

"The House of Quality" (Registered)



# Easter Confections in the Ladies' Store

Besides selling you your Easter Bonnet this year, we can sell you your Easter Waists—your Easter Shirt Waist Suit—your Easter Costume—your Easter Walking or Dress Skirt—your Easter Silk Petticoat—your Easter Jacket—your Easter Raincloak and other beautiful things in Ready-to-wear Easter Garments.

We are exclusive agents for NOVI-MODI garments for Toronto

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# CUBA THE LAND OF SUNSHINE

Write for Prospectus.  
Every information freely given.  
Titles Guaranteed.  
Call and see Expert Reports on our Property.

## Canada-Cuba Land & Fruit Co., Limited

INCORPORATED UNDER "THE ONTARIO COMPANIES ACT."

Authorized Capital, \$600,000.

Shares, Par Value, \$100.

Land at \$10 per acre for a short period only. Purchase now and save money.  
Less than 1700 acres left at this price.  
All the Company's land will be increased to \$20 when this balance is sold.

OFFICERS AND DIRECTORS—REV. ALEXANDER CAMPBELL, President; HAROLD B. ROBINSON, Esq., Vice-President; AMOS HARRINGTON, Esq., Second Vice-President; ERWIN B. JONES, Esq., Secretary; CECIL H. THOMPSON, Esq., Treasurer; GEO. F. DAVIS, Esq., Managing Director; JAMES CURRY, Esq.; WILLIAM PEMBERTON PAGE, Esq.; JOHN J. MAIN, Esq.; WHITFORD VANDUSEN, Esq.; J. W. CURRY, Esq., K.C., Toronto. BANKERS—The Royal Bank of Canada, Toronto. The Royal Bank of Canada, Havana, Cuba. SOLICITORS—H. W. MAW, Esq., of Dewar, Young & Maw, Toronto. Edward L. Delgado, Havana, Cuba.

### A HOME IN CUBA.

AN OPPORTUNITY like this comes but once in a lifetime.

Anyone can have a home in Cuba under our most liberal colonization plan.

The way is now open to you. It only remains for you to grasp the opportunity now offered.

Bear in mind, too, that the Western farmer who raises twenty bushels of wheat to the acre and gets seventy-five cents per bushel for it, thinks he is getting rich, while in Cuba \$250 to \$500 per acre can be made with far less effort and uncertainty.

TEN ACRES of good fertile land in Cuba, properly planted in early winter vegetables in the autumn, and properly cared for, with careful methods employed in harvesting and marketing the crop, will yield a net return by spring of from \$600 to \$800 per acre, or \$6,000 to \$8,000 for the season's work, exclusive of cost of cultivation.

THE CROP from such a tract is marketable in December and January, from thirty to sixty days before the Florida growers have begun to ship, and at a time when the northern markets are practically bare of competing products.

### ABSOLUTELY NO RISK.

We think we have shown you in the past that you take absolutely no risk when you invest with us. You secure land to-day that will be worth five times its money in one year.

A TEN-ACRE GROVE of orange and grapefruit trees will yield you a profit the fourth year of \$1 per box, or \$900 (90 trees—90 boxes, 90 x 10 acres—\$900.)

When your grove comes into full bearing it will pay you from \$2,700 to \$5,000 a year for life, and it will be worth \$10,000 cash any day you want to sell it, and it will be yours.

TEN ACRES planted in pineapples will yield any man who will look after it properly from \$2,500 to \$3,000 a year returns from fruit and suckers, out of which must come the cost of the actual cultivation, which is not large when once the tract is planted.

How does this compare with farming profits in this country?

This company is the owner of 70,000 acres of very rich, fertile land in the Province of Pinar del Rio, Cuba. This land is suitable to the growth of the finest quality of tobacco, oranges, lemons, pineapples, and other citrus fruits.

One acre produced last year \$2,700 in tobacco. The revenue-producing powers of this estate will not be reduced by sale of lands, as the cultivated portion will be increased by additional plantation.

The lands offered for sale can be made as productive within a short period as those at present cultivated.

The estate is abundantly watered by numerous streams and freshwater springs. The temperature is even, so that catarrh is unheard of.

LAND OWNERSHIP is an almost certain safeguard against adversity.

HARD TIMES, sickness, and old age may come, but he who owns his home is certain, at least, of a port in which to ride out the gale or end his days peacefully in this sailors' "snug harbor."

FORTUNATE, indeed, is the man or woman, whose ownership of land includes both a home and a living, or means of support. Such land-ownership carries with it not only a place of abode, but also food, raiment, and the comforts of life. As a heritage for one's family it is better than life insurance or a bank account. In short, it does what a farm should do.

The location of your property is excellent—high, dry, free from rock or stone, and first-class sandy loam soil.

Address all Communications to **GEORGE F. DAVIS, Managing Director, 106 KING STREET WEST, TORONTO, Phone Main 1573**

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Vol. 31.



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By Rev. J. Rector St.

The pamphlet each man O

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