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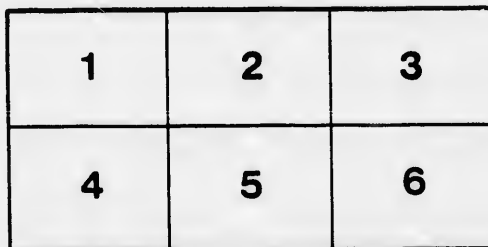
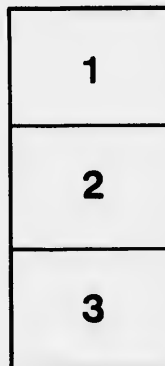
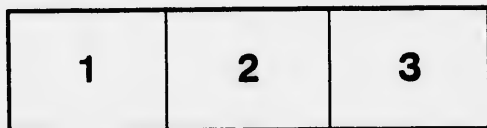
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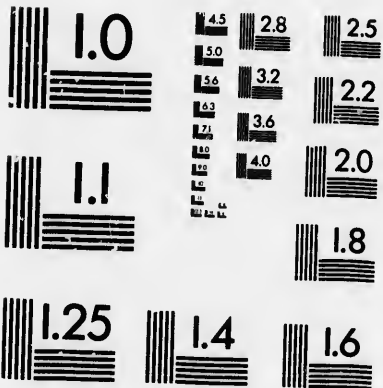
