

Keeping Ahead of Competition

THE merchant or general storekeeper who tries to do business with only one floor is working under a serious disadvantage. His wide-awake competitor has him beaten at the start.

When selling space is at a premium—and the smaller the store the more valuable the space becomes—it is absolutely necessary to make every square inch count.

Wouldn't you give a good deal to put that big, useless attic of yours on the ground floor, where it could be used as a storeroom for stock?

Well, why don't you? It can be done by installing an Otis-Fensom Freight Elevator.

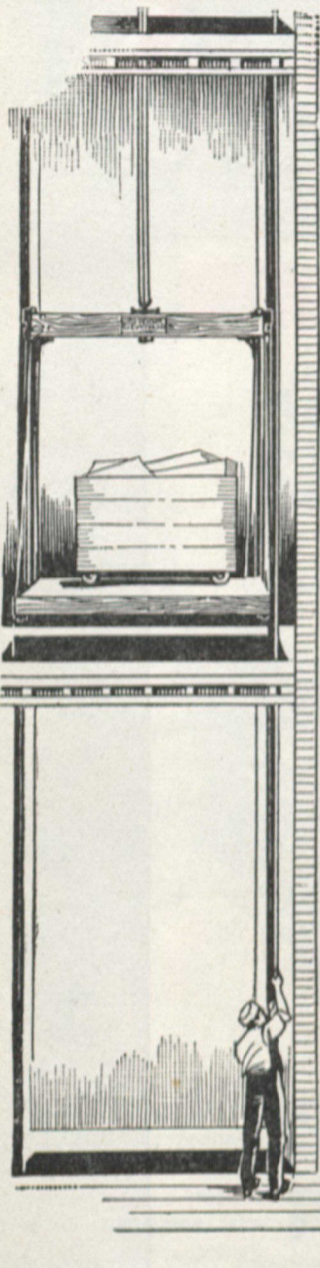
And in this "electric age" there is no reason why you should not take advantage of the very low cost of power to install an electric elevator. A Freight Elevator is not only a wonderful convenience to the retailer, but it actually pays for itself many times over in the economies it effects.

To those who cannot use an Electric or Belt Driven Elevator, we can supply a Hand Power Elevator for as little as \$70.00.

OTIS FENSOM FREIGHT ELEVATORS

Write today for free booklet, "Freight Elevators and Their Uses." It will give you some valuable information about elevators designed to meet your own particular requirements.

Don't put it off until another time—simply fill in this coupon and mail now, while the thought is fresh in your mind.



OTIS-FENSOM ELEVATOR CO., LIMITED
50 BAY STREET, TORONTO

COUPON

Send me your "Booklet A"... on Freight Elevators.

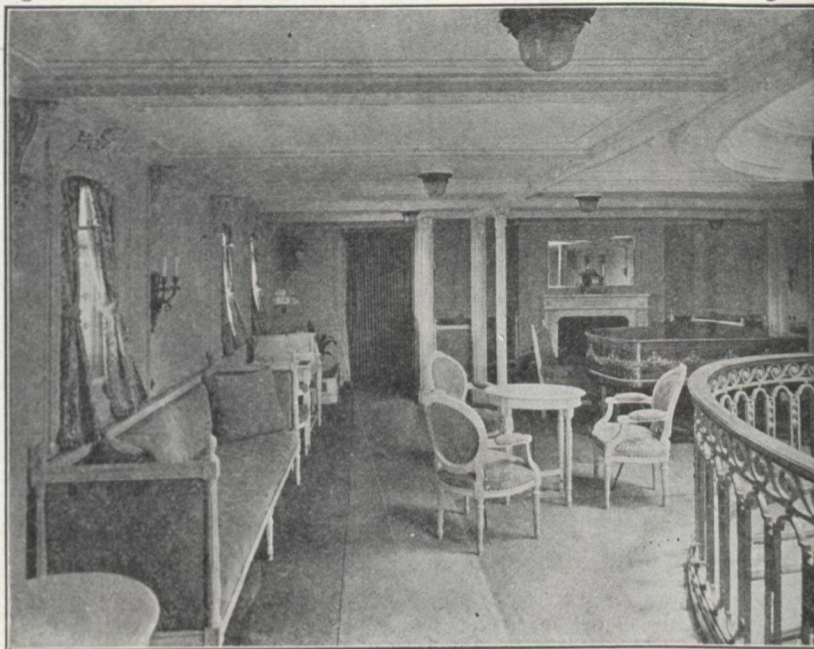
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FAST TRAINS FROM COAST TO COAST
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SPRING FISHING IN ALGONQUIN PROVINCIAL (ONTARIO) PARK

A Thoroughly Universal Vacation Territory



Open Season for Fish

Speckled Trout—May 1st to Sept. 14th.
Salmon Trout—Dec. 1st to Oct. 31st following year.
Black Bass—June 16th to April 14th following year.



Highland Inn, Algonquin Park

Affords excellent hotel accommodation.

Beautifully situated 2,000 feet above sea level.

Rates \$2.50 to \$3.00 per day, \$16.00 to \$18.00 per week.

For advertising matter and all particulars apply to any Agent of the system, including J. Quinlan, D.P.A., Bonaventure Station, Montreal, or C. E. Horning, Union Station, Toronto.

G. T. BELL,
Passenger Traffic Manager,
Montreal.

H. G. ELLIOTT,
General Passenger Agent,
Montreal.

17-lb. Lake Trout, Grand Prize Winner in Field and Stream Contest, 1913, caught in Ragged Lake, Algonquin Park, Ont.