

TOURIST TRAFFIC OF THE DOMINION

1925 HAS BEEN A VERY SUCCESSFUL SEASON.

Canada's Scenery Attracts Holiday-Makers and Adds to Nation's Revenue.

What has unquestionably been Canada's greatest tourist season is drawing to a close. Never before has there been such an influx into Canada of holiday-makers from the United States by automobile, train and boat, and the volume of vacation traffic which has been steadily in the ascendancy for some years reached a temporary pinnacle in 1925. By leaps and bounds in the years since the war the value of Canada's tourist traffic has been rising and leaving older established activities behind until to-day it is authoritatively estimated that it constitutes the Dominion's third greatest source of revenue.

The outstanding feature in conducting a rough survey of this traffic is the universal appeal of the broad country and the manner in which practically every sector seems to have its lure to exert upon those holiday-bound. Every province of Canada is to-day benefiting materially from the wealth left behind by tourists, and everywhere this was greater in 1925 than ever before.

By the end of September Government officials had estimated that motor tourists alone had brought into Canada \$150,000,000, a sum equal to a quarter of the annual mining output of Ontario, Quebec, and British Columbia combined.

It has been estimated that a million individuals from the United States visited Montreal in the course of the summer of 1925, or about a 33% increase over the previous year, whilst the traffic to Quebec City, St. Anne de Beaupre and other favorite spots has been unprecedented. It was estimated that in 1924, 100,000 tourists visited Nova Scotia, and the traffic has been much heavier this year, judging by the figures at such popular spots as the Grand Pre memorial park. The same is true of other sections of the Maritimes. The holiday movement into Ontario from the United States registered an increase of 50% according to the figures of permits issued at the border by the Customs authorities, and Niagara Falls alone in three months saw the arrival of 500,000 touring cars.

Benefits General.
In Western Canada it has been the same. British Columbia has been more popular than ever, welcoming holiday visitors from every corner of the continent. And not only have they come up along the Pacific Coast, but there has been a phenomenal amount of travel up through the beautiful Okanagan Valley and other parts of the interior of the province as well as along the Banff-Windermere highway into Alberta. Even the prairies, more concerned at this time of the year with their growing crops, have experienced this increase of traffic. It is conservatively estimated that \$3,000,000 was left by tourists in Winnipeg. The auto camp at Calgary playing host to eight times as many guests as in the previous year, and a similar increment showing at Regina.

The National Parks of Canada have suffered an invasion this year which has never been equalled in intensity, this in spite of the fact that there was an increase of 50,000 visitors in 1924 over the previous year. All tourist records, motor and train, were broken at Banff. There were three times as many campers at this Rocky Mountain point as in the year before, as many as two thousand being under canvas at one time. Reports from all over the Dominion are the same; it has been a record tourist year.

Tourists from All Countries.
There are other gratifying features to the 1925 volume of holiday travel. Up to quite recently it was accepted that tourist traffic to Canada was essentially from the United States. In 1925 it became evident that there is a distinct awakening of interest in the British Isles in Canada as a country for touring and holiday objective. This may, in part, be attributed to the influence of Canada's participation at the British Empire Exhibition. At the same time, an analysis of the traffic at any popular point reveals numbers of visitors from other countries. Such an one conducted at Grand Pre memorial park in Nova Scotia, for instance, discloses visitors from all provinces of Canada and nearly every State of the Union, and in addition from England, Ireland, Scotland, British West Indies, Newfoundland, Wales, Bermuda, China, Japan, Hawaii, South Africa, France, Panama, New Zealand, Switzerland and India.

Canada's scenery and holiday possibilities are proving as popular and exerting as wide an appeal as her wheat and other products. They are bringing an increasing volume of wealth into the country. It was estimated with a fair degree of accuracy that motor tourists in 1924 brought nearly \$150,000,000 into the Dominion and this is generally accepted as being not more than half of the total volume of holiday traffic. At this reckoning tourists into Canada last year brought about \$300,000,000 to swell Dominion revenue, and this has been very materially augmented in 1925.

RHEUMATIC PEOPLE NOW FIND RELIEF

By Driving the Poisonous Acid From the System.

