

LAKE SIMCOE

A Delightful Summering Place

Lake Simcoe, with its broad expanse of water, its exquisitely wooded shore-line, its splendid sandy beach and rich fertile country surrounding it, offers advantages for the best boating, bathing, fishing and other summer pleasures such as are possibly unsurpassed in any other spot in the Dominion.

Lake Simcoe is an ideal place to spend your week-ends or your summer vacation. Hotel accommodation may be secured at any of the following places on the lake:

- Orchard Beach*
- Island Grove*
- Roche's Point*
- Jackson's Point*
- Keswick*

These popular summer resorts on Lake Simcoe are only about a two hours' journey by electric line from Toronto, and are

Reached by the TORONTO and YORK Radial Railway

The cars on this line are of the interurban type, large and comfortable, with smoking compartments. There are ten cars daily both ways, Sunday included, with a special service Saturday afternoons and Monday mornings.

FOR PICNICS

Lake Simcoe possesses exceptional park and beach facilities for picnicing. Special railway rates are accorded picnic parties of 100 or more.

Phone or write the traffic department for full information as to rates, time-table, etc. Telephones Main 7044, North 4516 and 4517.

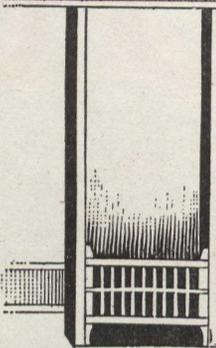
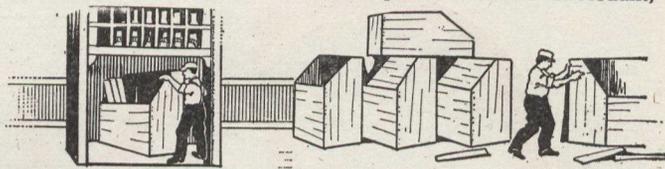
Toronto and York Radial Railway Company
Head Office: King and Church Sts., Toronto



Harmony vs. Discord

HARMONY in the arrangement of a piano salesroom plays an equally important role in the making of a sale as harmony in the instrument to be sold.

When the prospective customer is protected from discordant, jarring



notes, and the general appearance of a show room is suggestive of luxury and refinement, the salesman's work is simplified.

To the average purchaser of a piano, the transaction is one of the utmost importance. Most people consider it an event in their lives. They are sensitive to the slightest incongruity in their surroundings when making the final decision, and many a sale has been lost through the mere presence of an unsightly packing case on the floor, which should have been stored elsewhere,

OTIS FENSOM FREIGHT ELEVATORS

The installation of an Otis-Fensom Freight Elevator enables the piano dealer to keep his selling space free from the intrusion of discordant influences. The upper floors may be used as store rooms and repair shops, while the danger of scratching or otherwise marring instruments is reduced to a minimum.

An Otis-Fensom Freight Elevator makes possible the use of the



regular line shaft power, or, if line shaft power is not available, we can supply a single belt type of elevator with an independent motor. This, in view of the prevailing low rates for electric power, makes a most desirable and profitable investment.

Our free booklet, "Freight Elevators and Their Uses," will furnish the desired information relative to the advantages of an elevator in any line of business. Write for it TODAY. Don't put it off until some other time—simply fill in this coupon and mail NOW, while the thought is fresh in your mind.

OTIS-FENSOM ELEVATOR COMPANY,
LIMITED

50 Bay Street, Toronto

COUPON

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

Name

Address

8

William Barron & Son LIMITED

Inventors and Makers of

PRICES:

- To carry 2½ tons - - £67
- " 4 " - - £77
- " 6 " - - £88
- " 8 " - - £102

F.O.B Liverpool or London.

Transplanting Machines

Borrowash, Derby, England

