



ORILLIA.

Since the work of making Orillia's advantages as a summer resort known has been undertaken in an organized way, the town and the pretty lake upon which it is built have advanced by leaps and bounds in popular favor. Last summer the available accommodation was taxed to its utmost by the tourists who flocked thither from Canadian cities and from across the border, particularly from the Southern States. In consequence of this, preparations have been made for a large increase in the number of visitors during the coming summer.

Several new resorts have been opened on the shores of Lake Couchiching, improvements have been made in the hotels of the town, and a number of additional private houses have opened their doors to visitors. This latter class of accommodation is the distinguishing feature of Orillia's bid for the tourist trade, the Board of Trade having persuaded many of the best homes in the town to take in summer tourists, at very reasonable rates, and having prepared a list of these boarding places which will be gladly forwarded by the Secretary to anyone who may apply for it. Orillia is also making a specialty of renting furnished residences (many of them splendidly appointed homes, from which for one reason or another the owners are to be absent for the summer) and furnished cottages, and quite an array of these were offered through the Board of Trade this spring. In view of the large amount of space devoted to the subject in last year's Guide, it is scarcely necessary to state at length Orillia's many attractions and advantages as a summer resort. Suffice it to say that for beauty of scenery, healthfulness of surroundings and opportunities of enjoyment it is unsurpassed, while in the combination of all the comforts of civilization with the freedom from restraint that makes roughing it popular, Orillia occupies a position that is quite unique.

Built upon a peninsula between Lakes Simcoe and Couchiching and fanned by the breezes of both lakes, this charming summer resort is always cool. It may be added that additional means of amusement are being provided for this season. For one thing, two new steamers have been built to ply on lakes Couchiching and Simcoe, making four excursion boats of various sizes with Orillia as their headquarters. For another, a Canoe Club has been organized, which promises to provide abundance of aquatic sport. Considerable improvements have also been made in the town's beautiful lakeside resort, Couchiching Beach Park, which, by the way, offers unrivalled attractions as an objective for excursions.

Enquirers can always depend upon receiving prompt and reliable information from the Secretary of the local Board of trade.

It may be mentioned in passing that there are still many excellent sites round Lake Couchiching which are worthy the attention of persons on the look out for desirable locations for summer residences.