

who visited Canada. Sir William Van Horne put this very forcibly in an interview in Quebec the other day, when he said :

" In one way and another, these tourists would spend, on an average, \$100 each. That meant the astonishing sum of \$5,000,000 laid out in the community. Nor was this all. Some of the finest buildings erected in the city of Vancouver were put up by tourists, who, happening to visit the place, saw its coming importance, and decided to invest there. What he said of Vancouver was true also of Winnipeg. One of the big ranches along the line of the Canadian Pacific railway was owned by a former resident of Yokohama, who first visited the country as a tourist. Almost opposite to him, on the other side of the line, was another ranch, the proprietor of which was a South Australian, who was struck by the attractions of the place while passing through it on a pleasure tour. The Secretary of State for War at Washington, Mr. Alger, visited the St. Maurice country as a tourist some years ago, and that visit resulted in the erection of the great pulp and paper mills at Grand Mere, in which over three millions of dollars are invested. It is the largest institution of its kind in the Dominion. A still bigger one is about to be established at Grand Falls, N.B., as the result of the hunting trips in that Province of Senator Proctor, of Vermont. Mr. Proctor noted the immense water-power of the falls and the enormous quantity of pulp wood in the vicinity. He took in at a moment the advantages of the place, and told a number of his friends about it, with the result that a company has been formed to erect mills and manufacture there on an enormous scale. There is no limit to the possibilities that may follow a larger influx of tourists into Canada. The country is full of natural advantages that have never been made use of. American tourists come here for recreation and rest, but they are never so tired or so intent upon rest and recreation that they fail to use their eyes and to take in opportunities for profitable investment and industrial operations.

" To show you briefly how the associations are working, I will quote from a letter I received a few days ago, from W. S. Fisher, St. John, N. B., who read a paper at our meeting last year. Mr. Fisher is a successful hardware merchant, who cannot get any direct results from visitors, but he sees the great indirect advantage that will result from tourist travel :

" Our mode of work consisted chiefly in preparing and distributing attractive booklets setting forth the charms and advantages of our section, and giving such information as we felt would be useful to the tourist or traveler. These were distributed through the agencies of the different transportation companies everywhere, but more particularly throughout New England, from which point we expect to secure our largest travel.

" We have also had a number of illustrated articles published in different periodicals, we supplying the matter and illustrations. Not having much money at our disposal, we could only put these articles in such periodicals as were willing to publish them without further expense to us. By the proprietors of these different periodicals they were looked upon as being sufficiently attractive to warrant their insertion without charge.

" We also distributed through the hotels cards showing the different points of interest the tourist should visit in and about the city.

" Next season we shall probably follow in much the same lines, improving wherever we see a chance to do so, and working in such new ideas as may develop.

" In reference to the results, we have had testimonials from our leading railway and steamboat men and hotel proprietors who assure us that the work already accomplished has had an undoubtedly beneficial effect in promoting the influx of summer tourists and sportsmen. A year or two in this sort of thing, of course, does not count very much. We did not expect any great returns for the first year or two, but from this out we shall expect to find the results much more marked, and shall be disappointed if this is not the case.

" Our association is under the auspices of the St. John Board of Trade, and is supported by contributions from the transportation companies, hotels and merchants. In soliciting subscriptions from the latter class, we have endeavored to call mainly upon those whose business will have a direct bearing on travel or in securing some of the benefits from expenditure in that line although for that matter it is rather difficult to tell just where it begins and where it ends. Any considerable amount of money brought into the country by this means is so widely distributed throughout all classes that the effects are extremely widespread, and there is hardly any-

one in business in the community interested that does not receive some benefit directly or indirectly.

" Large associations have been established in St. John, Halifax, Quebec, Montreal, Ottawa, and other places. I understand there are also Provincial organizations in New Brunswick and Nova Scotia.

" Toronto has done nothing so far.

" It is important to have only strong or successful men at the head of these associations. The general public will not support organizations under auspices of small men. Montreal elected Mr. Geo. Hague, general-manager of the Merchants Bank, as president of their association.

" I think I have said enough, for this year at any rate, on this subject.

" As I said, we can draw travel with but little expenditure of capital. It requires only good hotels, made comfortable in every way.

" Other kinds of local development require money, and here is where I think we have often been short sighted.

" Investors are sensitive to the slightest breath of dispraise. We, of the press, often thoughtlessly frighten them into keeping their money in the bank vaults at 3 per cent., instead of using it to build up big industries, employing many men and paying handsome dividends. I am sorry to say that we too frequently condemn enterprise on the suggestion of some local demagogue—blackmailers I have known them to be—who has never done anything for the community or anything to show that he had an ordinary ability. As a rule, a very successful enterprise, especially if carried on by a corporation, is looked upon with jealousy and almost with resentment. If we would give a little thought to these things we would see that it is the successful and not the unsuccessful enterprises which bring prosperity to any community—that an enterprise which pays large dividends is, as a general rule, of vastly greater advantage to the community than one which pays meagre dividends or no dividends at all. Aside from other considerations, the attracting power of a successful enterprise is of vastly greater importance than most people imagine. If all of our commercial enterprises were returning 10 per cent. or more on their capital, we would have the the most prosperous community that ever was in the world. If the Bank of Montreal should pay dividends of 25 per cent., who should object? It would come from prosperous conditions and good management, both of which should be causes of congratulation on the part of every member of the community. And if so with the Bank of Montreal, why not with everything else? Why not even with the railways? Profits breed profits as certainly as failures breed failures.

" What we need most in Canada is population. We have land and we have openings for labor and capital. In Europe and the United States are people looking for both. It is worth while for us to seriously consider whether the policy we have pursued in the past of making this known is the wise one, and if not, should we not agitate for a change? Most of those we employ in this service are men who have failed in everything they have undertaken, and when a man fails in one thing, it is generally a pretty fair indication that he cannot succeed in anything else. Volunteer emigration societies would probably do more than an army of Government officials.

" Has it ever occurred to you that our cities and towns might be made the recruiting ground for emigrants to open our new districts, and our churches the medium for the work? We spend thousands on heathens, or in efforts to make Protestants of the French-Canadians in Quebec—the most industrious and law-abiding of our population. Would we not be doing more good if we devoted these monies to taking the poor and sickly families from our large