

## SPLENDID LAND

### 30 CENTS AN ACRE!

Frederick C. Emery has been offered hundreds of thousands of acres of splendid agricultural, fruit and mineral land in Mexico at low as 30 cents an acre. Other properties at 10 cents and 15 cents on the dollar of their actual value.

The clear title is absolutely valid and is recognized by the Mexican nation. Foreign purchasers are perfectly safe in buying land at war prices. Then when the revolution is over enormous increase in values will come.

#### THE OLD SPANISH FORTUNE HUNTERS HAD NO CHANCE LIKE THIS

Frederick C. Emery's plan and his proposal to investors is to invest in Mexican properties now, at war prices, thru his company. Then develop them when conditions are more favorable, after peace is declared.

Mr. Emery was one of the first men to realize what possibilities the war is offering investors. And his wide acquaintance in the country has led to his being offered almost bewildering opportunities to take advantage of present conditions.

Such opportunities in the past have been taken advantage of by the rich only, but Mr. Emery's plan is to give all classes of investors such an opportunity now. The small investor will be given the same advantage as the rich, and his interest considered just as much as those of the larger investor.

Millions of foreign capital will rush into Mexico as soon as peace is restored. But the greatest opportunity will have then passed. The time to invest in Mexico is NOW, while the property values are at their lowest, and while the revolution is still on.

#### ARE YOU INTERESTED?

If so, send your name to Mr. Emery for his intensely interesting printed matter. Until permanent offices have been opened in Chicago, all communications should be addressed to Frederick C. Emery, P. O. Box 515, Chicago, Illinois. You do not obligate yourself in any way by asking for information.

## ENORMOUS EXPENDITURES THIS YEAR ON TORONTO DEVELOPMENT

Estimated That Beginning of Over Eighty Millions of Engineering Work Will Start Here Soon.

Torontonians are aware, in a general, hazy way, of the gigantic strides the city of their nativity or adoption has taken in achieving the metropolitan population of over half a million. They are, perhaps, aware of the enormous increase of 195 per cent. in the civic "turnover" that has occurred in the last four years. In 1909 the "turnover" reached the grand annual total of \$40,000,000. The annual "turnover" for 1913 was \$106,000,000. Perhaps, also, they are acquainted with the fact that, as soon as the first is out of the ground \$25,000,000 worth of engineering work alone will be well under way in Toronto; that, during the next five years will over a quarter of a billion of dollars will be spent on public improvement and expansion in Toronto. Does that sound like an exaggerated estimate—a quarter of a billion dollars? How conservative it is will appear from the following table of six items only, compiled by Mr. Geo. H. Mainland, Harbor Board, \$24,000,000; waterfront viaduct, and new union station, \$15,500,000; Bloor Danforth viaduct, \$2,500,000; east city waterworks plant, \$6,700,000; additional filtration plant at Island, \$1,200,000; new buildings (exclusive of those already mentioned), averaging \$30,000,000 per annum, for six years, \$180,000,000. Total, \$230,000,000.

Obviously, the foregoing is anything but a complete list. It does not take into account, for instance, the Gerrard street high level bridge, street widenings and extensions, the North Toronto depot sewers, three of which sewer systems will alone cost \$7,000,000; civic car line extensions; general maintenance, and so forth.

A quarter of a billion plus is to be spent on the civic development and improvement of Toronto. A quarter of a billion of dollars! To the casual mind such an enormous sum of money suggests the reputed fortunes of Rockefeller, or Carnegie, or little more. Dizziness is the lot of those who try to grasp the full significance of such a stupendous sum. The mind reels. It is all but incomprehensible. Over a quarter of a billion; more than two hundred and fifty million! That means that during the next half decade improvements to Toronto will cost more than twenty-seven millions in excess of the entire cost of the National Transcontinental Railway.

