

We agree with Emerson. He says, in substance: "If a man make a better mouse-trap, or preaches a better sermon than his neighbor, even though he live in the deep of the forest, the public will find him out and wear a beaten path to his door."

Just because Grimsby Beach is better, different and the most attractive picnic and summer resort in all Canada, the great public found it out and wore a beaten path to our gates last summer.

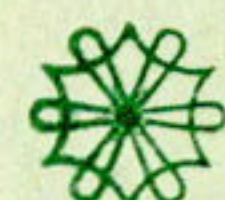
They are coming again this year in ten-fold increased numbers, by boat, by trolley, by train, by wagon, by automobile and on foot, possibly also by airship. Nothing can stop them. No other place can detract from the grandeurs of Grimsby Beach, the pride of Canada.

And when they come, what a vast change and improvement they will behold. Just as Grimsby Beach of 1910 was a hundred fold improvement over Grimsby Park of old, so will Grimsby Beach of 1911 exceed in attractiveness this marvellously beautiful place of 1910.

In transforming old Grimsby Park into the modern Grimsby Beach, we seek to give the pleasure-seeking public something different, something exclusive, something they will always remember with pleasure. Grimsby Beach has been endowed by nature in a most wonderful way and without detracting from its great natural beauties, we have added to its possibilities by installing amusement features of the highest class: amusements that will interest the picnics, and yet not mar the home-life of cottage residents.



"Who enters here leaves care behind"

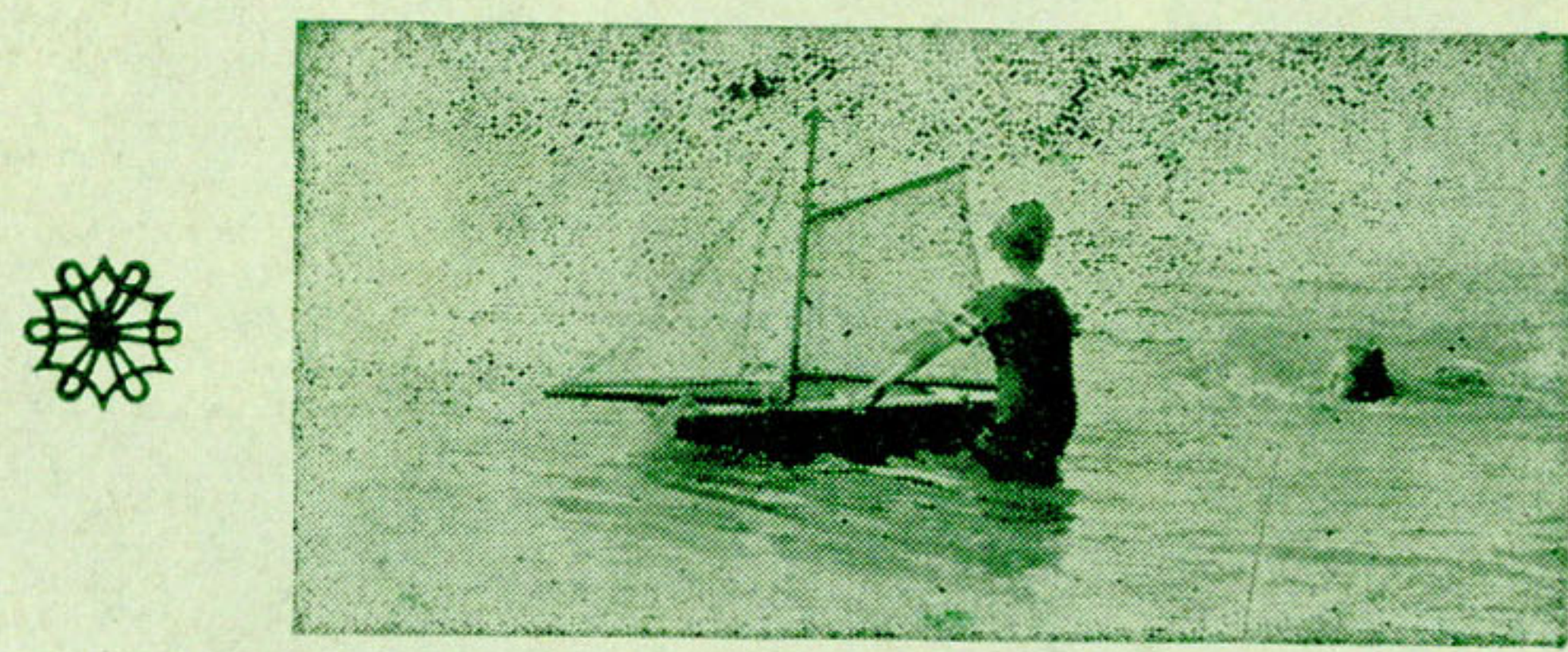


Grimsby Beach is undoubtedly the safest place in all Canada to bring small children. The grounds are entirely fenced in and there is nothing to take the youngsters outside. They can roam with perfect freedom and in perfect safety, giving their parents relief from anxiety and care. At no place else that we know of in all Canada does this obtain.

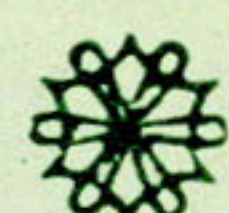
## FREE ADMISSION.

We have thrown our gates open wide to everyone of respectability, and charge no entrance fee. Special arrangements should, however, be made for the accommodation of large parties, in order that we may reserve tables, and space on the athletic grounds. We have tables sufficient to seat 6,000 people at one time and without crowding. We reserve these by sections according to the estimated number coming and place a sign with your name on your section.

We make no charge for tables or service. Our picnic grounds have been largely extended and a great number of new tables constructed. We can accommodate crowds of any size. On August 10th last season, there were over 16,000 people on our grounds. These included the McKinnon Dash Co. and the Butchers' Association of St. Catharines, and the Emerald Street Methodist Church, of Hamilton. On July 12th, we entertained thirteen separate Sunday Schools and Churches, with a total of over 5,000 people. On Dominion Day, over 12,000 people. 8,500 people were on our grounds on our opening day, May 24th. No one was crowded at any time. Plenty of tables, seats and supplies. Hot water, spring water, lemonade, wooden dishes and waterproof paper cups will be supplied at the small pavillion in the west picnic grounds. No charge will be made except for plates or cups, which are 1c. each. The milk depot will supply milk at 25c. per gallon. Ice, 25c. per hundred pounds.



A good grocery and butcher shop and farmer's market may be relied upon to furnish any additional supplies at very reasonable prices. The large new restaurant and lunch counter will be found a convenience for those who desire a quick meal. New ice cream and confectionery stands have been erected in several locations. Full course dinners at the Park House, 50c.; suppers, 40c. Lake View House, dinner, 75c.; supper, 50c.



## ✦ SHELTER. ✦

We have constructed on the picnic grounds a large wooden structure which will be known as "The Shelter," and which will accommodate about 3,000. In this structure, there will be a large number of picnic tables, so that in case of storm, luncheon may be served under roof. This pavillion may also be used for large meetings, song services or exercises, and no charge will be made for such use.

### OUR ONLY RULES.

1. The Canadian Sunday will be strictly observed.
2. Boisterous or disorderly conduct will not be permitted.
3. The use of liquor throughout the grounds is positively prohibited.
4. Lunches may be spread on the tables provided therefor in the picnic grounds or on the beach. Picnicers must not use the Lake Front Park or other parks for this purpose.



## SPECIAL DAYS.