the Model City with lots selling in other residential districts of Montreal, such as Westmount and Outremont, you will find that the margin of probable profit on a Model City lot is from 100 per cent. to 300 per cent.

The earlier you buy the greater your margin of profit. The property is sure to advance as the work on the tunnel advances. That the tunnel will be rushed to completion is one sure thing. The C.N.R. are exceedingly anxious to become a strong factor in handling the increasing volume of business concentrating at the metropolis. The only way they can do so is by constructing the tunnel and erecting a terminal in the heart of the city.

## Sale Starts April 8th

The lots we offer are **FIRST SELECTIONS** in the Model City. They are choice locations. Nearly all are 50 ft. x 100 ft. They are all dry and level, the ideal lots for building purposes.

The lots carry certain building restrictions in order to assure that the Model City will be a first-class residential district. The taxes are low, as the land is just to west of city limits.

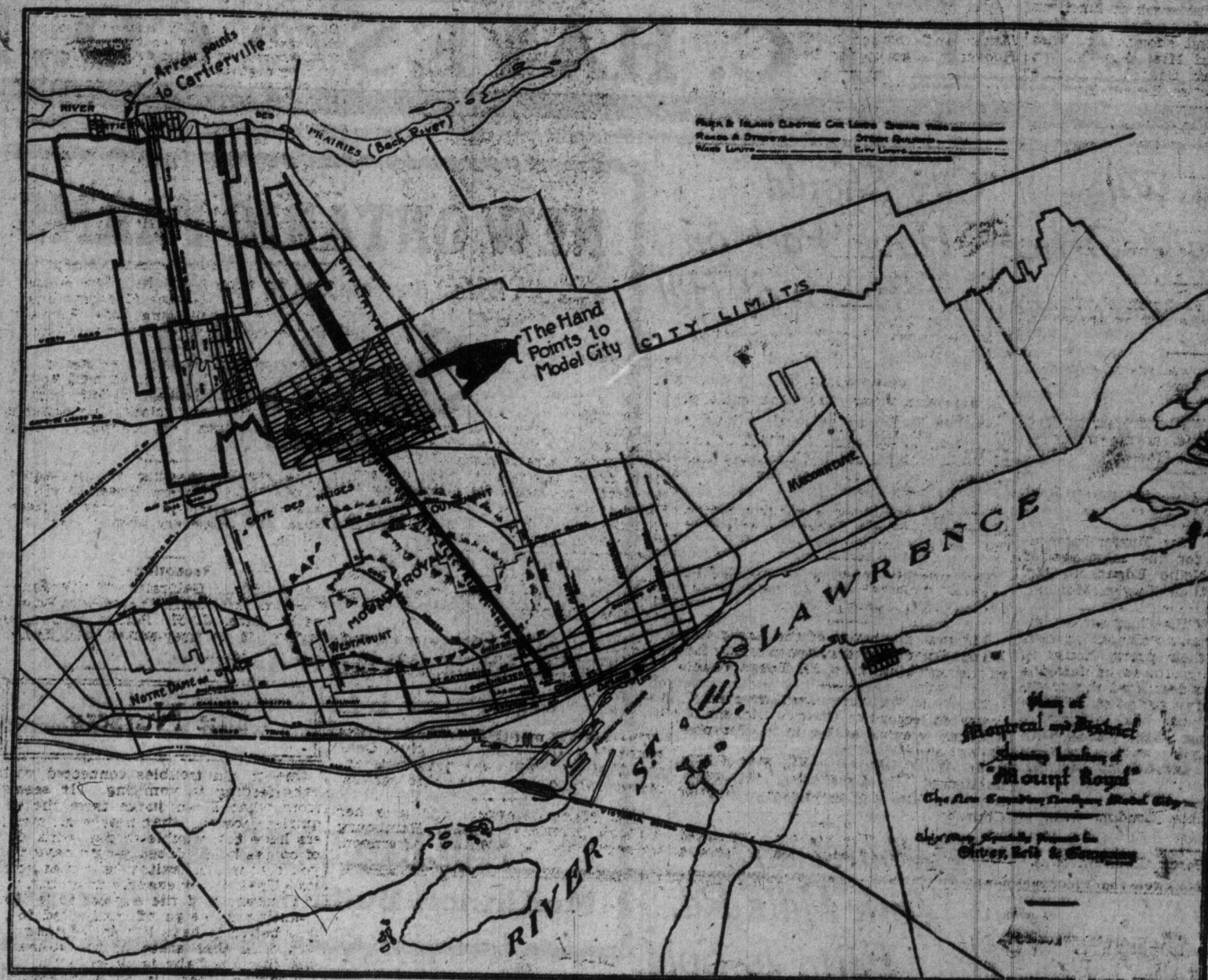
Further particulars, prices and terms will be cheerfully and promptly furnished on request. You will find it a pleasure to do business with us, either in person or by letter. The sooner you get in touch with us the greater your possibilities for profit. But we hardly need to advise promptness. Business men will surely recognize the greatness of this opportunity and act quickly. Many, indeed, have already assured us that they will respond immediately to the first notification of the sale of our holdings. As the lots go on sale on the morning of April 8th, you'll want to become fully posted at once. Fill in, clip out, put in an envelope and mail to-day the coupon attached to this advertisement, and we will send you maps and booklet containing complete information.