With a view to stimulating public interest and pride in civic matters, by

affording the citizens an opportunity of seeing in miniature the vast improvements that will accrue to the city by the expenditure of this money, the city development exhibition idea was conceived and implemented. Models, varying in size from the huge one of the city 22 feet in length by 17 feet in height to miniatures, the dimensions of which are measured in inches, relief maps, paintings, and illustrations, will aid the mind in visualizing the improvement purchasing power of a quarter of a billion of dollars, the improvements, its expenditure will execute in Toronto.

While the Toronto of yesterday, today and tomorrow will be the chief feature of the exhibition, nevertheless the exhibition will be international in scope. Practically every important municipality in Canada has already signified its intention of exhibiting, as have also several of the leading cities of the states, including New York, Cleveland, Buffalo and Detroit. Every phase of civic development will be strikingly portrayed. In short, the exhibition will be a graphic and comprehensive demonstration of city government from A to Z. The commercial exhibits by manufacturers of building material and real estate firms will set forth the part they play in city building, expansion and development. The exhibition will open at the Arena, Thursday, April 9, Easter week, and will close on the evening of Wednesday, the fifteenth. The Arena will be elaborately decorated and illuminated, and an orchestra will provide music throughout the exhibition.

#### PAINT PROTECTS IRON

The curious result of some German experiments is that a single coat of paint gives iron greater protection from rusting than several coats. Different samples of iron were painted with one, two, three and four coats respectively, and after a certain time it appeared that the iron under four coats was completely covered with rust, that under three coats was less affected, that under two coats was partly rusted, but the iron under one coat was free from rust. The theory suggested is that in increasing the number of coats gives more corroding electric currents at the surface of the metal.

Women will find more news of interest to them in The World's magazine page every morning than in any other paper.

#### PUBLISHED TO-DAY

We publish to-day from the pen of Canada's Grand Old Man his personal recollections of "Political" Canada for the past Sixty years. Sir Charles is the last surviving member of the Fathers of Confederation, and was an intimate friend and colleague of Sir John A. Macdonald. The construction of the Canadian Pacific Railway, as well as Confederation, are events inseparably connected with the political life of the distinguished author.

Every man who is interested in the political history of Canada should read—

### Recollections of Sixty Years in Canada

BY CANADA'S GREATEST CONSTRUCTIVE STATESMAN  
Right Hon. Sir Charles Tupper, Bart.

In this volume, Sir Charles takes us back to the time of Confederation, and from that period until the present day reviews in an interesting and absorbing manner all the important events that have gone to make up Canadian history.

