

Investment or Speculation

A conservative Wenatchee business man recently accused us of encouraging speculation.

When he was asked to define "speculation" it developed that in his dictionary the difference between speculation and investment was entirely a matter of geography.

In other words, buy at Wenatchee for investment; buy elsewhere, speculation. To put it plainly he is prejudiced against any district in which he sees a possible rival of Wenatchee.

Our definition is a little different. In our minds if a man buys land believing that he can make it pay a good return on the price paid and figures further that he can at any time sell out at a reasonable profit he is an investor. The matter of location is entirely up to his judgment. On the other hand the man who buys land or anything else depending entirely on a "quick turn" for his profit is a speculator.

We have sold a good many hundred acres of METHOW VALLEY LAND in the last few months.

SO FAR AS WE HAVE BEEN ABLE TO LEARN EVERY ACRE OF THAT LAND WILL BE PLANTED TO COMMERCIAL ORCHARD WITHIN ONE YEAR.

IS THAT SPECULATION?

Is the man who depends for his profit on improvements made by himself, at his own expense, a speculator?

Isn't a man who looks at the marvelous development of the Wenatchee valley, in the last few years, and sees the enormous difference between sage brush land producing nothing and bearing orchards paying high rates of interest on top notch prices, then goes into a newer district where recognized authorities and his own judgment tell him that he can bring about the same change in an equal space of time an investor?

LEAVE OUT OUR FRIEND'S PREJUDICE AND ANSWER THESE QUESTIONS YOURSELF.

LET US TELL YOU ABOUT INVESTMENT IN THE METHOW.

IF YOU ARE TOO BUSY TO COME IN AND SEE US, FILL THIS OUT AND WE WILL SEND YOU ALL DATA AT ONCE.

COLBERT-ELLIOTT,
 BOX 465, WENATCHEE.
 PLEASE SEND ME INFORMATION AND PHOTOGRAPHS OF THE METHOW VALLEY
 FREE OF CHARGE TO ME.

NAME

TOWN COUNTY STATE

F. R. Colbert

E. M. Elliott

EXCLUSIVE WENATCHEE AGENTS

22 Wenatchee Avenue South

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