

The Yearly Label

doesn't make it modern. The question is: has it the construction which produces what you want in a motor car? Is it safe, strong, easy-riding, easily controlled, economical of tires?

THE STEVENS-DURYEA

SIX-CYLINDER MODEL AA

has, as its basic principles, some elements which have been Stevens-Duryea since 1897, and which are gradually being endorsed and adopted by other makers.

Some of these principles are:

1897 - Flexible Three-point Support

1904 - Unit Power Plant

1904 - Multiple Disc Dry Plate Clutch

1905 - Six Cylinder Motor

You will see these principles adopted more and more by other makers in years to come.

In the meantime buy your car--not by yearly labels-but by intrinsic worth, as motor cars should be judged.

Send for our catalogue and make appointment for demonstration over any roads of your own choice.

Dominion Automobile Co., Limited Cor. Bay & Temperance Sts. TORONTO.

Stevens-Duryea Company Chicopee Falls Mass Pioneer Builders of American Sixes

Holidaying in Canada

CANADA has become the holiday land of North America. The cool breezes of the St. Lawrence, the bracing ozone of Muskoka and the North, the scenic grandeur of the Rocky Mountains, are the delight of jaded thousands from all over the country. Only recently has Canada come into its own as a tourist paradise. Twenty-five years ago the ordinary Canadian family managed to worry through the heat of the summer without abandoning its usual place of abode. The head did not on Saturday morning hurry to his office place of abode. The head did not on Saturday morning hurry to his office with a huge suit case and inform his chief clerk about noon: "Off to my island; back Monday." Few people in this country thought of appropriating some rustic bit of Canadian land with running water, fish and scenery, to recuperate on after the wear and tear of the winter. A holiday, in those days, meant a after the wear and tear of the winter. A holiday, in those days, meant a trip to some big American city, like New York, Philadelphia, or Boston; or, more commonly, a "visit" to the old folks on the farm.

There were no summer resorts, hotels or tourist routes in Canada. The reasons why these things did not exist are chiefly two—lack of popu-

exist are chiefly two-lack of population and transportation. People will not seek playgrounds until they feel the need of them. When our cities were small they gaped with cities were small they gaped with breathing spaces, and the citizen had no desire to exchange the comforts of home for the unbeaten paths of the wilderness. He could not con-veniently do so had he wished; for the early Canadian railroads, while they were alive for business, had little appreciation of the commercial po-tentialities of scenery.

tentialities of scenery.

tentialities of scenery.

A quarter of a century has completely transformed the life of this country. The world has realized the value of our natural resources. We have grown wealthy. We have more leisure, and, fortunately, with it a bump of curiosity. There is a venturesome instinct in our Canadian make-up to find out what we can make-up to find out what we can about our environment. A strong Canadian tendency exists to exult in our heritage; lapse into verse on every occasion. This enthusiasm contains at least the element of good, that Canadians are fast developing a clear consciousness that there is a keen, consciousness that there is a keen, life-giving enjoyment in the mere using of their mountains, woodlands, lakes and rivers. On the other hand, railroad men, steamboat men, and hotelkeepers have fostered the growing passion for the wild by throwing their lines across the trails and building hotels. They have tapped and made accessible the treasure places of made accessible the treasure places of nature; they have created in Canada an interesting and rapidly-expanding industry—the stourist business. resort and summer

The business was inevitable. have the country. The other readers of this paper probably day, that two navigation companies in Ontario had decided to amalgamate and operate seventy vessels on Lake Ontario and the St. Lawrence route. In what other country in the world will you find such inland waters as in Canada? A country having lakes which are seas, and a country which can match the Alps with its Rockies, could not be passed over by the

tourist.

I T may be worth while to trace the development of the summer resort business in Canada and indicate its present tendencies. Just as soon as our cities began to stretch for elbow room about fifteen years ago, the railroads saw an opportunity. Their chief worry is always how to create

traffic. In the United States the roads were luring people from the cities and showing them what kind of a country they really possessed. These people, whom they were taking out, came back and told others. Why not adopt this kind of traffic-making to Canada? Conditions were not ripe. What little summering Canadians did was done down in that re-gion known as the "Thousand gion known as the "Thousand Islands;" some on Lake Ontario and in the Maritime Provinces. not worth bothering about.

Then someone discovered Muskoka, which to the farmers of Ontario had stood as a synonym for a barren waste. Ontario may not be able to grow wheat on a Muskoka rock, but the Muskoka district is a big adverthe Muskoka district is a big advertising agent for Canada. One thousand feet above the sea level, dotted with sparkling lakes, within hailing distance of Montreal, Toronto and the border cities of the United States, this district was ideal for tourist exploitation. The railroads landed in ploitation. The railroads landed in Muskoka with both feet and traffic followed them. At this moment, the G. T. R., C. P. R., and C. N. R. all pour carloads of jaded city people into the ozone of the Muskoka region.

Muskoka was the first strikingly successful summer resort in Canada.

Its success assured the future of tourist traffic in Canada. Foreigners and native Canadians could not get and native Canadians could not get enough of the rugged frontier of the Dominion. Muskoka overflowed. Georgian Bay became popular. In this blue water were thirty thousand islands. They were snapped up. The influx of tourists spread to Lake Sim-coe and the Lake of Bays district. Towns like Midland and Orillia se-cured an impulse to expansion from cured an impulse to expansion from the boom. A trek farther north be-gan just as soon as the railroads could get their rails down. The great Temagami country, a forest reserve of the Ontario Government, netted by lakes and rivers, is an example of northern playground which the rail-ways have made easily accessible. It is reached via G. T. R., C. P. R., and the Temiskaming and Ontario Rail-way. In 1908 the C. P. R.'s new branch to Sudbury uncovered the French River district, the hub of a vast hunting and fishing area. French River is really a continuous lake connecting Lake Nipissing on the east with Georgian Bay on the west.

O NTARIO has had spectacular development as a tourist country, because both nature and the railroads have been good to the province. The Maritime Provinces and Quebec posnatural attractions which equal anything in the world, but they have so far not been well realized for the reason that the railroads have not taken the same hold of the situation

as in Ontario.

In Quebec, the grandeur of the St. Lawrence route has been exploited effectively. From Kingston to Queeffectively. From Kingston to Quebec the Richelieu and Ontario Navigation Company has studded the river with palatial hotels. Just now the Canadian Northern Railway is taking a hand in revealing the beau-ties of the lakes of Ouebec. Their ties of the lakes of Quebec. Their Ottawa line will make the Rideau Ottawa line will make the Rideau Lake region within easy distance of Ottawa, Toronto, Montreal and Quebec people. Lake St. Joseph has been made a convenient outing-place for Quebec City, and Lake St. John is now reached by Canadian Northern efforts.

WHAT the Maritime Provinces need to develop their tourist trade is summer hotels. Prince Ed-