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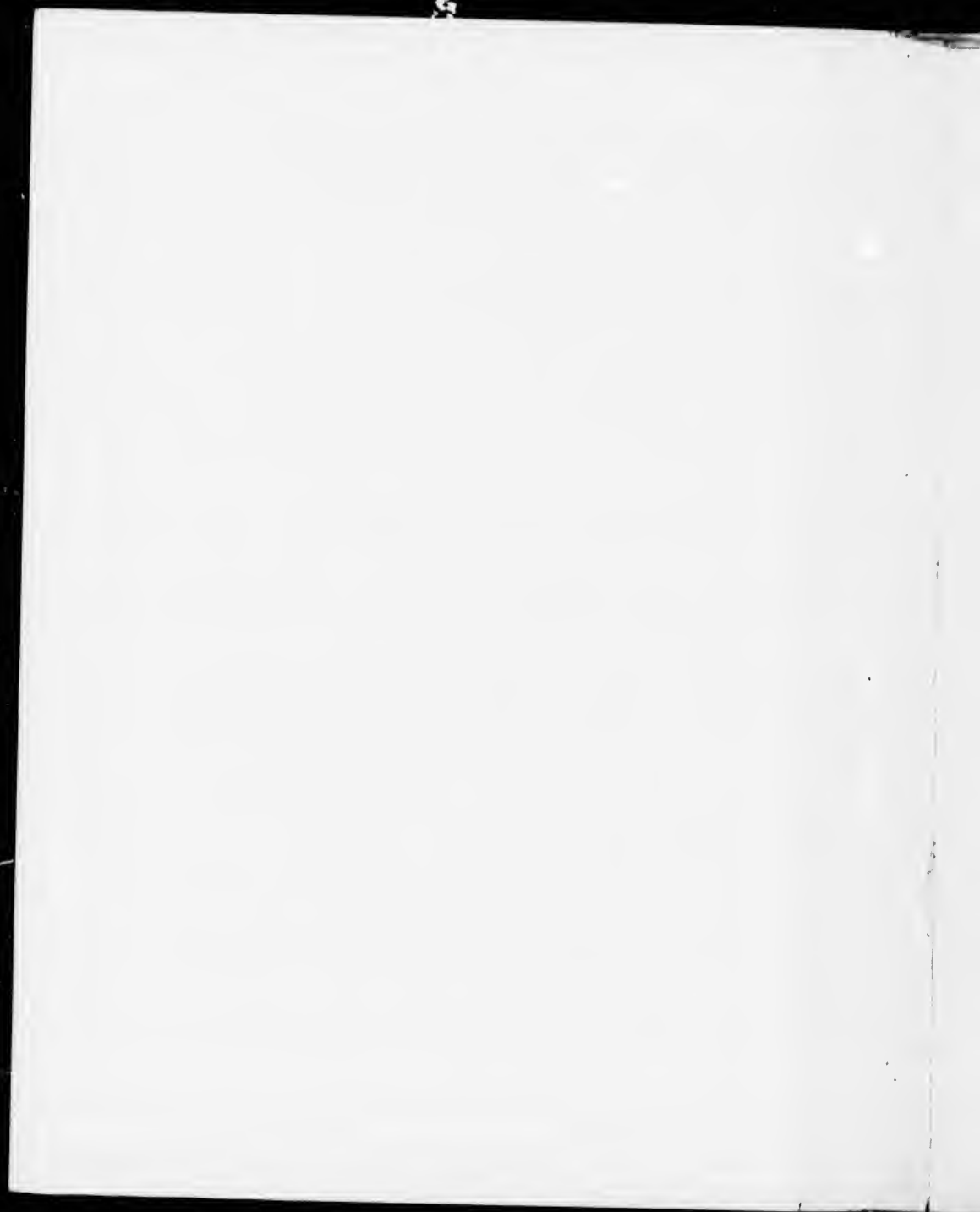
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**TORONTO & SCARBORO  
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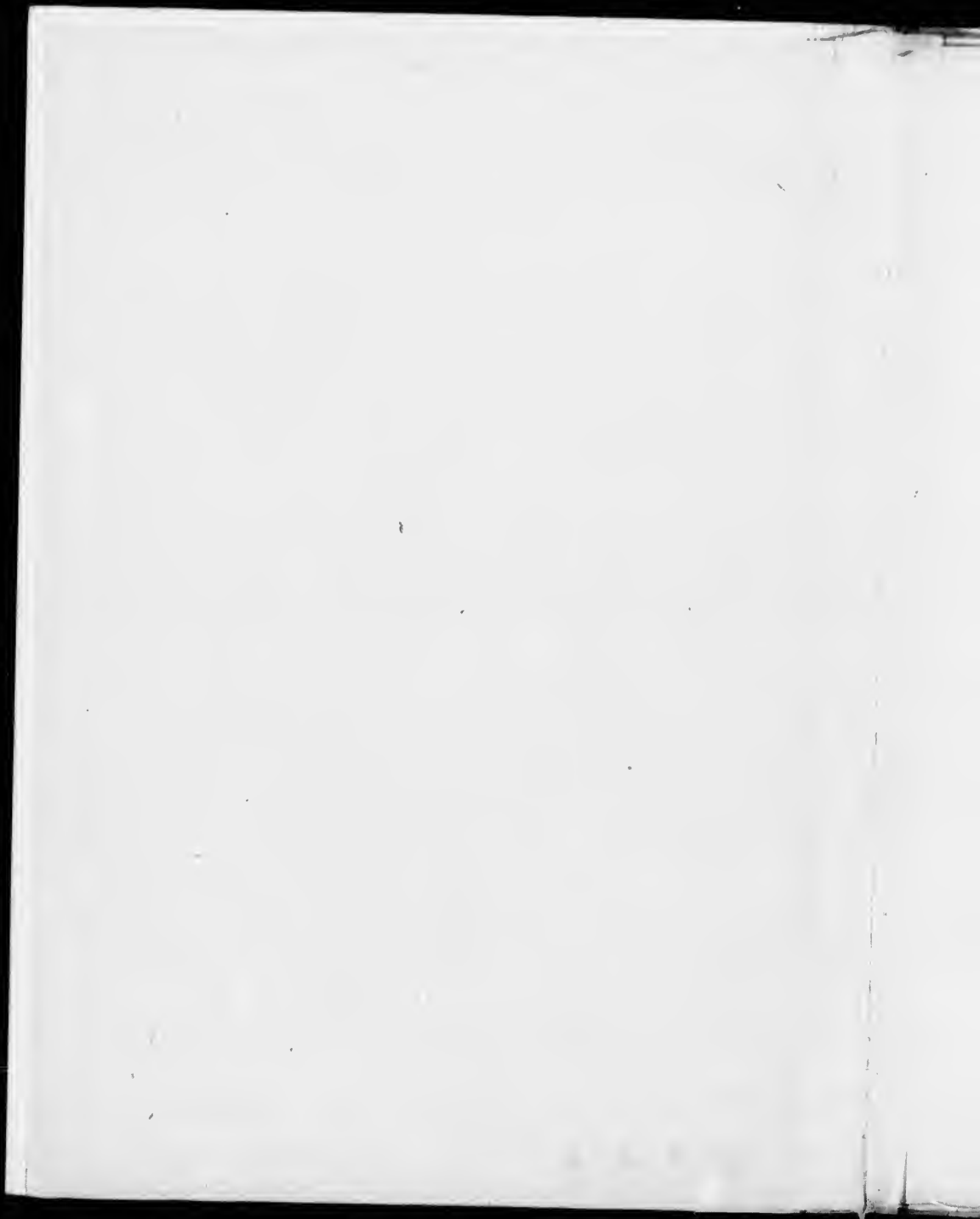