The public's chief interest, of course, is in the C.N.R.'s new residential city, for this new section provides the greatest real estate opportunity in Canada to-day. In no city in America of which we know is there a single residential district that offers such possibilities for real estate profits for investors as in the Canadian Northern's Model City in Montreal.

We are exclusive selling agents for nearly two million dollars' worth of property in the Model City, which has been purchased by Toronto & Montreal Properties, Limited.

These lots are **FIRST SELECTIONS**, only one other syndicate having an equally wide selection.

Oliver, Reid & Co., Limited, offer to the public these choice selections. Mail orders will receive the same prompt and courteous attention as personal calls. You have just as good an opportunity to make money in the Model City real estate investments as have Montreal people. It only remains for you to grasp the opportunity. The sale of lots starts on April 8th. Prompt action is therefore advisable.



## Here's What the Map Shows You

The map shows you the strategical location of the C.N.R. Model City, and the double-track tunnel that will lead from there to the new C.N.R. terminal in the business heart of Montreal.

Notice the direct course of the tunnel from Model City station to city terminal. An eight or ten minutes' trip.

Notice that the distance from Montreal Harbor to Cartierville on Riviere des Prairies (Back River) is considerably less than the distance between the city limits from East to West. The natural growth of Montreal in the future will therefore be in the direction of Cartierville. The Model City is midway between the Harbor and Cartierville.

Notice the close proximity of the fashionable suburb of Outremont to the Model City. Also notice that the Montreal City limits run just outside of the Eastern side of the Model City, continuing on to Riviere des Prairies.

## Some Facts You Should Know

Montreal is Canada's largest city. There are only two larger cities in the British Colonies.

Montreal's port handles one-third of Canada's commerce. It ships more wheat than any port in America. It is the gateway to and from Canada's interior.

Montreal is the financial centre of the Dominion. It is the greatest wholesale centre. Its manufactured products have increased in value over 40 per cent. in the last five years.

Montreal has the largest birth rate of any of the world's large cities. The natural increase, plus immigration, is adding 50,000 a year to the population of Montreal. The Model City is only large enough to accommodate about a one year increase in Montreal's population.

The C.N.R., C.P.R., G.T.R. and the Government are spending millions to improve the transportation facilities of Montreal. The C.N.R. undertakings alone are estimated at about \$25,000,000. That shows the faith of the great railway systems in the future greatness of an already great city.

A real estate investment almost anywhere in a growing city like Montreal will prove a profitable one. The Model City section provides the largest probability of future profit.

CUT ALONG THIS LINE. CLIP OUT AND MAIL

# OLIVER, REID & CO., Limited

45 Adelaide Street East, Toronto, Ont.

Please send me maps and booklet giving full particulars of real investments in Model City, the C.N.R.'s new residential district of Montreal.

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