



BUY NOW

SPECIAL OFFER

A Perfect Home

Six spacious rooms—large floored attic—full basement—sleeping porch 8 minutes car ride. Well shaded. Salubrious surroundings.

This is **WITHOUT EXCEPTION** the greatest value to be had in a home in this city. If you will let us show it, you will admit that you can equal it **NOWHERE** at the price—\$5500.00.

\$500.00 cash, \$50.00 per month.



201 and 202 Felt Bldg.

WOMEN HAPPY
POWER CONDITIONS
Heavy During the Past
in Spite of Unfavorable Weather.
IS PLENTIFUL
Changes Noticed in the
Styles; Ladies' Hats Smaller.

is the large number of flowers that are used in the trimming in place of feathers which have been so much in vogue for the last few seasons.
A number of changes in the style of dresses will be noted, but none is radical. Two-piece dresses will be more in style than the three-piece garment principally on account of the difference in cost. Skirts will be worn lighter than heretofore and nearly all of them will be draped. The latest style in coats is short in front and long behind. Among the entirely new styles in suits is the "Balkan blouse" suit which is expected to prove popular with misses and slender women. The "Russian blouse" suit is expected to prove popular with all classes of women.
Hardware stores report a heavy demand for garden implements and sporting goods, while furniture establishments have been busy supplying the demand for numerous things needed in homes.
Merchants in general say that money is more plentiful than for a number of years.

\$500,000



Like This Represent Our Stockholders' Security.

We are going to make a \$500,000 corporation. We want more stockholders, because they are business getters. They help to advertise us.
We are like all financial institutions in one respect—by increasing our working capital, we can make more money.
Selling stock is our method of increasing the capital. We have no idle funds, but every dollar you invest with us is kept at work with all others earning dividends and increasing the value of stock.
All profits go to the stockholders. No money is used for any unnecessary purpose. No salaries are paid to the company's officers—they work on a commission basis.
FILL OUT THE FOLLOWING BLANK AND RETURN TO US. Bettilyon Home Builders Co., Gentlemen—I would like to purchase _____ shares of your stock. Please send me application blank and literature.
Name _____
Address _____

LAND MERCHANTS TO OFFER PRIZES

Kimball & Richards Will Have "City Beautiful" Contest.

In line with the annual policy of Kimball & Richards, land merchants, who are ardent advocates of the "city beautiful" movement, cash prizes will be offered to all property owners in the firm's various subdivisions for the best kept yards during the summer season. The first prize will be for the most beautiful home surroundings in both back and front yards. The second prize will be for the person having the best kept and improved vacant lot. A third prize will be awarded for the most improvements between April 1 and October 1, front yards to the back lines of houses. This last prize is for the man who builds this spring and is not, therefore, on the same footing as the man who has lived in his home for more than one year. The amounts of the prizes will be announced later.
Owing to the extensive interests of this well-known firm, the subdivisions will be classified in the following groups, each group being eligible for a first, second and third prize:
Section 1, Highland Park, plats A, B and C, containing a total of 3400 lots.
Section 2, Jackson square, Hollywood and Glenwood additions, containing a total of 500 lots.
Section 3, Oakland place, Oakland place amended, Burton place, Burton second and Lockwood additions, containing a total of 750 lots.
Section 4, Southgate Park, plats A, B and C, containing a total of 650 lots.
Section 5, Homefield Acres, plats A and B, containing a total of 800 lots.
In the above classified groups are 6100 city lots, which will be entered in this "city beautiful" contest. Other properties of the company will also participate in the work and Kimball & Richards expect widespread response to the movement. The firm will lead every aid possible to make this contest the most successful ever held in the city.

