

The CHAIRMAN: I have much pleasure in introducing Mr. George E. Graham, General Manager of the Dominion Atlantic Railway, of Kentville, who has for many years been a pioneer in the tourist development work of the Maritime Provinces. Mr. Graham is a distinguished Canadian, and I know he will give us valuable information.

Mr. GEORGE E. GRAHAM: Mr. Chairman and members of the Committee: The senator from Halifax is to be most highly commended for his initiative in focusing public attention so clearly and so directly upon this very important question. No question in recent years has aroused such widespread and intelligent interest throughout the whole country as has the work of your august body so far.

The Committee has been well selected; it has a very important duty to perform, and its success will not be determined so much by the changes and improvements it puts into effect—for they are bound to be of a high order—as by the follow-up and continuity of effort.

We find in our work that, as has been stated here, it is not so much the regulations that you put into effect as your method of follow-up afterwards that counts.

The tourist business is rightly recognized as one of our country's most important assets. It is a cash business, with no long tedious waits for deferred or reduced payment. It puts money into immediate circulation in all lines of endeavour, not excepting the newspapers or the churches, and has a very important bearing upon our national prosperity.

There is no class of business more capable of being expanded than the tourist traffic, and under proper leadership it has no limit. The whole of Canada will benefit by concerted action in promoting a greater influx of visitors from without our borders. We must, however, make the attractions of the different sections of the Dominion more widely known to our people, in order to bring about greater interprovincial travel, to our mutual advantage. There is a lamentable lack of knowledge of the beauties of the Maritimes in other parts of Canada, even though the leading men in all walks of life and in all sections of the country are from the Eastern Provinces. The Maritimer is a poor booster of his own province.

The CHAIRMAN: I will not admit that, as regards myself, sir.

Mr. GRAHAM: Now, as representing the Dominion Atlantic Railway, in the province of Nova Scotia, it may be in order to make some brief reference to the following features. We advertise extensively throughout New England, south to Washington, and west to Pittsburgh, through newspapers, magazines, lecture bureaus, films, etc. Just now, as was stated during Mr. Charlesworth's address, we are working on the Apple Blossom Festival, which takes place from June 1 to 4, and, as was stated, are getting some satisfactory broadcasts over WOR and through other sections of New England.

As far as our climate is concerned, it is ideal, with much sunshine, tempered with refreshing breezes from our sea-girt coasts.

The CHAIRMAN: I am glad you mentioned that. Senator Horner took exception to the excessive heat of the Maritime Provinces in summer.

Mr. GRAHAM: Our history has a very romantic appeal, as have also our traditions. Canadian history, as you are well aware, had its beginnings in our province. Much has already been done to exploit our historic tourist attractions, but the effort has been largely of individual and not of group or centralized interest. Grand Pré Memorial Park, at Grand Pré, and Fort Anne, at Annapolis Royal, are examples of the widespread interest that can be created in our historic sites. When we purchased the Grand Pré Park property a few years ago it was being used as a cow pasture. Now, by slow process of development, it has