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#### Building Permits

Fred Campbell, Armstrong, near Everson, brick dwelling.....	\$3,000
Harry Reeder, 1219 St. Clair, brick office.....	3,500
R. Cummings, Woodbine, near Columbine, 3, attached brick dwellings.....	5,900
Thos. Ratcliffe, Highfield, near Walpole, 4 attached brick dwellings.....	6,000
M. Lenderovitz, 101 Augusta, brick bakery.....	8,000
W. A. Wilson, 39 Fernwood Park Crescent, brick dwelling.....	8,500
J. N. Clair, Ascot avenue, near St. Clair Gardens, one pair semi-detached brick dwellings.....	7,200
T. A. Ham, Walmer road, near Baird Terrace, brick dwelling.....	7,000
Thos. McIlwain, 292 St. Clair, brick dwelling.....	12,000
Burke, Limited, Erie Terrace, near Appleton, 12 brick and frame dwellings.....	7,200
Harry Slatky, 296 Runnymede, stone and brick dwelling.....	3,000
Harry Slatky, Mottegrove, near Runnymede, stone and brick dwelling.....	4,000
Toronto Motorhome Co., Green- wood, brick dwelling.....	10,000
H. F. Squires, Borden, near Bloor, two frame dwellings.....	3,800
Thos. Simmons, 269 Silverthorn, brick dwelling.....	2,000
J. H. Lowery, Gothic, near Que- bec, one pair semi-detached brick dwellings.....	6,000
H. J. Atkinson, St. Clair near St. Clair, one pair semi-detach- ed brick dwellings.....	3,000
R. J. Lennox, Highview Crescent, near Rosemont, one pair semi- detached brick dwellings.....	4,500
J. Murphy, 274 Ashdale, brick dwelling.....	1,400
J. Howard, 60-4 Langford, three detached brick dwellings.....	6,000
Chas. Muffit, Manning, near Lou- don, one pair semi-detached brick dwellings.....	14,400
R. C. Craig, Glenwood, near Bay- view, brick dwelling.....	1,500
F. Horne, 68 Castlefield, two de- tached brick dwellings.....	4,000
J. McCracken, Ravina, 1 pair semi-detached brick dwellings.....	5,000
John Hildred, 370-8 Ontario, four brick dwellings.....	12,500
Davis Bros., Smith, near York- ville, two pair brick and frame dwellings.....	6,000
Mrs. Jaggett, 95 Dagmar, altera- tion.....	3,000
F. Forth, Lansdowne, near St. Clair, one pair semi-detached brick dwellings.....	4,500
A. Stephens, Westport, near Weston, one pair semi- detached brick dwellings.....	4,500
A. Bagge, Muriel, near Gertrude, one pair semi-detached brick dwellings.....	1,700
Can. and MacPherson, baker, near Lansdale, one pair semi- detached brick dwellings.....	3,500
J. Burns, Davidson, near Spad- ina, two frame dwellings.....	4,000
R. Dunkley, Hunslow Heath road, near Lawton, one pair semi-detached brick dwellings.....	3,800
A. E. Whinnough, Indian road, near Bloor, brick dwelling.....	3,000
John R. Caldwell, Carlow, near Bloor, brick dwelling.....	1,800
J. Buckner, 42-6 Caroline, three brick veneer and rough-cast dwellings.....	5,000
Lea and Gregory, Ashdale, near Mountjoy, brick dwelling.....	2,000
Robt. Stevens, Millicent, near Dufferin, brick dwelling.....	2,500
Wm. Marks, Devonport, near Christie, four pair semi-de- tached brick dwellings.....	18,000
A. Thomas, Oak Crescent avenue, one pair semi-detached brick dwellings.....	35,000
Robt. Consentino, 280 Queen East, brick store and dwelling.....	5,000
E. James, Skipper, near James, one pair semi-detached brick dwellings.....	4,000
C. J. Poole, Kingsmount Park road, near Fairmount, Cres- cent, brick dwelling.....	4,000
Jas. C. Claxton, 257 Arthur, brick apartment.....	10,000
Newberry & Co., Bloor, near Shaw, three brick stores and dwellings.....	9,000
F. J. Cornell, Kenilworth, near Norway, three pair semi-de- tached brick dwellings.....	11,400
Burney & Crawford, St. Clair, near Dufferin, three attached brick dwellings.....	9,000
John Trainor, Lark, near Queen, two pair semi-detached brick dwellings.....	10,000
McLaughlin & Caverley, Silver- thorn, near Rountree, two pair semi-detached brick dwellings.....	6,000
R. J. Cole, Ellsworth, near Chris- tie, two pair semi-detached brick dwellings.....	4,500
B. J. Case, Nina, near Wells Hill avenue, brick dwelling.....	6,000
R. King, Norman, near Caledonia, brick dwelling.....	2,500
S. Ward, 153 Ossington, brick dwelling.....	4,500
R. Drysdale, Bickie, near Yonge, brick dwelling.....	2,300
E. Thomas, 105 Wilton, brick dwelling.....	2,300
Mr. Corby, Salen, near Stanley, one pair semi-detached brick dwellings.....	6,300
A. W. Pike, Elmhurst, near semi-detached brick dwellings.....	4,400
Geo. E. Popham, Balfour and Pauline, four pair semi-de- tached brick dwellings.....	13,000
John Dempster, 199-201 Dover court, one pair semi-detached brick dwellings.....	5,000
T. Fredrick, Hunter, near Jones brick dwelling.....	2,000
S. E. Peacy, Moscow, near Dan- forth, brick dwelling.....	2,500
Skipper Bros., Strachan, near Greenwood, one pair semi-de- tached brick dwellings.....	5,900
Mrs. T. Shedd, 55 Clarendon, brick dwelling.....	2,300
G. C. Flett, 29 Hurontario, brick dwelling.....	5,000
F. H. Baumann, Cunningham, near O'Hara, brick and frame dwelling.....	800
Toronto Lumber Co., Darrell near Woodbine, planing mill.....	2,500
Mr. O'Donnell, Browning, near Soudan, brick dwelling.....	2,500
Mrs. Ida Hill, Alton, near Queen, four pair semi-detached brick dwellings.....	11,000
W. H. McGinnell, Shaw, near St. Clair, one pair semi-detached brick dwellings.....	2,600
Robt. Ross, 49 Lewis, one pair semi-detached brick dwellings.....	5,000
Rev. F. F. Holbinder, 172 Leslie, brick and frame dwelling.....	15,000
A. Silverman, Dorval road, near Conduit, brick dwelling.....	10,000
H. W. Phippen, Selkirk, near Woodcrest, brick and frame dwelling.....	1,500

