

healthful hikes, together with all forms of outdoor attractions are available everywhere.

The transportation interests have for many years past provided the chief advertising medium for all our attractions. This has, in later years, been augmented by hotel, tourist associations and private interests. The railways and steamship companies co-operate to provide adequate facilities to transport visitors from the urban centres of the United States and Canada.

Nova Scotia is most accessible. New England with its millions is only an overnight journey. The Eastern States offer untold possibilities for furnishing an immense revenue from the stream of visitors that could be directed to our shores. Within Canada we should more strongly stress travel East and West to offset the summer trend southward, which has had the effect of reducing the number of visitors to our Maritime resorts.

While our customs regulations are not irksome, and no passport is needed for United States visitors, yet much could be done to facilitate the entry of visitors to Canada as to induce them to come again. Canadian customs officers are noted for their courtesy, which is a real asset. Returning United States citizens may take back with them goods to the value of \$100, free of duty. Surely this is worthy of consideration by our merchants.

It would seem advisable that a federal non-political organization should be set up to co-ordinate provincial and other tourist activities in order to ensure continuity of service and prevent overlapping of expenditures. This would embrace provincial government, railways and steamship lines, hotels, tourist associations and other individual efforts to attract tourists. Advertising on a national scale should include: radio broadcasting, news reel distribution, illustrated lecture tours, newspapers and magazines, large display maps at strategic points in the United States, develop new fields within Canada, and to widen the scope of our advertising in order to bring tourists in greater numbers from the United Kingdom, Bermuda and the West Indies.

Competition is and will be increasingly keen. Florida has enjoyed a splendid winter tourist business. Maine is spending \$50,000 this year and planning a campaign to raise \$250,000 for advertising her resorts in 1935. From this investment, representative of all interests, it is expected a return of \$500,000,000 may be looked for. We must meet this challenge if we are to secure our proper share of tourist returns. To sum up, we should: co-ordinate all our services; advertise nationally and internationally; assure visitors of courteous service at all times; standardize rates and charges; prevent attempts at undue profiteering; develop new fields in and out of Canada; promote East and West movement within Canada; provide National Parks in provinces where not already established; work for uniformity of highway and road signs, and for liberal and uniform liquor laws, and establish for our visitors service beyond the dollar. If this is done the possibilities in promoting tourist traffic for Canada and its resulting benefits to each and every citizen are virtually without limit.

Hon. Mr. MACARTHUR: You spoke of \$500,000,000 of a return being looked for. Where is that?

Mr. GRAHAM: Maine.

Hon. Mr. MACARTHUR: On an expenditure of from \$50,000 to \$250,000 that is a pretty good return.

Mr. GRAHAM: I think Maine is possibly the most active state in the Union in that respect, and that has largely been brought about by the Rickers, at Poland Springs, where the water is found.

The CHAIRMAN: You mentioned an Advisory Council taking in the various interests—the provinces, the transportation companies, and others. We have