

Mr. HARKIN: There is no advertising whatever done by the Dominion authorities so far as I know, certainly not by our branch with respect to the tourist business. There is close co-operation between our service and the provincial organizations.

The CHAIRMAN: There is no financial outlay on the part of the Federal Government?

Mr. HARKIN: None on advertising.

The CHAIRMAN: Or radio?

Mr. HARKIN: Or radio.

Hon. Mr. MACARTHUR: I take it that in these booklets issued by your department you give every province more or less space?

Mr. HARKIN: Yes sir.

Hon. Mr. MACARTHUR: But anything that is strictly local you leave to the local tourist associations or the provincial governments?

Mr. HARKIN: Yes. We largely generalize with respect to the provinces, because if we were to particularize in any case we would get into difficulties. The bulk of the distribution is in the United States.

The CHAIRMAN: Do you know whether the provincial organizations and the municipal organizations do any advertising in the United States?

Mr. HARKIN: Some do, yes. And of course the railways do.

Hon. Mr. GREEN: Mr. Harkin, you say most of these pamphlets go to the United States. How are they distributed?

Mr. HARKIN: In the first place there are extensive mailing lists, which are pretty well up-to-date, and which comprise automobile clubs, banks, schools, universities, and so on.

Hon. Mr. MACARTHUR: Hotels, too.

Mr. HARKIN: Hotels, and all sorts of private tourist organizations which arrange private parties and sell tickets. There are a great many such organizations in the United States. Large numbers of inquiries come in from all directions, and especially where you put on an exhibit. For instance, there was a joint exhibit last year at the World's Fair, Chicago, by the Canadian National, the Canadian Pacific and the Dominion, and from that exhibit we received very many inquiries. We often have put on an exhibit. We always provide tourist material for exhibits by the Department of Trade and Commerce, Exhibition Branch.

Hon. Mr. HOCKEN: Does the Department of Trade and Commerce do publicity for the tourist trade?

Mr. HARKIN: Not as such, I think. They do a great deal of advertising and they put on exhibits, and they always make the tourist end of the exhibit almost a dominating one, I think. They have found that their exhibit goes over better when they have scenics, animals, and so on. So we give them stuffed animals, transparencies, enlarged photographs, and even oil paintings, of which we have a substantial collection.

Hon. Mr. MACARTHUR: Mr. Harkin, do you make any special effort to attract foreign capital through the tourist traffic? I refer particularly to the American tourist traffic. Money that Americans spend here helps to improve our balance of trade. Of course, Canadians who tour through this country help to put more money into circulation and in that way to improve business, but does not the big part of the tourist traffic come from outside?

Mr. HARKIN: From a financial standpoint, yes.

Hon. Mr. MACARTHUR: Do you co-operate with the Toronto Exhibition and the Winter Fair?