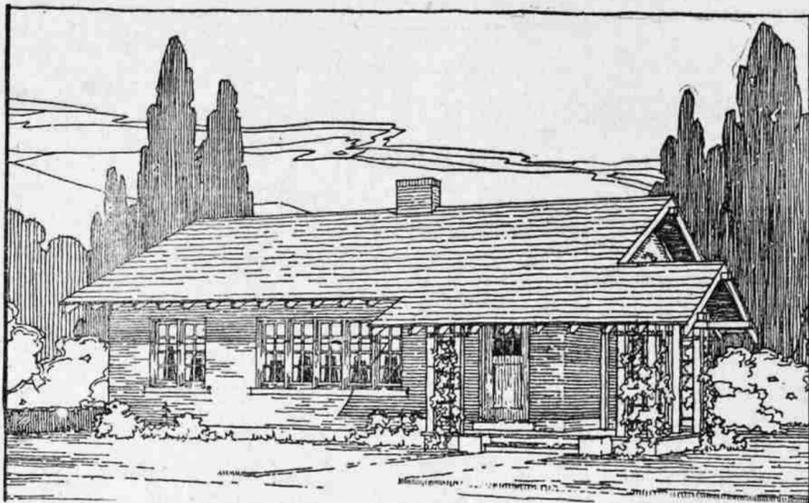
CAPITOL BUILDING HELPS NORTH BENCH

The beginning of actual work on the capitol grounds for the fine state building is already responsible for considerable activity on the northeast bench, those living there, as well as the realty dealers who are offering fine homes in that locality, realizing that the completion of the building and the subsequent interest that will attach to that part of town, will mean enhanced values for all of the property above the smoke line.
The fact that two car lines, the Sixth and the Ninth avenue, are now in operation on the north bench, gives prospective home-owners the advantage of the high hills without the inconvenience usually incidental to such locations.
Then, too, with the miles of sidewalks that have been completed there and the fact that the improved grades with their natural drainage preclude the possibility of muddy streets during the wet season; and these, together with the mountain air that is curable, and a view for miles down and across the valley, make this part of the city one of the most desirable and attractive home sites.

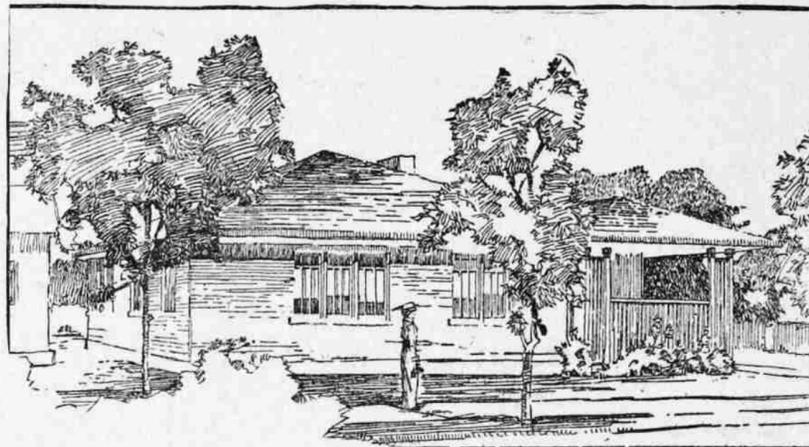
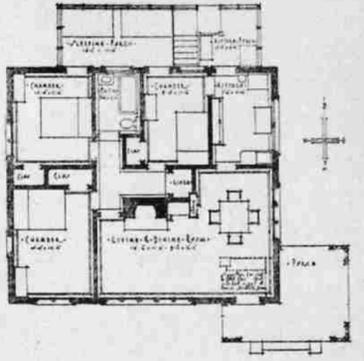
Family Cough Syrup

Cures Any Cough in Five Hours. NEW PRESCRIPTION HERE.
Here is given the most effective cough prescription known to the medical world. It is a mild laxative, too, and this is what a body needs when suffering with cough and cold on the lungs. A cough or cold indicates poisons in the system, causing inflammation and congestion. Nearly all coughs require relief, but make the trouble worse by their constipating effects. This prescription not only relieves quickly, but it cures any cough that is curable. Get one-half ounce fluid wild cherry bark, one ounce compound essence cardoli and three ounces syrup white pine compound. Mix in a bottle. Take for acute cough or bronchitis twenty drops every half hour for four hours. Then one-half to one teaspoonful three or four times daily. Give children less according to age. A few hours' treatment will cure and heal the throat and lungs of all but consumptives. Cut this out and give it to some friend who may need it to be saved from an early death by consumption. (Advertisement.)

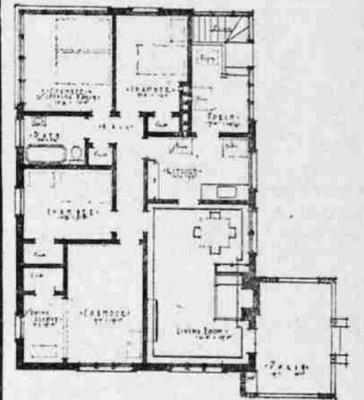
These beautiful homes will be built in Highland Park



This design was awarded second prize in the first architectural draftsmen's contest. This splendid plan is the work of Mr. W. R. Howard.



This excellent design was given first mention. It is the work of Mr. Clifford Evans.



The place for your permanent home is beautiful Highland Park

Away from the smoke

On the southeast bench, where the city must expand. Magnificent view of mountain, valley, city and lake.

