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Halifax, N.S.
July 22, 1938.

Rt.Hon.Arthur Meighen,
320 Bay Street,
Toronto, Ont.

Dear Mr.Meighen:

Since the investigation and report of the Special Senate Committee on Tourist Traffic in 1934, and the establishment of the Canadian Travel Bureau in that year in line with that report, the value of Canada's tourist trade has grown from the 1933 level of \$117,000,000 to approximately \$300,000,000.

It was the belief of the Committee "that \$500,000,000 in revenue from tourists might well be set as the objective of a progressive, permanent program of Canadian tourist trade promotion". And those of us who have followed this matter closely now realize that even this figure is a conservative one.

It has been urged in many quarters in this country that if revenue from this source is to reach its maximum, and if full value is to be reaped from our tourist trade, the whole combined effort, both public and private throughout the Dominion, will have to be headed up at Ottawa by a Department with a full-time Minister in charge.

I have been asked to give a lead in a campaign to this end, but before taking any steps of this nature I feel your opinion and that of others actively interested in Canadian travel promotion should be secured. Would you, therefore, give me at your earliest convenience your own views on this matter and any suggestions you may have as to how such a campaign should be conducted.

Yours faithfully,


W.H.Dennis

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