

To the Investor Who

Is able to distinguish an investor's market from a speculative boom Salt Lake offers a field for operations in Commercial property—retail, wholesale, jobbing, manufacturing—and profitable home-building equaled in no other city. A broad statement, but substantiated by the city's

Skyscraper District

alone. The two eleven-story Newhouse buildings, the seven-story Judge building, the Salisbury structure, the new Colonial theater building and the preliminary operations on the elaborate Commercial Club and Stock Exchange buildings, are all within a block which two years ago had not 500 feet of taxable building improvements. The taxable improvements on that block today amount to more than any other business block in the city. On down Main street, on Postoffice Place, Third South, Fourth South and Fifth South streets, property values have, since January 1, 1907, increased from 50 to 200 per cent.

A City of Homes

is in the making here. Throughout the East side, up across the bench and to the south, values are 10, 15 and 20 per cent higher than two years ago. The increase on the West side has been between 7 and 10 per cent. The development of its jobbing, warehouse and manufacturing plant sites is the West side's promise for the immediate future.

We Have Choice, Advantageously

situated property in all these districts. We can put you in among the skyscrapers.

Our New Offices

will be located on the ground floor of the Boston Building, at the corner of Main street and Exchange place, upon the completion of that skyscraper.



WE WRITE FIRE INSURANCE

Phone 27

251 So. Main St.