Terraced front lots. Streets graded at a cost of over \$50,000. Several miles of 5-foot cement sidewalks. Curbs and gutters. 7000 ornamental shade trees. City water. Telephones. Electric lights. 5c car fare. Unusually fine car service. Twenty minutes' ride. Reasonable building restrictions. Designated area for stores and shops.

Homes, not houses

Forty beautiful homes. Many new ones in course of erection. Largest uniformly improved residence tract in the west. Improvements to date have cost upwards of \$250,000.

Mr. Homebuilder, what more can you desire?

A few lots left, \$140 to \$300 each. Two make a fine building site. Only \$5.60 to \$12.00 a month pays for a pair of lots. The land will never be higher, but the prices will.

1913 will be the best building year in Salt Lake's history. Take advantage of this activity. Go with us NOW.

Call or telephone.

Our autos are at your service.

Phones—Wasatch 3992 and 6392.

Kimball & Richards

"Land Merchants"

56 and 58 Main Street.

Homes for the People.

Salt Lake City, Utah.

SUNSHINE FOR REAL ESTATE BUSINESS

Bad Weather's Effect Temporary; Friday and Saturday Are Active.

Although the unexpected bad weather last week had a temporary depressing effect on the real estate business, the latter part of the week gave promise of plenty sunshine. Yesterday was a busy day. So was Friday. Dealers in home sites were able to show prospective purchasers over their ground, and while the unpaved streets and roads were not in ideal condition, the results were reported satisfactory.
The need of a stone finishing plant in Utah has been felt for a long time. Contractors and builders have pointed out that Utah building materials could frequently be used more economically than those of other states if the marble, granite and other building stone in this state could be quarried and shaped and polished. Efforts have been made to have the capitol commission consent to use Utah marble, but in some instances it has been found that the producers are depending entirely upon the state contract for financial means to enable them to deliver the finished product for the building.
C. C. Prescott, a Salt Lake man, whose headquarters are now in Cleveland, and R. O. Stanley, a Detroit

builder, have formed a partnership with the express purpose of establishing a finishing plant in Salt Lake to handle stone quarried in Utah and Idaho. They are not bidders on the capitol work, however. They say they have no intention to compete for that contract, that they hope to enter a permanent business particularly for the purpose of competing in the northwest and on the Pacific coast with the quarries of southern Indiana.
Mr. Prescott, who is here to investigate stone deposits, says he and his partner will have the advantage of a great difference in freight rates over the Indiana quarries. They say they will invest their own capital in the business.
Real estate men have interested themselves in the city beautiful movement. The Salt Lake Real Estate association has joined the Commercial club and women's organizations of the city in an effort to have the people take more interest in their streets, sidewalks and lawns.
Many sufferers from rheumatism have been surprised and delighted with the prompt relief afforded by applying Chamberlain's Liniment. Not one case of rheumatism in ten requires any internal treatment whatever. This Liniment is for sale by all dealers. (Advertisement.)

BETTILYON COMPANY HAS BUSY WEEK

Bettilyon Home Builders company reports the following deals for the week: Sale of rooming house at 64 West Second South street, sale of rooming house at 123 West First South street, dwelling at 224 Golf avenue, purchased by W. F. Speers from George O. Chaney; Mary C. Johnson sold lot on Westminister Heights to N. C. Rees. Mr. Rees is building a house on the lot which will cost about \$2500.
The bad weather has affected all lines of business to a certain extent,

but the inquiries received by the Bettilyon Home Builders company during the week were very good. The company reports the outlook for spring business as better than anything experienced in its history; in fact, conditions are better than they have been for the past ten years.
The March issue of the Householder was very instrumental in bringing in new business, the circulation for this month being 20,000.

Buy a Farm in PARK VALLEY

Wells from 10 to 40 feet—do your own irrigating. Our Bench land great for fancy apples. MIXED FARMING PAYS BIG.

\$15 to \$25 Per Acre--Terms Easy

LOOK TO THE FUTURE.

For those who appreciate it, the charm of country life outweighs everything the city can offer. If there are children in the family, life in the open air is far better than in a crowded city, and the surrounding influences are superior. Every head of a family must provide now for the future. If you are in the employ of others, you must realize that the time will come when you can no longer stand the pace, and you will have to step aside for a younger man. As an employee in the city, some day your income-producing ability will be materially lessened, but with your home in the country the crops will continue to grow and to produce an income, even though you may be incapacitated.

FOR INFORMATION and FULL PARTICULARS CALL OR ADDRESS

W. C. Albertson

Also General Agent Canadian Pacific Railway Company (Land Branch.) 603-604 Dooly Bldg. Phone Wasatch 3733.