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THE  
**TORONTO AND SCARBORO**  
ELECTRIC RAILWAY  
"BELT LINE."



East Toronto, Little York, Todmorden, Chester,  
Norway, Scarboro Heights, Palisade Park,  
Balmy Beach, Kew Beach,  
The Woodbine.



All proposed Links in the Chain of this  
"GREAT SUBURBAN."

A proposed Excursion Route of 15 miles  
by Lake, Vale and Upland.

Connecting with the City Street Car Lines,  
and with the Railways.

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Printed by R. G. McLean, Toronto.

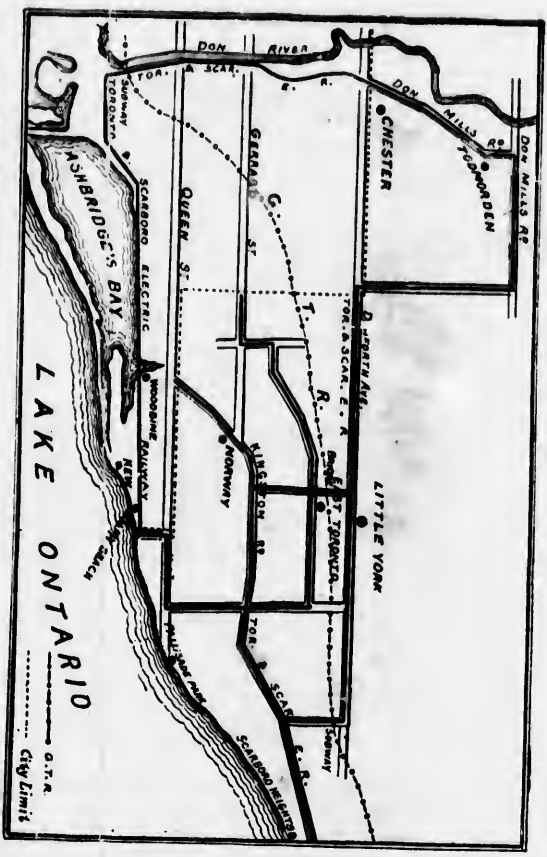


ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
A STRETCH OF SAND BEACH.

10487

ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
 A STRETCH OF SAND BEACH.

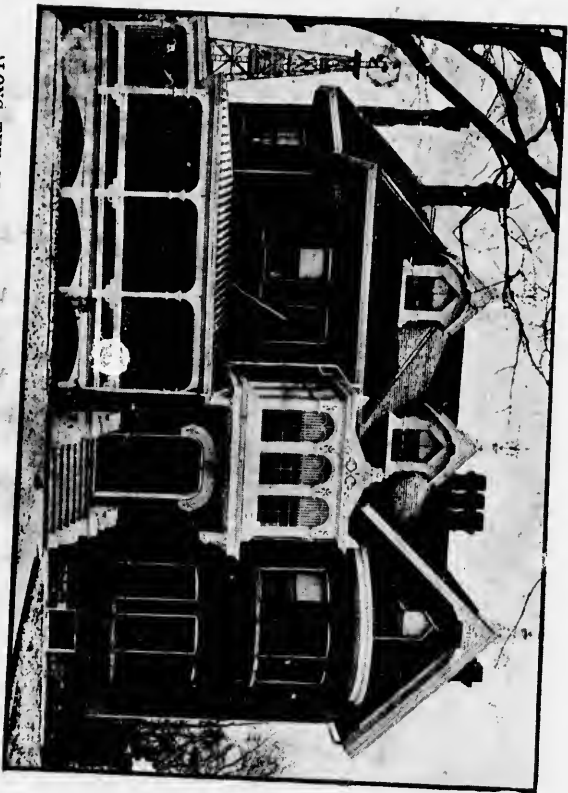
THE PROPOSED ROUTE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.





ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
BELL HAVEN, RESIDENCE OF WM. T. TAYLOR, ESQ.

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ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
CHESTER PARK, RESIDENCE OF ROBT. DAVIES, ESQ.

ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
THE HEIGHTS OF EAST TORONTO FROM THE KINGSTON ROAD.





