=15e The Toronto World
TWELFTH YEA RMDED WIHOUT A DIISION. .....

THE TORONTO WORLD: TUESDAY MORNING. MAY B; 1891


## * BELLATMY*

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Every dwelling house should have a lawn, garden and also a playground for children; then cheap, frequent and rapid means of transit to and from home and place of labor, occupation, education or pleasure it is not the object of the advertisers to Make iS anine they have entered upon a philanthronic enter.
ED TO BE A MONE Y-MAKING VENTURE.

The object of this advertisement is to convince the public that the enterprise to which it refers is a unique, well -conceived scheme, with all details thoroughly mastered, gigantic in
proportions and designed to benefit all persons identifying themselves with it in any way.

Bellamy is at present a farming district, but the advertisers have purchased
1500 to 2000 acres of land, farm land pure and simpe, in the townhip of Scarboro, on
 Crossing.

The syndicate have absolute and entire control of the neighborhood and there are no
no ignorant, sealous foo natives to retard progress. WE HAVE A CLEAN SLATE TO BEGIN
Wlith. The land wa purchased cheoply at regular farm prices and it will be offered for
ate WITH. The land was purchased cheaply at regul
sale a tretail in lare suburban buildingots at a less
have been able to buy anywhere in or about the city.

The place is called Bellamy because it is a new, pleasant sounding name and it is a good
to advertise with, but let it be understood that only such innovations and modifications name to addertise with, but let it be understood that only surch innovations and moditications
in the social and industrial systems will be encouraged as will be applicable to our day. The following is an outline of the program:

1. No lot to be of a less depth than 150 feet nor less than 120 feet frontage. Tor
 Union Station daily, and vice versa as son as we have two hundred resident season as many
holders. Also for the issuingof yearlytickets atst, goodevery day for 365 days and times per day as the holder desires to ride in other words, it it, and if he should use it oftener OF proportion per ride would be less, with similar arrangements for tickets goor for
the one-way fares,
Resident purchasers.
2. Special suburban trains can reach the eastern part of the city, along the Ashbridge Bay improvement, in 10 minutes, and the foot of Yonge-street in 18 minutes; this is equivalent in point of time to living at the corner of Bloor and yonge-streets, spadina-avenue and as a point common to all.
 emption from taxation of ail hencelings nearly all taxes are to be derived from land, thus it will not slate, tile or mest to hold large blocks of land without inproving it and making it productive. $\$ 10$ per annum thereaterer.
3. Not more than two lots will be sold to any non-resident person. in addition to the
4. The plans are made for a beautifil railway station to contain in and ordinary waiting-rooms Ladies' Parlor with all conveniencesi Ladies teabe chess, draughts and Reading anes, and a similar room for ladies, and a large Auditorium that. will seat 600 ore
oeoplet all for the fre use of the public under the auspices of th
can be seen at the offices of the syndicate, No. 36 King-street east.
5. Reasonable building restrictions in all deds. the sale of intoxicating liquors in all
There will be a stringent restriction against the conveyances of land; we will thus have Local Bellamy isto be a purely residential district.
6. Bellamy is to be a purely residential district.
7. Moneys received for or on account of purchase for land for three years will be applied as follows: Seventy per cent. on account of capital to pay original purchase money, dividends, etc. Thirty per cent. to be set apart as a a improvementfund and used only for the
purpose of improving the estate by the erection of buildings and loaning to assist building or purpose of improving the enter individuals could not be expected to undertake. The place has
any uther
natural drainerere second to none on the continent. We have means for a cheap and abundnatural drainage second to none on the col
ant supply of the purest water in the world
 that the transcendant grandeur, beauty and accessibility of "Scarboro Heignts, inlued in The syndicate are prepared to go to any expense to advertise the place in the mos practical way, PICNIC will be held at Bellamy on Monday, the 25th of May. Free special trains will run from the Union Station, Berkeley-street, Don station and Queer the months of
and further particulars to be announced later.
There will be an excursion every Saturday afternoon thereafter during the monthe There will be an excursion every Saturday afternoon thereafter during the monthis of
May, June, July, August and September, ur until further notice, , or each of which 50 on ree
and
 reason of the public availing themselves of these tickets, this is our means of advertising,
rend thus it becomes merely a business transaction; all that is required is that the public en
and and thus it becomes merely a business transaction; then tell what they have seen to their
joy themselves to the fullest posibie extent and the
neiehbors. Special care and attention will be paid to the ladies, nurses and children. Joy hhors. Speci
no
COME AND SEE.
NO CROWDING. NO DISTINCTION. PERFECT ORDER. NO INCONVENIENCE. NO SOLICITATION.

NO REAL ESTATE AUCTIONS.
The Price of Land will be $\$ 2$ per foot to the first 300 Purchas-- The dollar per font down-the balance will be arranged to suitb buyers. The price and situated on streets 68 feet wide there will be a proportionate charge for lands situated on wider to BELLAMY at once. We have the matter entirely in our hands and we are in a position to
 Shey are received, and they will have an oppartunity of choosing according to number. Applicants byly 1 ettor
to choose from odd numbers even numbers will be reserved for purchasers making personal application.
E. A. MACDONALD

KING-ST. EAST.

## SPECIAL

 MCKEOWN \& CO.
## SHLKES

DRESS GOODS

## A"玉wix vivetim

 Grand Derby Sweep \$75,000.00.
12th annual
DERBY SWEEP

Now Guaranted to Fill
and

