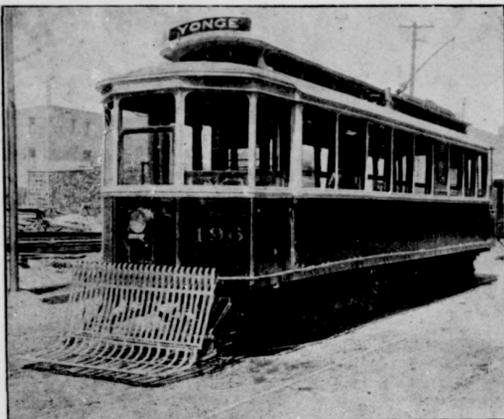


THE GROWTH OF TRAFFIC ON TORONTO RAILWAY

One of the Wonders of the Past Decade.

Through the development of its system great areas of residential quarters were opened up, affording comfortable homes for the citizens—Access to the City Parks—The city repaid large sums for mileage—growth of suburban lines—Power soon to come from Niagara.

enough to see it. Picnics are held there daily, and it is a place of which lovers of nature and secluded woodland scenery never tire. In addition to its woods and valleys, splendid drives and running streams, there is the lake beach of clean sand, unsurpassed anywhere, stretching for a mile or more. The park is reached by the street railway at both the north and south ends. Reservoir Park takes its name from the presence there of the reservoir in connection with the city's water system. The park is the outcome of a laudable attempt to



The Yonge Street line of street cars approaches within a few minutes' walk of the park. Its accessibility, its incomparable situation high above the city and the beauty of the park itself have made it a favored place for impromptu picnics and a place of interest to all sightseers.

Coming Park Wonder.

Island Park, if it is not so already, is bound to become the pride of the city. Though reached by ferry boats, its visitors come by street car to the ferry dock from all parts of the city. It contains now 389 acres, but might just as easily contain 3,000, and some day the whole island will be improved and reserved for park purposes. The desultory improvements of the past few years have worked wonders, and, when a definite plan has been adopted to work to, the Island will become one of the park wonders of the continent. Some day, and that before long, it will be reached by trolley. Another fine sand beach is Simcoe Park, separated from the Island only by the eastern gap. It is as yet wholly unimproved, except that many summer cottages are being built upon it, but there is a good roadway to it, and a line of electric railway would quickly convert it into a very populous resort. There are 150 acres in the park, as it stands at present. Woodbine Park is another unimproved reserve of 50 acres on the land side of Ashbridge's Bay.

The Zoo a Drawer.

Riverdale Park contains the Zoo, and for that reason is one of the largest contributors to street railway traffic. Within a few years, largely by the efforts of ex-Ald. Lamb, a very fine collection of animals has been got together, and is growing steadily. For thousands of young people it is perhaps the chief attraction in the city. On holidays the people assemble at the Zoo by thou-

THE growth of traffic on the Toronto Railway Company's system has been one of the wonders of Toronto's development during the past decade. Several causes might be alleged—the growth of the habit of riding, cultivated by the introduction and development of urban rapid transit; the opening up for residential purposes of districts before unavailable, because of their distance from the business centre, and the growth of population. These are all causes of street railway traffic that suggest themselves at once, but there is another that might be overlooked, and yet it is a very important element in the growth of street car travel, that is, the development of the city's park system.

There is no available data upon which to base even an approximate estimate of the number of people who visit the city parks in a year and use the street cars in doing so, but they would run into the millions. Just to name the parks that most feed the street railway: There is Munro Park, the com-

beautify the surroundings. From the Reservoir embankment is to be obtained



The Humber River Reached by Toronto Street Railway

a magnificent view of the city. The improvements have spread gradually into the deep ravine north and west of the

ands, and so great has been the crush that people had scarcely room to move about. Riverdale Park itself is a beautiful tract of hill, meadow and ravine on

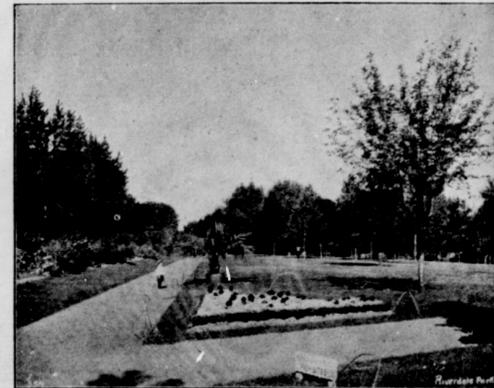


In High Park on the line of Toronto Street Railway

pan's own pleasure resort in the east, with Kew Beach and Victoria Park close to it; High Park and the Humber in the west; Reservoir Park in the north. Island Park to the south, besides Exhibition Park, Allan Gardens, Queen's Park, the big newly-acquired park area on the waterfront, Simcoe Park, and the newly-purchased Gzowski Park.

Company's Own Park.