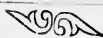
ALONG THE LINE OF THE TORONTO AND SCARBORO  
ELECTRIC RAILWAY.—IN THE "WITCHES' PARK."



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
DUN-MURRAY, RESIDENCE OF JNO. MURRAY, ESQ.



**The Toronto and Scarboro Electric  
Railway, Light and Power  
Co. (Limited.)**



**STATEMENT.**

This Company has been organized for the purpose of constructing and maintaining a complete belt line railway system, and operating the same by electricity, through the Villages of East Toronto, Little York, Norway, Todmorden and Chester, and between the said Villages and the City of Toronto, and connecting said Villages and the Summer Resorts, Kew Beach, Balmy Beach, Palisade Park, Scarboro Heights, etc., with the City of Toronto; to construct suitable and necessary spurs and branches for connecting other Towns, Villages, etc., with said road, for the accommodation of passengers, freight and other traffic, and for the further purpose of supplying the Towns, Villages, Resorts and Residences along and near the line of the road with light, heat and power for Township, Municipal, Domestic, Farming, Manufacturing and other uses. **The Object.**



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
A STRETCH OF GRAVEL BEACH.

## LOCATION.

In locating an Electric Railway there are two principal factors entering into the solution of the question, viz.: Securing the maximum traffic and the minimum cost of construction and operation.

In general the maximum traffic should be the predominant consideration, while minimum cost of operation should be obtained even at the expense of increased cost of construction. In connection with the cost of maximum traffic, it should be borne in mind that in growing towns, an Electric Railway carried into desirable building districts will not only build up its own traffic, but also increase the value of the real estate in its vicinity.

**Traffic  
Values.**

Growing towns, manufacturing sites, where large industries employing large numbers of well paid mechanics can be established, and summer resorts, are the most desirable locations for Electric Railways. **A Feature.**

Towns, villages, summer resorts, etc., etc., so located that they can be joined together in communication with a city by a belt line is an especially desirable feature for an Electric Railway. **A Belt Line.**



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
ATHOL BANK, SUMMER RESIDENCE OF W. T. MURRAY, ESQ.

Next to the occupation of the *main streets* of large cities and towns *suburban traffic is the most desirable*. The greater the distance between the residence portion and the business portion the larger will be the proportion of passengers carried to the local population. **Location.**

Suburban territory possessing picturesque location, good natural drainage, low taxes where pretty villas can be erected and maintained at a moderate cost, is very desirable for the location of a road. **A Feature.**

The route selected for the Toronto and Scarboro Railway possesses all the admirable features above mentioned. Conditions, natural and economic, point to this road as sure to become the "Great Suburban" of Toronto. **Popular.** Its proposed fifteen miles of well constructed road through the most picturesque suburbs of the city, "by Lake, Vale and Highland" **Profitable.** over which one can ride in a luxurious coach at a "rapid transit rate" will make an Excursion Route that must prove both popular and profitable.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
THE OLD MILL SITE, DON VALLEY.

### WORK ALREADY ACCOMPLISHED.

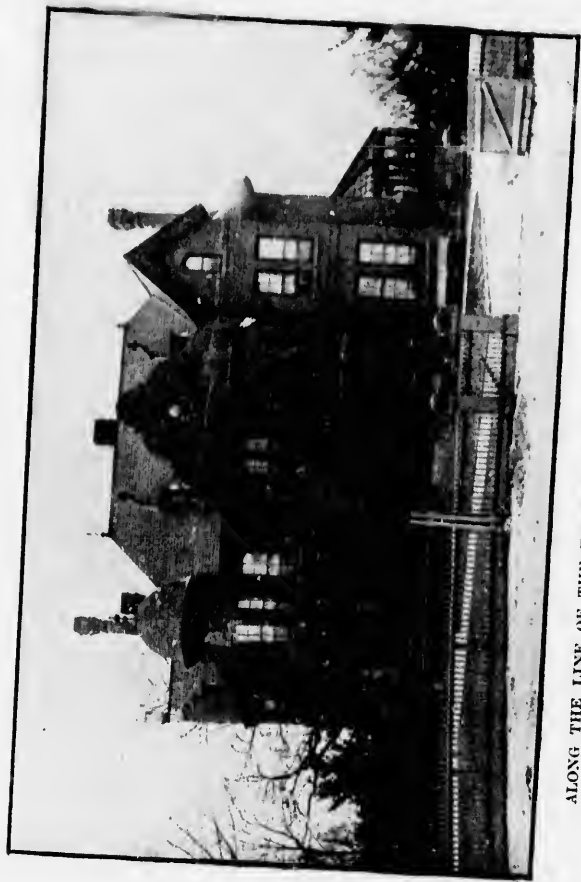
1. The Company has acquired the right to operate an Electric Railway along such a route by Charter from the Provincial Government.
2. It has made agreements with the County of York, the Village of East Toronto, and the Townships of York and Scarboro.
3. It has made surveys, and has located the "Way of the Road."
4. It has acquired a large percentage of the "Right of Way," and is negotiating for the remainder.