Rheumatism attacks people when the blood is thin and watery or charged up with impurities, thus setting up inflammation of the muscles and joints. Cold, wet weather or sharp winds may start the pains, but the cause is rooted in the blood, and to get relief it must be treated through the blood. As a blood builder and nerve tonic Dr. Williams' Pink Pills are unsurpassed, and for that reason do not fail to give relief to rheumatic sufferers when given a fair trial. Among the rheumatic sufferers who have proved the great value of this medicine is Mr. N. M. Foley, Windsor, N.S., who says:—"My trouble started with a bad cold, the result of working in a heavy rain storm. From that it developed into rheumatism which badly crippled me and kept me confined to bed for upwards of six months. The doctor who treated me did not help me, and every friend who called to see me had something different to advise. Some of these remedies I tried, but with no better results. My legs were stiff from the hips down, and every move I made caused intense pain, and constantly I was growing weaker. Then a friend from Falmouth, who came to see me, asked if I had tried Dr. Williams' Pink Pills. I had taken so much medicine without benefit that I was skeptical and said so. My friend, however, had so much faith in the pills that he got me a supply and to please him I began taking them. I had not been taking them long when I began to feel a change for the better, and I gladly got a further supply. Soon I was able to get out of bed and walk around on crutches. Still taking the pills I used in all seventeen boxes, by which time I was a well man and at work every day. Now I always keep a box of Dr. Williams' Pink Pills in the house and if I feel an ache or pain I take them, and I feel with good results. I believe I would still be a bed-ridden cripple but for these pills, and I shall always praise and recommend them."

You can get these pills from any medicine dealer or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Can You Judge Distances?
If you devote your Saturdays to golfing, shooting, or taking photographs, you have, in all probability, met the problem of judging distances. Bear in mind these few simple rules, and your difficulty will be lessened. With the naked eye, if you have average sight, you can see the whites of people's eyes at thirty yards; at eighty yards you can just see their eyes. When all parts of their body are distinguishable, they are 100 yards away; when the outlines of their faces are just visible, the distance is 200 yards; and when a face appears as a separate dot, you should be 400 yards away. Six hundred yards away a group of people can be distinguished singly; but at a further distance than this no detail of the human form can be determined. Yet at 1,200 yards you should be able to tell a man on horseback from a man on foot; at 2,000 yards he is simply a dot on the landscape. The majority of people, too, are unable to determine the wind's velocity. When the smoke from a chimney moves in a straight, vertical column, it means that a one to two-miles-an-hour breeze is blowing. A three-miles-an-hour wind will just stir the leaves on the trees.

Twenty-five miles an hour will sway the trunks; at forty, the small branches will break; and it takes a mile-a-minute gale to snap the trunks of big trees.

The Son of a Fisherman.
"Are we going to keep him?" asked Bobby, looking at his new baby brother.
"Of course. Why not?" asked the mother.
"Well, he's so small I thought maybe we'd have to put him back."

Origin of Toasts.
The custom of drinking "toasts" is derived from the ancient religious ceremony of pouring libations to the heathen gods.

Gypsies in the Central States of the U.S.A. are abandoning their caravans for high-powered motor cars, although the occupants still dress much in the traditional gypsy fashions.

WE WANT CHURNING CREAM
We supply cans and pay express charges. We pay daily by express money orders, which can be cashed anywhere without any charge. To obtain the top price, Cream must be free from bad flavors and contain not less than 30 per cent. Butter Fat.

Bowes Company Limited, Toronto
For references—Head Office, Toronto, Bank of Montreal, or your local banker. Established for over thirty years.



London in its drive to tone up fog-mothered kiddies is adopting the Fresh Air movement, instigated with much success here. The photograph shows a group at Barham House, St. Leonard's.

THE LETTER

Her Own Dead Youth Rose to Plead for Those Others Who Were Still Young.

At thirty Katharine looked what she was—the finished product of machine-made modernism! She had an excellent job. In the business world she was a success, but she had hardened in the process.

Katharine was the sole guardian of her young sister Millie—a brown-haired, dreamy-eyed creature, and withal the only crack in Katharine's hard, bright armor. The child returned the older woman's love naturally enough, but, naturally enough, not in full measure. It had not been Millie's choice that certain sacrifices had been made for her.

Millie was lovable, normal, very romantic and beautiful. She was essentially the marrying type. Besides, she had always been looked after, and now John wanted to look after her instead of Katharine.

They Must Wait.
But when John broached the subject of marriage, Katharine would not hear of it.

"I shall consent to nothing until after Millie is twenty-one," she said. Millie was tearful.

"But he's got to go to India for five years, and we wanted to marry before he left!"
Katharine was adamant. She said, to, in a moment of anger, that she did not know how Millie could so easily contemplate leaving her after all she'd done for her. Poor Millie! Poor Katharine! It was a stormy scene. But Katharine stood to her guns.

She remembered suddenly, with a shade of annoyance, that it was only through herself that Millie had known John. He was the brother of someone she had known in the old days.

