

criticism. We have in the program what advertising men like to call "con-cealed selling", and we are trying to get Canadians to see more of their own country. I hope the effort is successful, because I have found out in this tourist business that Canadians do not know their own country well enough and do not know one another well enough, and one way they can know each other better, and, though I hate these expressions, can bring about what is called Canadianism and Canadian unity, would be for people to travel more about this country. That is a reason for this Canadian radio program. It is not an appeal purely for the National Parks.

Hon. Mr. KING: Is it not true that, proportionately speaking, Canadians spend two dollars in travel outside Canada for every one that Americans spend in Canada?

Mr. DOLAN: I have not seen the figures, I would say that what is spent by Canadians outside the country is not only for travel. Our travel expenditures on Canadians outside include all purchases of goods and services in the United States. I would not be surprised if Canadians spent outside the country thirty or forty million dollars more than Americans and Britishers will spend in Canada this year.

Hon. Mr. KING: Proportionately?

Mr. DOLAN: No. The total. I would say that our deficit will run anywhere from thirty to forty million dollars.

Hon. Mr. McDONALD: Could Mr. Dolan give us the figures on a per capita basis?

Mr. DOLAN: We Canadians spend more money on travel than any people in the world. You may have noticed the United Nations' figures for 1950; we then spent about five times as much on travel as the citizens of the United States spent in all parts of the world. But people forget that the American travels much more in his own country than he does outside. They make a great hullabaloo about the number of visas issued for travel in Europe, but far more will cross our border than will get papers to go to Europe this year. The American citizen on holiday will go to Wisconsin or Maine or California; in other words, Americans are great travellers, but within their own country; we Canadians are great travellers without our own country. We do not see enough of our country and I wish we would see more. That is one of the objects of the Department and the Bureau today. It is to try and develop as easily as we can, without offending anybody, a greater interest in Canadian travel to Canadian resorts.

Hon. Mr. HAIG: Get better roads in Canada.

Mr. DOLAN: As I said, Senator Haig, the traffic in Canada is on rubber wheels. The investment in good roads has been a tremendous one so far as the tourist traffic industry is concerned. Since 1946 there has been a great improvement in our highway systems across this country and certainly large sums of money have been spent in building and maintaining our highways.

Hon. Mr. DAVIES: You have a very fine layout for advertising. I suppose colour advertising is much more expensive.

Mr. DOLAN: Yes, but there again we are in competition. The United States market is flooded today by competitors of Canada who have offices in New York, Chicago, Los Angeles, San Francisco, and other large American cities. Why, even the Japanese have opened a tourist office in the United States. The British, the French, the Italians and other European countries have tourist offices operating in the United States. The European Travel Commission, supported by Marshall Aid funds, is operating extensively in the United States. Indirectly, the Americans are giving the European Travel Commission far more funds than the Canadian government is giving the Canadian