Munro Park is a 26-acre tract of wood and ravines and slopes charmingly situated on the lake shore. It is owned by the Toronto Railway Co, who have provided all the accessories for making picnicking easy, and twice a day during the summer a clean and excellent vaudeville performance is provided. It is splendidly lighted at night by electricity, and has become one of the principal summer evening resorts. High Park is 375 acres in extent, and is one of the finest natural parks in America, arousing the wonder and admiration of every visitor to the city fortunate



Riverdale Park on the line of the Toronto Street Railway

park the way leads to the beautiful Rosedale ravines. Riverdale may be reached by several lines of cars.

Every Line to a Park.

There is not a line of street railway in the city that does not lead to a park and this imperfect sketch of only the principal city parks will give some idea of what an enormous traffic is developed by the city's park system, and also what a splendid means of seeing the city a street car offers. Mention has not been made of Garrison Park, rich in historic interest, the city's newly acquired property of 100 acres, which stretches for a mile and a half along the harbor and lake almost to the heart of the city. Plans are now developing which will make it one of the finest parks in the world, and consequently a great stimulus to street railway traffic.

Reciprocity in Building.

If Toronto has built up the street railway the street railway is building



In Queen's Park on the line of Toronto Street Railway

up Toronto. Besides the building up of the Annex, Rosedale, South Parkdale and other outlying sections, great areas of territory are being added to the city because of the development of rapid transit. Just how the street railway traffic has increased during the twelve years since the Toronto Railway Co secured the franchise is seen by a glance at the gross receipts. During the first full year of operation, 1892, the receipts were \$817,683, and last year they were \$2,165,142, or more than two and a half times as much. The percentage received by the city as its share was, in 1892, \$65,239, and last year \$206,932. The mileage rental at the rate of \$800 per mile of single track received by the city in 1892 was \$55,134, and in 1903, \$71,986, showing an increase in the mileage from about 70 to nearly 90 miles. During the twelve years the company has been steadily improving the design and quality of its rolling stock. The figures show that the company carried last year over 54 million passengers, or, in other words, that every man, woman and child in the city "took a car" 216 times during the year.

It has been recently announced that

the Toronto Railway Co. has secured control of all the four suburban lines radiating east, west, north and northwest from Toronto. Therein is doubtless another large development of



In High Park on the line of Toronto Street Railway

traffic. The next advance will be the operation of the system by power from Niagara, and that is promised within the next few months.



In High Park on the line of Toronto Street Railway

INTENDING INSURERS

INTENDING insurers will find it greatly to their advantage to consult an officer of The Equity Life Assurance Company, of Canada, before taking insurance on their lives for the reason that if they are risks of the highest class The Equity Life will guarantee them more for their money than any other Company in the field whether old or young, large or small, home or foreign. Its premiums are lower, its guarantees are larger and its policy conditions more liberal to those who are the highest class risks. Any intending insurer who will spend a cent for a postal card and on it place his name, age and address for reply, and will send it to H. Sutherland, president, The Equity Life Assurance Company, Medical Building Toronto, will have sent him information which may either save him largely in the cost of his insurance or enable him on account of lower price charged by The Equity Life to have a much larger amount of protection for his home.

Don't be misled by statements with regard to what companies have done in the past or what they estimate that they will do in the future, but get definite guarantees clearly set forth in the contract you buy.

It is too important and too serious a matter to leave any uncertainty as to what your family are going to get in case of your death or what you are going to get should you live till the maturity of your endowment policy.

THE TORONTO GENERAL TRUSTS CORPORATION

Paid-up Capital, - - - \$1,000,000
Reserve Fund, - - - 300,000

Toronto, - Ottawa, - Winnipeg.

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Collects Interest, Dividends and Coupons as agent for investors, married women, executors and others.
Trust Funds to lend on mortgages at lowest current rates of interest.
Municipal Debentures purchased.

REAL ESTATE DEPARTMENT

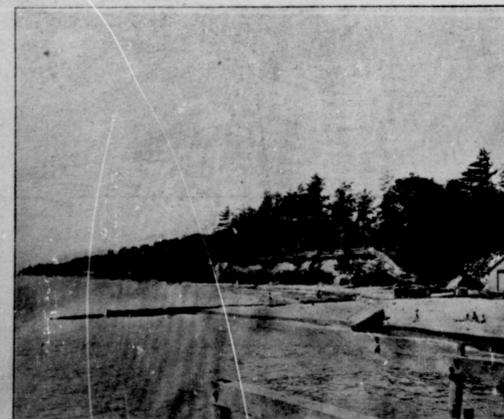
Undertakes the Management and Sale of Real Estate.
The Collection of Rents, the Payment of Taxes, Insurance Premiums, etc.
Makes Repairs. Leases made with Tenants.

REGISTRAR AND TRANSFER DEPT.

Acts as Trustee under Mortgages for the issue of Bonds of every description.
Acts as Fiscal Agents of Corporations.
Acts as Registrar and Transfer Agent of Stock or Securities of Financial and other Companies.
Receives, invests and manages Sinking Funds.

SAFE DEPOSIT DEPARTMENT

Private Compartments and Safes in the fire and burglar-proof vaults of the Corporation may be rented at from Three Dollars a year upwards.
Wills appointing the Corporation Executor are received for safe-keeping free of charge.



The Beach at Munro Park on the Line of Toronto Street Railway