

# The Ideal Summer Resort for Canadian Business Men.

**S**T. JOHN, New Brunswick, is well known as a winter port, but it is also becoming more popular each year as a summer resort. Business men of Western Canada, who think of taking a summer holiday, cannot do better than run down to St. John. Those who may be proud of the beauties of the St. Lawrence will find in the noble St. John river a rival in scenic beauty to the best the continent has to offer. Talmage described it as "the Rhine and the Hudson commingled in one panorama of beauty and grandeur."

St. John and the St. John river offer the summer tourist an unexcelled climate, charming and varied scenery, excellent hotel accommodation, and, in fact, everything which makes a business man's vacation the pleasant, healthful and restful holiday he so much needs. The air at St. John is delightful, cool and bracing, in July and August the temperature between 7 a.m. and 4 p.m. ranges from 60 to 75 degrees. There are no black flies or mosquitoes. The city has perfect drainage into the harbour, whose great tides prove most effective scavengers.

In the city proper, bright, attractive shops, wide clean streets, and modern buildings, will be of interest to the man of business, while the beautiful park, situated to the north east of the city, cannot fail to please and attract him. Of course, the visitor to St. John should not fail to see the famous "reversible falls."

There are excellent facilities for salt water bathing on the Bay of Fundy shore close to St. John. For boating and yachting, the lower waters of the St. John river are unsurpassed, while no portion of Canada offers a more tempting field to the canoe man than the inland river and lake systems of New Brunswick stretching out from St. John. There are good roads in the Province, and, for wheelmen, there are charming routes, up the St. John valley, or up the gulf shore, or in many other directions. Consuls of the C.W.A. are found in all the important towns, and road books can be got in St. John giving full information.

Good trout fishing is found within easy reach of St. John, and the whole Province is famous for its fishing and hunting.

From St. John, it is but a two hours' voyage over the Bay in a palatial Clyde built steamer to Digby, the gateway of Evangeline's

Land, and from which all of Nova Scotia opens out on lines of railway. There are beautiful drives about St. John itself, and three lines of railway offer routes for short excursions in as many directions for pleasure or sport.

The city has an electric street railway, and is in all respects a modern city. To the visitor from inland places, its harbour and

shipping and the terminal facilities provided at great cost to handle Canada's winter port trade are of great interest, and the variation of the tides of the famous Bay of Fundy is a never failing source of interest. The Atlantic terminus of the C.P.R. and one of the Atlantic termini of the I.C.R., St. John is in the direct line of development that must make it, year by year, a more potent factor in the commercial life of Canada. Apart from the winter port business, there is an all-the-year-round steamer service to the West Indies, to London, and to Boston, while numerous steamers and schooners ply between St. John and near-by ports. It is a great lumber shipping port, exporting annually over 300,000,000 superficial feet. The city is also an active centre of manufacturing interests in many important lines.

It should be borne in mind that St. John is the most central point from which to branch out in the Maritime Provinces. It is, from its location, within easy reach of more interesting and notable places than any other point of departure. Whether business, health, pleasure or sport, or all combined be the object of a journey to the lower Provinces, St. John, the largest and handsomest city and the natural centre, is still the first objective point for the well informed visitor. No tourist has seen or enjoyed the best the Provinces have to offer

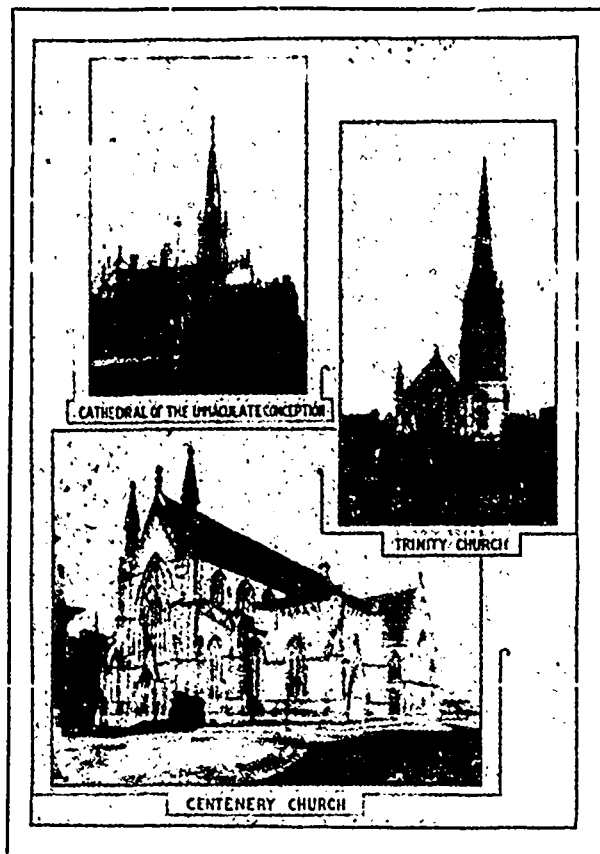
who has not visited St. John and made the famous trip by steamer on the St. John river, between the city named and Fredericton.

For illustrated booklet descriptive of St. John and vicinity, apply to

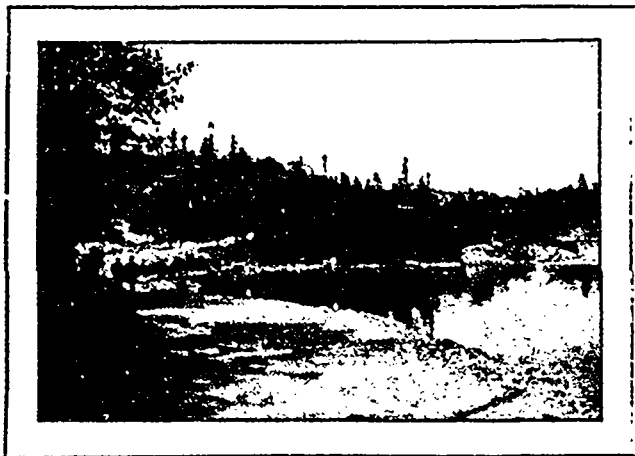
## CHARLES D. SHAW

Secretary N. B. Tourists Association.

ST. JOHN



Three St. John Churches.



In the Park, St. John.



Above the Falls and Bridges, St. John.