Rights  
Acquired.

### CONSTRUCTION.

5. The construction will have practical and intelligent supervision, and will be conducted in the most economical manner consistent with good work.
6. It will neither adopt nor use anything experimental in its equipment.
7. It will have a first-class rail, and well ballasted road bed.
8. Its motors will be of the best construction, and its cars will be comfortable and elegant.

The Best is  
None too Good.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
FERNWOOD PLACE, RESIDENCE OF JNO. F. TAYLOR, ESQ.



... OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
FERWOOD PLACE, RESIDENCE OF JNO. F. TAYLOR, ESQ.

## CHARACTERISTICS.

It is believed this Road will be the **Excursion Route** of Toronto. It will pass through the most picturesque suburbs of Toronto. It will pass through the most healthy, the anti-malarial suburbs of Toronto.

It will pass through the suburbs of Toronto possessing the finest manufacturing sites. It will pass through well settled suburbs of Toronto. It is expected these suburbs will, in time, become a part of the city.

When completed it will enable the residents of East Toronto, Little York, Todmorden, Chester, Scarborough, Kew Beach, Balmy Beach and the Lake Shore along the line of the road, between these points and the city, to reach the heart of the city as quickly as the residents of the other suburban districts.

Advantages.

## BUSINESS BASIS.

The Toronto and Scarborough Electric Railway is not being built to boom anything; the enterprise is in no way speculative. It is believed that a permanent and profitable business will develop with the building of the road.

Legitimate.

It is expected that its electric light, heat and power distributing business will add largely to its earning power.

Its excursion traffic will, no doubt, add largely to its earning power.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
THE PALISADES (SCARBORO).

### IT IS WANTED.

The western and northern parts of the city, and suburban districts adjacent, although well served by the city's street railway proper, have four suburban electric street railway lines projecting and building.

The eastern part of the city—that is from the Don eastward—has no communication with the great business heart of the city, except by two street car lines, one on Queen Street East, and the other on Broadview Avenue.

Its eastern suburban towns, villages and resorts such as East Toronto, Little York, Scarborough, Chester, Todmorden, Kew Beach, Balmy Beach, Palisade Park, and Norway, are absolutely cut off except such communication as is offered by the ordinary steam railway.

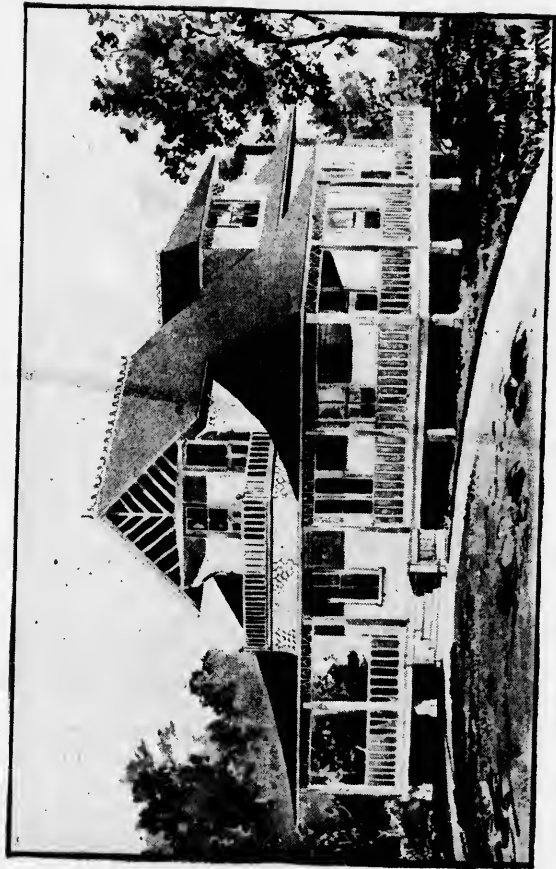
It has been demonstrated that the steam railway is not adapted to rapid transit.

