

THE LAND OF PROMISE.

Ontario is the Land of Promise to the enterprising settler who proposes to grow fruit. Its opportunities to him are unequalled anywhere else. It is the home of the successful and profitable orchard.

Ontario possesses the best fruit-growing areas in the great new world. Her soil and climate insure quality in all agricultural products. Upon her wide and fertile acres general farming, fruit growing, market gardening, and the kindred business of successful vegetable production have all proved splendid commercial enterprises.

The Call.

To the practical man - the man of ambition - the man at present on rented land - the man desirous of securing a few acres of his own, upon which to establish his home and support himself and his family in health, happiness and contentment - to him the fruit growing lands of Ontario send forth their call. Here the opportunity awaits. Notwithstanding the fact that Ontario already produces three-fourths of all fruits grown in Canada, the fruit industry is, as yet, not much more than in its infancy. The intending purchaser should not fail to write to, or consult, the Government Department of Agriculture for the Province. Here he will obtain, free of cost, expert advice and assistance.

Conditions are Congenial.

Ontario's fruit growing lands are admirably situated. Congenial conditions obtain. The pioneer work, with all its attendant hardships, has been done. The country has been settled for a hundred years and more. Law and order prevail. Taxes are light. Railways traverse the country, providing ready transportation for the products of the soil. Cities, towns and villages - dotting the map everywhere - afford an eager and ample market. Good roads, schools, churches, mail service, newspapers, telegraph, telephone, and the thousand and one material advantages which add to the amenities of life, are factors in the make-up of present-day rural conditions in Ontario. In such conditions the fruit growing settler finds his new home.

What has Been Done.

Fruit growing is not an experiment in Ontario. There are already over 336,398 acres of orchard, vineyard and small fruit gardens. The acreage is growing, year by year. Nearly every farmer now has an orchard. The chief fruits are all of a homely, useful, commercial kind - the apple, peach, pear, grape, quince, plum, cherry, strawberry, raspberry, gooseberry, black and red currant, etc. From almost every section of the Province come reports as to the great possibilities proved to exist for the successful growing of these fruits. The Department of