

I am not competent to pass an opinion in this connection; certainly extreme forms of these criticisms are not fair. But they show the difficulties that beset a centralized office of propaganda even on a Province-wide basis.

ii. Provincial Departments of Highways. These naturally do no tourist propaganda, but in providing good roads, keeping them adequately marked and protected they are of vital importance. Provincial parks are important attractions, and clarity, reasonableness and efficiency in fish and game laws, together with fish and game conservation, are not neglected.

(b) *Non-Governmental Organization.*—i. Provincial Motor Leagues and Good Roads Associations do little or no direct propaganda work, but in many ways can and do contribute to the convenience and pleasure of the visitors' arrival and stay.

ii. Ontario Associated Boards of Trade at their annual meetings and through committee work afford occasion for the discussion and study of the trade, and through representations to the government have had a number of useful ideas put into force. (See Appendix G).

iii. Provincial Associations of Tourist Bureaux. These exist or have existed in several provinces. They have had somewhat chequered histories, usually not very bright, though the New Brunswick Association has had a long and honourable record. In Ontario it broke down over the problem of finance, and because to a considerable extent it overlapped the work being done by the Ontario Associated Boards of Trade.

3. *Local Organizations*—(a) *Regional Associations.*—Examples of these are the Blue Water Highway Association, the Trent Valley Waterways Association, the Georgian Bay Tourist Association, the "No. 3 Highway Association" and the Vancouver Island Publicity Bureau. These are co-operative bodies representing a definite tourist area, and are described more fully in Appendix H.

(b) *Local or Municipal Organizations.*—These are of several kinds

- i. those connected with the municipal government.
- ii. the local Chamber of Commerce.
- iii. local motor clubs.
- iv. Hotel and/or merchant groups.

The first exists in a few cities but is not common, though in many cases municipal councils subsidize other organizations, local or regional. The second is by far the most common, and practically every Chamber of Commerce or Board of Trade is directly and actively interested in this work. The third kind exists in quite a number of places, and the fourth in Toronto and Montreal.

The work varies, of course, a very great deal from place to place. Practically every such organization maintains an information bureau, and most publish booklets or leaflets and some advertise in newspapers and magazines.

A few of the larger centres have men on the road soliciting conventions and large parties. Some of the local groups make studies of the traffic and other problems connected with its volume and local importance.

A number of these local organizations are described more fully in Appendix J.

*Weaknesses in the Local Organizations.*—The great advantage of the local organizations is that they are actively and directly in contact with the tourists themselves. But being local they suffer from lack of co-operation with other groups. This is not so true of those that are linked up with regional organizations, but it is very true of a great many.

There is in some cases a very narrow outlook on the part of the local bodies. This partly springs from local jealousies, and partly from sheer provincialism.