Experience teaches us that rapid transit is an absolute necessity for a city and its suburbs in the present day. Experience has also shown that it is profitable to those who afford such rapid transit by electricity.

A

**Necessity.**

**Profit Bearing.**



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
BIRCH CLIFF COTTAGE, SUMMER RESIDENCE OF JNO. STARK, ESQ.

## A RESUME.

There is an old saying that "Cities grow to the Westward." If true; just as true it is, that summer resorts grow to the Eastward, and suburban residences with them. Probably not one in every ten of the residents of Toronto knows, that from the city limits to Balsam Avenue in East Toronto, is one of the finest stretches of "Sea" Beach to be found in America, a sand and gravel shore-line extending for miles along the pure blue waters of the lake, rivalling in every way Coney Island's famous Manhattan and Brighton Beaches either for boating, bathing, promenading, grand concert stand or summer hotel. Just east of this again begin the Heights of Scarborough, great cliffs and terraces alternating with each other, and towering up two hundred feet or more above the lake, equaling in their grandeur the Palisades of the Hudson or Sutro's Heights on the Pacific, and where in the hottest summer day, one can feel a cool and grateful breeze, and gaze on a view of enchanting beauty. These and a dozen more "beauty spots" adjoining, make "Summer Resorts" to and from which the Toronto and Scarboro Electric Railway will afford rapid transit during the hot season, and which must be patronized by many thousands of people.

This Will  
Grow.

Watch it.



ALONG THE LINE OF THE TORONTO AND SCARBORO  
ELECTRIC RAILWAY. — THE PALISADES AND BEACH.

## WORK TO BEGIN.

It is the intention of the Company to proceed with the construction of the first section—that which will give communication with the City Street Railway at the junction of the Kingston Road and Queen Street (Woodbine), and again at the city limits, Queen Street East—at once. It is expected that this part of the road will be in operation in June. Other sections of the road will be constructed as soon as negotiations now pending are completed.

### The First Section.

## STOCK.

The Capital Stock of this Company is placed at \$100,000, in shares of \$100 each. A considerable amount of this has already been Investigate. subscribed for, and no difficulty is apprehended in securing subscriptions for the balance. It will be to the interest of those seeking for investments to communicate with the Secretary at the earliest possible moment, as it is expected that the entire issue will be placed very quickly.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
BLANTYRE PARK, THE RESIDENCE OF J. F. M'LAUGHLIN, ESQ.



## SUBSCRIPTIONS.

Subscription will be payable as follows: { 5 per cent. on application.  
10 " allotment.  
Balance on 10 per cent. calls, as may be directed by the Board.

The right is reserved to reject any subscription in whole or in part. If any subscription is wholly rejected the amount deposited on application will be returned. If only a part of the amount applied for by the applicant is allotted to such applicant, the surplus amount paid on application will be applied on the same due under allotment. Right Reserved.



Stock books are opened at the Office of the Company, 38 King St. East, and at the Offices of

Messrs. John Stark & Co.,  
26 Toronto St.

and

Messrs. Pellatt & Pellatt,  
38 King St. East, Toronto.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
IN THE "WITCHES' PARK."

## THE OUTLOOK.

Nature to the East of Toronto has done her best. The soil is anti-malarial, a gravel and sand subsoil, giving a natural drainage, which renders the surface dry and clean. No rank fungi or mouldy sour clay to breed fevers, etc., etc., can be found. The air is healthy, the water pure, the land rolling, and the elevation all that could be desired.

Anti-  
Malarial.

Land values at present are only about 25 per cent. of what they are to the West, measuring distance from the heart of the city at King and Yonge Streets, and taxes are very low. Every industrious citizen, no matter what his employment, can if so inclined in a few years acquire his "own vine and fig tree," at an annual cost of about what he would pay out for rent.

The Toronto and Scarboro Electric Railway will give rapid transit to this district, bringing it into connection with the city street car line and the railways. It must soon become the favored location for "pretty homes" and for industries which will make the city prosperous and its people happy.

For further information address or call upon

A. W. DINGMAN,  
Secretary and General Manager,  
The Toronto and Scarboro Electric Railway L. &  
P Co. Ltd., Company's Office, 38 King  
Street East, Toronto, Ont.



ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
NORWOOD LEE, RESIDENCE OF B. MORTON, ESQ.

ALONG THE LINE OF THE TORONTO AND SCARBORO ELECTRIC RAILWAY.  
NORWOOD LEE, RESIDENCE OF H. MOITON, ESQ.

