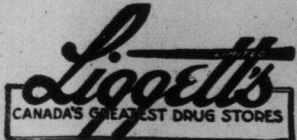


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Our new system is one which assures a perfect printing negative from any film that has been given an exposure anywhere within reason. Any film that can be developed at all comes out of our automatic tank as a good negative, simply because it cannot be over-developed or fogged therein.

This accomplished, the making of a perfect print is easy and exact on our up-to-date printing machines operated by expert printers.

Enlargements made from negatives developed by our new system have a quality that cannot be secured in any other way. Your films are not handled or scratched. They are thoroughly fixed, washed, and dried with a clean, smooth surface.

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Work left before 3.30 p.m. will be ready the following day at 5 p.m.

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"As pretty as a picture." That's what one said of a home enclosed with "IDEAL" LAWN FENCE. And with good cause, too, for surrounding a magnificent house was a beautiful garden and lawn unmarked by the rampages of small animals yet bathed by the glorious sunlight.

"IDEAL" LAWN FENCE casts practically no shadow which gives the flowers along the border the direct rays of the sun.

Well kept lawns surrounded with "IDEAL" LAWN FENCE AND GATES not only add to the appearance of "The Home" and the value of the property, but they make "The Home" more attractive, more artistic. "IDEAL" is not expensive and can be erected by anyone. It's cheaper than iron or wooden fences and better than either.

We will gladly send you Catalogue No. 141 on "IDEAL" LAWN FENCE and other "IDEAL" LAWN ACCESSORIES.

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FOR FORD CARS

Owing to the extraordinary demand for these "Stepney Wheels," specially built for Ford Cars, we have manufactured them in such large quantities that have enabled us to reduce the price from \$18.50 to \$15.00, f.o.b. Toronto.

Every Ford owner needs a Stepney wheel. Your car is not complete without one. It is much cheaper to carry a Spare Wheel than ride home on a flat tire. Wheels can be put on in two minutes. Fully guaranteed. Get one at once BEFORE your tire troubles start.

Mr. F. P. Fox of Indianapolis, U.S.A., owner of the famous "Grey Fox" racing car, has just ordered ten Stepney tires for use in the races at Indianapolis.

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WEST McKINLEY ISLE OF PINES COLONIES

90 Miles South of Havana, Cuba

We (as agents for the Isle of Pines Company, of New York), offer you land in their Colonies in the Isle of Pines in ten-acre tracts at prices ranging from \$65 to \$100 per acre according to location. This land is sold on easy payments without interest.

As the Continent of North America becomes more and more thickly populated, public attention is proportionately diverted to the south and we do not think that anywhere in the south can be found a country possessing the advantages which the Isle of Pines offers to its residents.

With an almost perfect climate, good roads, fine water, and a choice of land in the finest citrus-fruit growing country in the world, the Isle of Pines has a claim upon your attention too great to be ignored.

The principal products of the Island are grape-fruit, pine-apples, limes, lemons, oranges, eggplant peppers, potatoes, and all winter vegetables.



Mr. Wightman had from 1 3/4 acres 200 bushels of potatoes which he sold on the island last March for \$1.80 a bushel.

We have an illustrated book issued by the Isle of Pines Company, fully describing the Island. If you are interested in the south, you will be interested by this book.

Come in and talk the matter over with us.

See our Photographs of the Island.

THIS IS MR. W. J. WIGHTMAN'S POTATO FIELD

Most of us have a feeling that we would like, some day, to escape the rigor of the Northern climate, and to such as have this feeling, the Isle of Pines is worthy of the closest investigation. Land values in California have advanced very materially in the past few years and the Hawaiian Islands also prove the great increases which are taking place in the south. The Isle of Pines, only four days' journey from New York would appear to have commercial advantages in its location over any other citrus-fruit growing country. Frost is unknown. Excessive heat is also unknown, 95° being the highest summer temperature recorded. We shall be pleased to have you give this proposition the investigation which it deserves.

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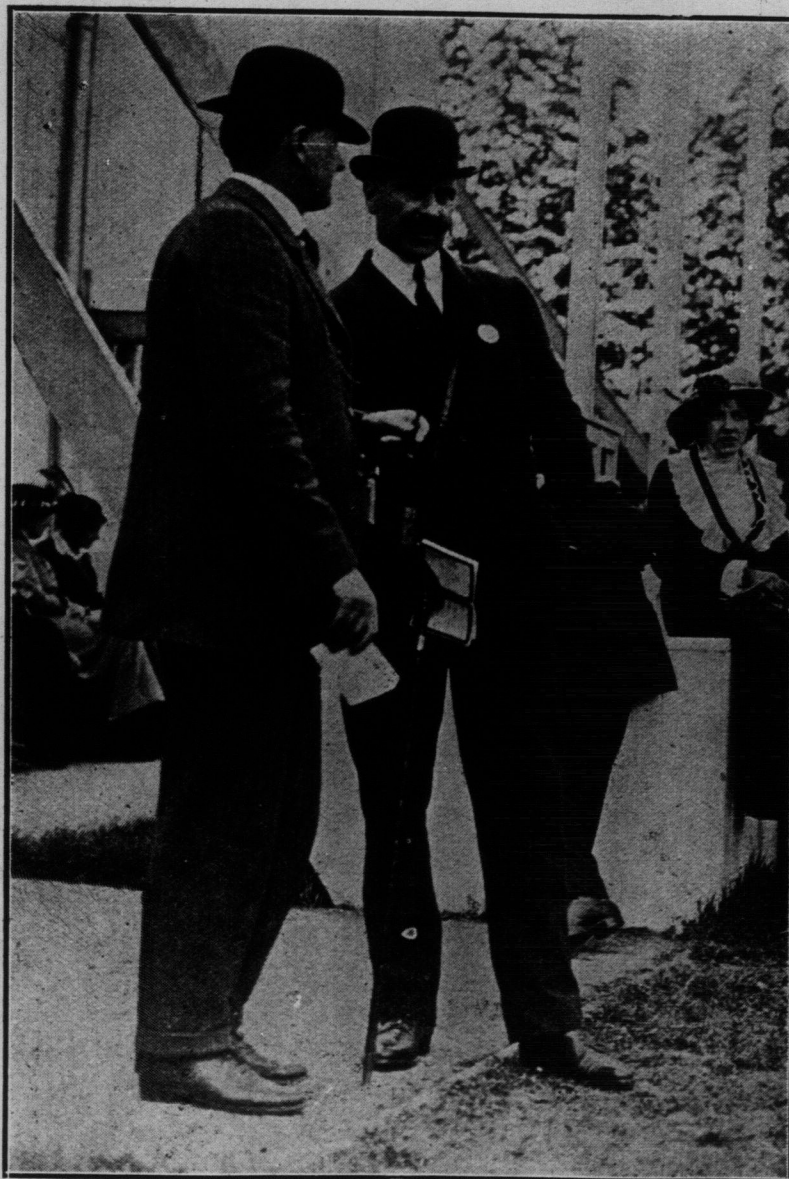
Please send me your Illustrated Book describing the Isle of Pines Company's Lands.