The World is a newspaper for the home as well as for the business man.

## HOLMES RESTAURANTS

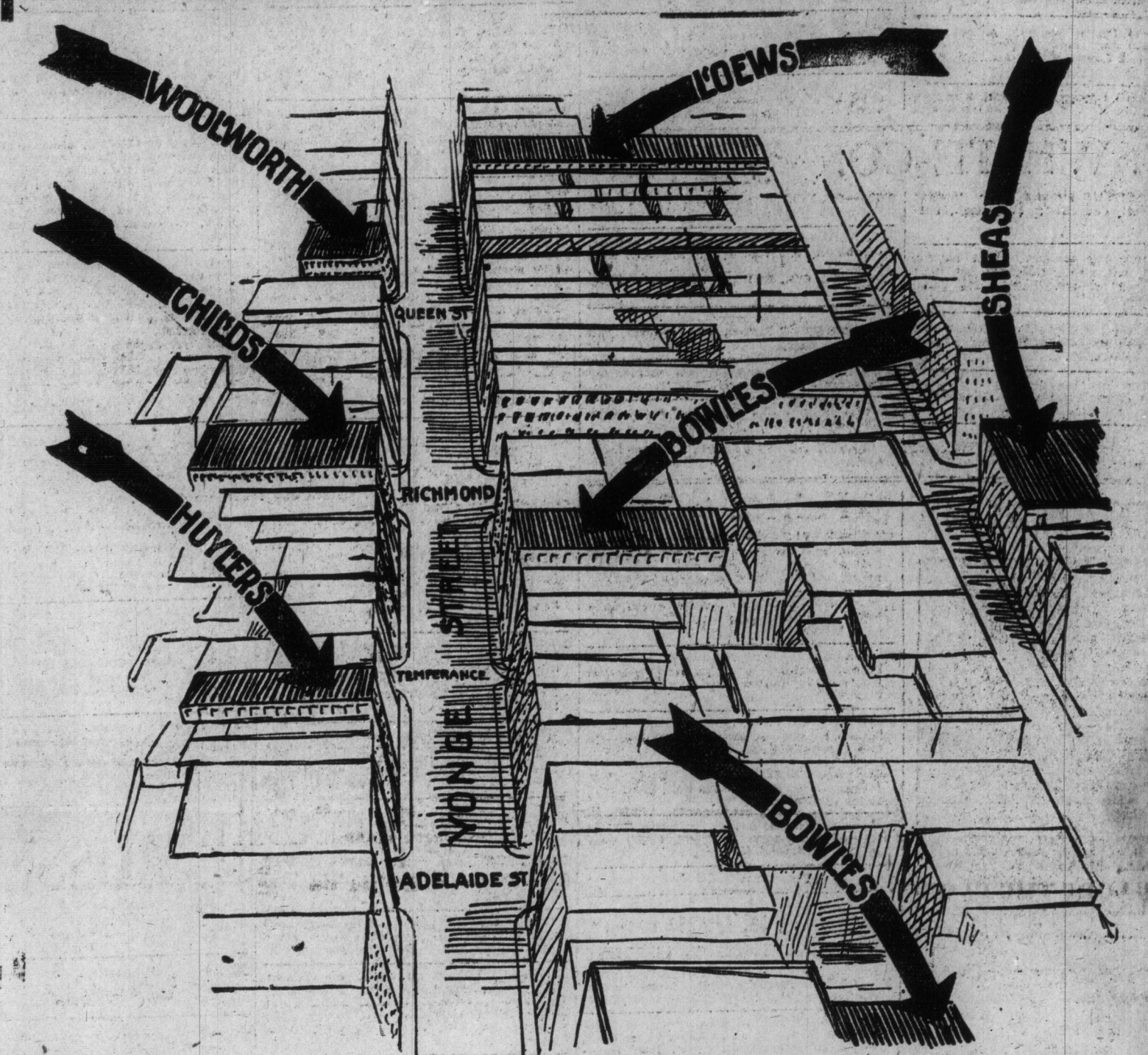
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offer balance of first issue, announced in previous advertisements—par value of shares is \$10 each. Authorized capital is \$250,000. Smallest subscription accepted is for five shares. Prospectus published in press will be sent on request.

