

An Otis-Fensom Elevator Practically Doubles Your Available Floor-Space, at the Same Time Greatly Reducing Expense

Whenever goods have to be handled from floor to floor—as in the average wholesale house—a freight elevator is of vital importance. Every merchant and every manufacturer knows this.

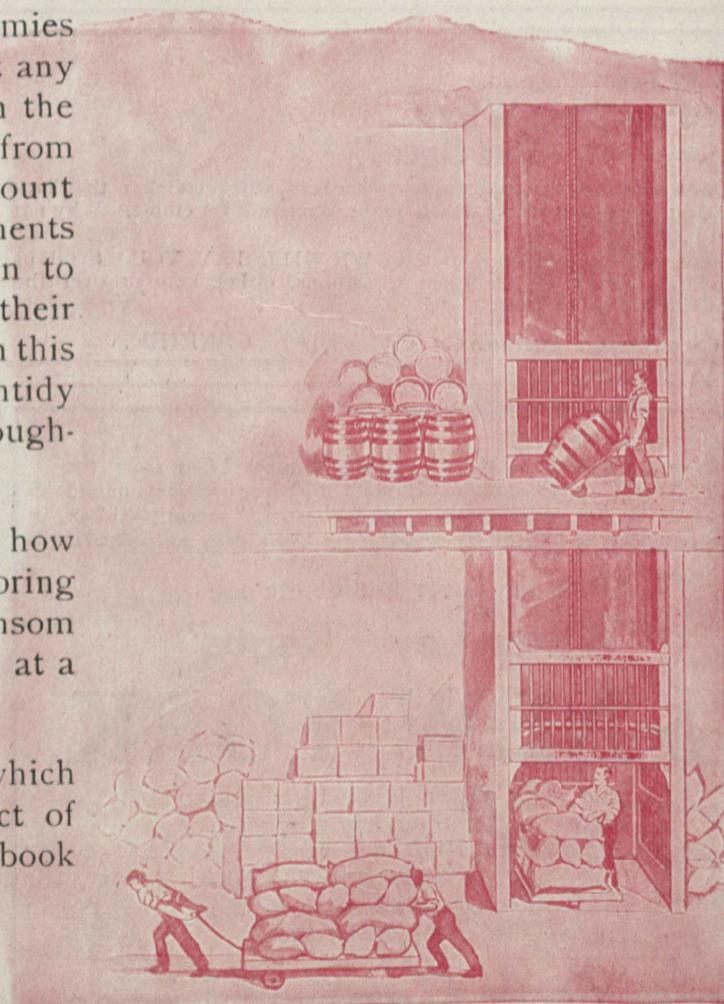
Suppose you have three floors, on each one of which you transact or attempt to transact business, each floor being connected by the usual stairway. You must admit that it would be infinitely more convenient if that same amount of floor space, contained in the three floors, could be spread out over one ground floor flat.

Don't you see that is just the effect you will arrive at by installing a freight elevator—you will make each upper flat as available and as easy to transact business on as is the ground floor.

To those who know elevators and the economies they effect, it seems well-nigh incredible that any wholesale establishment should still continue in the attempt to do a modern business in a way so far from modern as that which refuses to take into account the elevator and its aid. Yet, some establishments do worry along that way, allowing their men to scramble up and down stairs with goods, when their time might be far better employed. Aside from this deplorable waste of time, the result is a most untidy and unbusiness-like appearance everywhere throughout the building.

No matter what the business, no matter how that business is conducted, an elevator will bring down the operating expenses—and an Otis-Fensom will give the maximum amount of satisfaction at a minimum outlay.

We have just published a handsome book which will give new light on the important subject of elevators. We will be glad to send you the book free of charge.



Otis-Fensom Elevator Co.

Traders Bank Building

LIMITED

TORONTO