John was an orphan, too. It had been that partly, perhaps, which had drawn him to Millie. With his brother or Jim, he had always lived with an aunt and uncle. Jim had been killed at the age of twenty-three during the war. And now John was twenty-three himself.

He was due to sail at the end of

November. Well, he would leave with a heavy heart.

Out of the Past.
Katharine was not surprised to see a letter from John on her plate on the morning of November 11th. He had already made many appeals to her.

It was a short note, but something—another letter—fell from the envelope as she read:

"Dear Katharine,—I was turning out last night and came across the enclosed. It was amongst the last of Jim's things which came home from France. Auntie gave them to me to look over. Somehow I had not cared to do this before, but it is necessary that everything should be cleared up before I go away. I send this as I think you may care to keep it.—John." She turned to look at the letter. It must have been nearly ten years old. It was written in the round, girlish writing which had been hers long ago. The sight of it made her heart grow cold. She opened it with tentative fingers, and read.

The Wisdom of Youth.
It would be cruel to give that letter here in its entirety—let it suffice to say that there were many crosses at the end of it and it was signed "Kitty."

Yet one sentence jumped out at her: "Yes; I've thought hard Jimmy, as I promised you, and we will be married during your next leave. I know we are young, but let us take what the gods give while we may—"

Katharine sat for a long time thinking. She had forgotten that she had ever been foolish enough to scribble kisses at the end of a letter.

And she had often wondered whether he had received her letter. It had not been returned unopened with some of the others. She saw now from the postmark that he must have received it the day before he died.

Ah, well, for them it had been too late! The gods hadn't given them their chance of being young and foolish—or was it just being divinely wise? But these other two?

She turned to the telephone and asked for John's number.

CHILDREN LIKE BABY'S OWN TABLETS

Because They Are Tasteless and Are Easy to Take.

One of the strongest points in favor of any medicine for children is that it is so agreeable that the mother does not have to force it down the little one's throat.

Baby's Own Tablets have no drug taste, may be crushed to a powder if desired, and babies like them. They are perfectly safe for they contain no opiate or narcotic. They sweeten the stomach and remove the cause of fretfulness.

Mrs. Arthur Charlebois, Pawtucket, R.I., says: "I have found Baby's Own Tablets to be a gentle laxative and a safe remedy for stomach disorders in children. Our little boy had been given harsh cathartics but these tablets worked more effectively without the severe griping. I can recommend them to all mothers of little children." Baby's Own Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.



Grounds of Divorce.
"On what grounds did she get her divorce?"
"Chicago, I believe."

Duke of Marmalade.
Among the whimsical titles which appear on the pages of national history, few are more apparently frivolous than the Duke of Marmalade, the Count of Lemonade, and the Earl of Brandy. They are, or were, however, real titles bestowed by a genuine monarch on three favorites during the last century.

In 1811 a revolution occurred in Hayti, and Christophe, a Negro, declared himself emperor. Through conspiracy and plot he retained power until 1820, preserving to the last the appearance of a Royal Court, and creating numerous nobility.

Among them were the three mentioned; and far from being instances of the frivolity of the African character, they were names of places, the first two being originally plantations, but latterly towns of some importance.

God With Us.
God so determined even his defeats That he became his greatest victories.
God made his enemies as a wind to fill His homeward-rushing sails. Wherever he went The Lord was with him, and the Lord upheld him. —Alfred Noyes.

Ghosts!
This is a story of a diver who saw two ghosts. He had gone down to the wreck of a large steamer and was crossing the main saloon, when two gray shapes of enormous size came ambulating towards him. He did not wait to make notes, but gave the danger signal and was pulled up. Told in the cheerful light of day, it seemed rather a lame story, so another diver went down to see what he could make of it. Toward him also came the ghostly gray shapes. He stood irresolute for a moment and then, going boldly forward, struck his hatchet through a mirror! The ghosts were only a dim reflection of his own legs, much enlarged, of course, as everything is that a diver sees through the great frontal eye of his helmet.

It Stopped Her Cough and Brought Peace, Comfort and a Restful Night

GRAY'S SYRUP
RED SPRUCE GUM

The name "Red Rose" has been a guarantee of quality for 30 years

RED ROSE TEA

"is good tea"

The ORANGE PEKOE is extra good. Try it!

Hospital for Sick Children.
67 College St., Toronto, 2, Ont.
Christmas, 1925.