## Each Arrow Points to a Gold Mine in Your Back Yard—for the Other Fellow



## KEEP YOUR MONEY IN CANADA

To you, Mr. Patriotic Canadian, the following question is addressed. Did you ever stop to figure the enormous profits such American concerns as Childs, Bowles, Woolworths, Sheas, Loews and Huylers are making out of Toronto and sending over to their own country? Would you not like just a slice of the hundreds of thousands of Canadian dollars they are taking across the line each year?

A great majority of the Toronto business-men and women are forced to patronize American restaurants or lunches every day, simply because the quick and efficient methods of these places save precious time. These people are handing good Canadian money to the American capitalists for the reason that they cannot get this much needed service in Toronto-owned restaurants. Help us to keep some of this money in Canada, where it will go on rolling for you and do you some good.

The first of the Holmes Restaurants is now being built at 83 Yonge Street, Toronto, and will be patterned on the same wonderfully successful lines of these American restaurants. It will offer the same quick, clean, efficient service to business men and women, and will employ the same systematic method of operation—which eliminates WASTE, incidentally adding to the profits and increasing the dividends of the shareholders.

Another restaurant of the same high standard will be built in Toronto, and one in Hamilton, London and Ottawa, followed eventually with a Holmes Restaurant in all of the larger cities throughout the Dominion.

### Don't Let Opportunity Slip Past You—Act To-Day

#### OFFICERS AND DIRECTORS

President—Robert H. Holmes, Philadelphia, formerly with Childs.	Secretary—J. H. Hansuld, To- ronto, Accountant.	Director—W. R. H. Taylor, Toronto, Mer- chant.
Vice-President—C. M. Preston, L.L.B., Toronto.	Director—George S. C. Garrett, Toronto, Garrett Hardware Co.	Bankers—Standard Bank of Canada.
Treasurer—A. W. Connor, B.A., C.E., Bowman & Connor, To- ronto.	Director—B. F. Honsinger, St. Thomas, Manufacturer.	Solicitors—Bicknell, Bain, Mac- Donell & Strathy, Toronto.
	Director—D. H. Holbrook, To- ronto, formerly with Childs.	Auditors—S. A. Morrison & Co., Chartered Account- ants.
	Architects—Hand, Harris & Merritt, Toronto.	

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