

vincial governments or private interests. Various departments, however, have been active in contributing to the up-building of the trade.

Although the Bureau of the Department of the Department of Interior, National Parks Branch, has not been officially charged with the promotion of tourist trade, it has continued the policy of its predecessor, the Natural Resources Intelligence Service, in publishing a large volume of maps, blueprints, fishing and sporting information, as well as summer resort information. The Bureau further answers a large number of individual inquiries and outlines fishing and hunting trips, and prepares and loans a large number of motion picture films. From time to time it places men on the roads in contact with tourists to obtain their ideas and generally to study their requirements. In such ways the Bureau has not only taken important steps to encourage to promote tourist trade, but also to provide information for the benefit of tourists.

You know what the Dominion Bureau of Statistics have done in the last eight years in the matter of their reports. I have with me their reports, which are, as I think Mr. Longstreth said, very thorough and complete, and a credit to this country, as is the official in charge, I think, Dr. Coats.

Then the Departments of National Revenue and Immigration have made valuable attempts to facilitate tourist traffic by insisting upon adequate and courteous border examiners. The Dominion Government has provided material aid to highway construction in Canada. I think the sum of over \$20,000,000 has been paid to the provinces for this purpose.

Then there are the C.P.R. and the C.N.R. hotels. Each of these large institutions has devoted considerable sums of money and effort to the solicitation and promotion of tourist and convention activities. Each publishes a large volume of literature, and each promotes its traffic by means of a considerable volume of newspaper and magazine advertising. During the last two years the railways have had to curtail their efforts to a very considerable extent, and that has had an effect on their tourist traffic of the whole country. Their advertising commitments have been reduced to a minimum, and their other activities have been very considerably reduced.

Hon. Mr. BUCHANAN: Ordinarily, what would the advertising for St. Andrews contribute to the tourist traffic in New Brunswick? Would it bring a large number of people into the province?

Mr. DOLAN: Oh, it would, because while it is advertising St. Andrews, it is at the same time advertising New Brunswick, and for the most part it appears in the class magazines, such as the *Spur*, and *Time*, and magazines of a character such as are usually found on the library tables of exclusive clubs. Any such advertising programme must of necessity help the province. It is an old advertising adage "I don't care what you say about me so long as you spell my name correctly."

The promotional activities of the railway companies have been backed up by the development of tourist attractions. First-class urban hotels, luxurious resort hotels, smaller resort hotels, and comfortable bungalow camps have been provided.

Then there is the Canadian Association of Tourist and Publicity Bureaus. This is a non-political, non-commercial, national organization which was formed in 1929. Its membership is made up of the chief tourist and publicity bureaus of Canada, and its main purpose is the exchange of ideas and experiences, and the obtaining of united action wherever it is desirable. I happen to be a member of the executive of that organization, of which Mr. Theodore Morgan is Chairman. You will be hearing from him; I need say nothing about it.

Hon. Mr. HOCKEN: They have annual conventions?

Mr. DOLAN: Yes. The last was in Quebec.