

BUILDS CAR LINE TO OPEN PROPERTY

Forest Hill Allotment to be Assured of Its Transportation.

Fare to Town Will be Same as on Other Car Lines.

Emulating in enterprise the big land openers of the west who build the railroads first and draw the land settlers to them by this means, the Deming Bros. Realty Co., opening up the Forest Hill allotment on the Heights, are building a street car line of their own instead of waiting for the slower process of settlement to draw the car line to them.

On Washington boulevard the grade has already been established and inside of thirty days a double track street car line almost a mile in length will be built for the accommodation of those who have already purchased land and to draw other purchasers to their allotment.

The car line is not to be a "dinky" line run simply as a makeshift, but in weight of rails, ballast and general equipment will be on a par with any car line in the city, and in time will probably become a part of the Cleveland Railway system.

In fact the rails are to be laid and the poles and trolley wires put up by the Cleveland Railway company under contract with the Deming Realty Co. and a car of standard size will be run up and down the mile of track, from the terminal of the Euclid Heights line at Coventry-rd. The car will run east to Lee-rd.

Holder of property along Washington boulevard and side streets will by this new line be assured of means of transportation at the same fare as paid by people living along the route of the Euclid Heights car line, as no fare will be charged for the mile run along the boulevard. This method of pushing the sale of their property is original with the Deming company, as far as Cleveland is concerned, and suggests great possibilities for real estate companies that own allotments far from the car lines where the ordinary business man dares not to purchase because of lack of transportation facilities.

One hundred and sixty men, twenty-eight teams of horses and three traction engines are being used by the real estate company to grade their streets and prepare for the car line which they assert will be completed inside of thirty days.