NAME

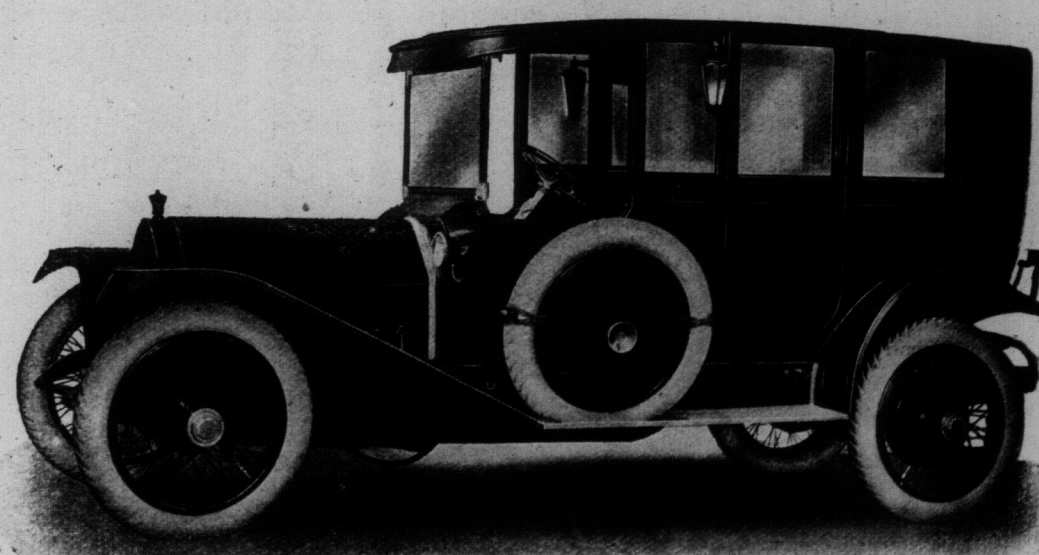
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S. World, May 23

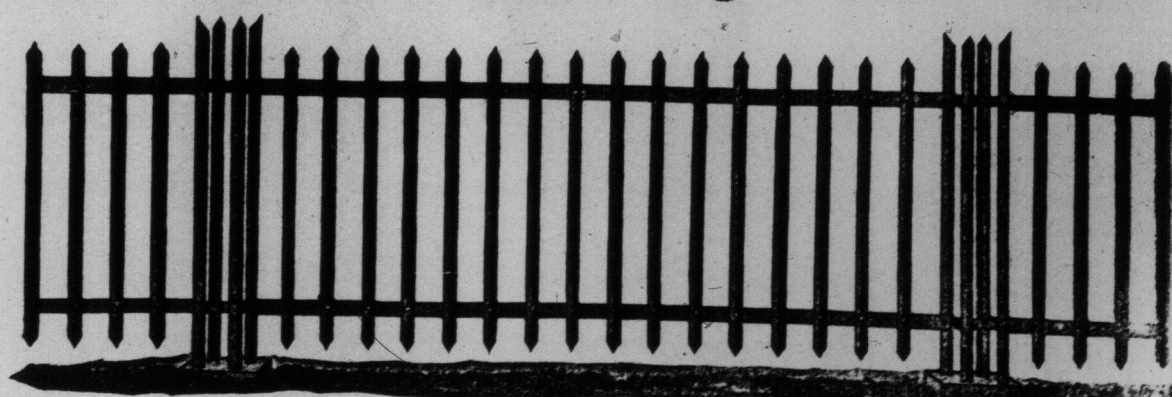
No. 5

CANADA'S NEW GOVERNOR GENERAL

THE NEW GOVERNOR-GENERAL OF CANADA—PRINCE ALEXANDER OF TECK (IN PHOTO WITH DARK Moustache). THIS PICTURE WAS TAKEN ONLY A FEW DAYS AGO AT THE HOUSEHOLD BRIGADE STEEPCHASES IN ENGLAND.



Latest Six-cylinder Russell "Night Landulette," built by the Russell Motor Car Co., West Toronto. The folding rear portion of the top is so perfectly fitted as to make the division line almost imperceptible. This body has all the open car advantages of the Landulette, yet in appearance can scarcely be distinguished from a Limousine.

Rice's Indestructible Angle Steel Fence

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