

tion as strongly as its finances permit to such activities for the promotion of tourist traffic as fall within the scope of Federal support and would not be attended to if left to private or local initiative. It is not too much to say that the leadership in this work has played a very considerable part in developing the large tourist business which this country enjoys. The work comprises a volume and diversity of publicity which is probably appreciated by very few Canadians and is really better known in the United States than in Canada, for naturally it is in that country that practically all of the Department's tourist activities are centered.

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I should like to emphasize that. Our work is far better known in the United States than in Canada. I should like to read an extract from a letter from the Manager of one of our largest tourist bureaus in Western Canada. This is what he says:—

I should like to congratulate the Department on the effective form of advertising which they are carrying on in the wide distribution of coloured maps showing the roads in Canada and in the United States. I have particular reference to the Pacific sheet of this map, which evidently is securing a very wide distribution on the Coast.

I have just returned from another contact trip to California, and particularly during this last trip, I was impressed with the distribution of the maps by your Department. On several occasions Travel Directors pointed out these maps to me saying how very useful they were to them in directing travel North.

A noticeable feature in connection with many of the inquiries from prospective tourists is the fact that many of them know little or nothing about the Dominion. They know that there is a Canada but with the territorial divisions of the Dominion they are almost or wholly unfamiliar, and if they want information regarding a Canadian trip it is to the Government of Canada that they direct their inquiries. It is for this reason among others that the Department maintains what is in practical effect a central Canadian tourist office, working along lines which are designed to supplement but not to duplicate or overlap the work of provincial, municipal, railway or other tourist organizations. It seeks to give as far as possible developmental publicity with regard to matters of general interprovincial interest and the country's recreational resources as a whole.

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The efforts of the Department of the Interior to develop tourist trade are along two main lines, both of which are centered in the National Parks Branch. The Topographical Surveys issue maps which are of particular value—made from aerial surveys—and hunters and fishermen find them very useful. Then our Forestry Branch, through its conservation efforts is doing good work. The forests, naturally, are the shelter for big game, and also help in the conservation of water and of our angling resources.

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The efforts of the Department of the Interior to develop tourist trade are along two main lines: First, there is the administration, maintenance and improvement of the National Parks of Canada, which today are of the greatest value in attracting the tourist. The publicity work in regard thereto has done a great deal towards increasing Canadian tourist business by stimulating travel to the Parks and incidentally to other parts of Canada. Mr. Harkin and Mr. Campbell have in some measure covered this phase of the Department's work.