Dear Mr. Editor:—
This is the fiftieth year—the semi-centennial of the Hospital for Sick Children. It is the Golden Anniversary of an institution which started out in 1875 with a six-bed equipment to cure children medically of their illnesses and to rid them surgically of their disabilities. Fifty years have passed and the tiny hospital has grown into one of the greatest institutions of its kind in the whole world. The people of this province demanded this service—and they have made it possible by their Christmas Time gifts. They are rewarded by the knowledge that thousands of Ontario children will grow up into manhood or womanhood blessing the "little blue coats" wherein they were restored and strengthened to play a full part in the battle of life.

To win back health for six thousand boys and girls was the measure of the Hospital's ward-service alone this year. Besides that there were over half a hundred thousand attendances in the Out-Patient Department, where the less serious cases are treated. All this cost a great deal of money, even though the doctors give freely of their skill and the nurses of their care. There is board and lodging and laundry to be provided, besides the best that can be procured in the way of all the medical and surgical supplies required to treat the myriad ailments and accidents to which children are subject.

In order to maintain its high standard of efficiency and also to widen the scope of its service through clinics conducted all over Ontario, the Hospital is compelled to borrow heavily during the year. On the occasion of its fiftieth Christmas an appeal is made to the public for the funds which will allow the Hospital for Sick Children to enter upon its second half-century of service with its courage renewed by a credit balance in the bank. It is indeed a noble cause which I feel sure you will cordially commend to your readers.

Faithfully yours,
IRVING E. ROBERTSON,
Chairman Appeal Committee.

Note—This Hospital does not receive an appropriation from the Federation for Community Service Drive.

Keep Minard's Liniment handy.
Books for New-Born Babies.

It is curious that English mothers are alone in having no superstitious beliefs regarding methods of preserving their babies from natural or supernatural harm.

Welsh mothers put a pair of tongs in the cradle; Irish mothers pin their faith to the efficacy of a belt made of women's hair and placed round a child. Rumanian mothers tie red ribbons round the ankles of their children to preserve them from harm. Swedish mothers always place a book under the head of a new-born infant so that it may be quick at learning to read. Money is placed in its first bath to guarantee its wealth in the future.

In Spain every infant's face is brushed with a pine-tree bough to bring good luck.

GENUINE ASPIRIN
PROVED SAFE
Take without Fear as Told in "Bayer" Package



Does not affect the Heart
Unless you see the "Bayer Cross" on package or on tablets you are not getting the genuine Bayer Tablets of Aspirin proved safe by millions and prescribed by physicians over twenty-five years for

Colds Headache
Neuritis Lumbago
Toothache Rheumatism
Neuralgia Pain, Pain
Each unbroken "Bayer" package contains proven directions. Handy boxes of twelve tablets cost few cents. Druggists also sell bottles of 24 and 100.

CHILBLAINS!
Wash the feet with warm water and rub with Minard's. Quickly stops the pain.

MINARD'S "KING OF PAIN" LINIMENT

SHIP US YOUR POULTRY, GAME, EGGS, BUTTER AND FEATHERS. We Buy All Year Round. While today for prices—we guarantee them for a week ahead. P. POULIN & CO. LIMITED. 36-38 Bonaville Market—Montreal.

Masks.
We go about behind our masks Of modern thoughts and modern tasks; And finally, when all are done, We wear a very ancient one. —Precoot Hoard.

Young Grandmothers.
A "youngest grandmother" record was set up years ago by a Lady Child of England, who was only 27 when she nursed her first grandchild. She herself was a mother at thirteen.

Stamp Trade Highly Organized.
Paris has long been a cosmopolitan gathering place of stamp collectors from everywhere in the world. The stamp trade in Paris is so thoroughly organized that it even has a curb market.

Eel That's Not An Eel.
The electric eel, the most powerful of electric fishes, is not an eel but a close relative of the sucker or carp. The meaning of "Iconoclast" is "a breaker of images"—that is, one opposed to idol worship.

Either Kind Stops Coughs

Buckley's Mixture "Strong" or "Modified" will stop your cough or cold. Buckley's "Strong" is the same efficient remedy you have used before. Buckley's "Modified" differs in taste only. Made for those who find medicines distasteful, particularly the children. Both Mixtures act like a flash on coughs, bronchitis or any affection of throat, chest and lungs.

75c—40 doses
BUCKLEY'S MIXTURE
W. K. Buckley, Limited
142 Mutual St., Toronto 2



Why Suffer With Itching Rashes
When a warm bath with Cuticura Soap and application of Cuticura Ointment will afford immediate relief and point to permanent skin health in most cases when all else fails.

Sample Book Free by Mail. Address: Cuticura Dept., "The Cuticura Co., Boston," 1777, 17th St., Boston, Mass. Cuticura Shaving Stick 25c.
188UE No. 49—25.