

these and other splendid attractions throughout that territory adjacent to Manitoba, many thousands of American tourists, who are not now sufficiently familiar with what we can offer, would be induced to visit Canada.

It is our considered opinion that a substantial sum of money will be necessary for the first year's operations, this to be allocated proportionately amongst all the provinces. The sum of \$500,000 could be judiciously expended over a fixed period and would ensure handsome dividend returns.

In our judgment two factors are essential to the success of a Federal organization:—

(1) Full and unselfish co-operation on the part of each province towards the efforts of other parts of Canada endeavouring to secure their share of visitors.

(2) Uniformity of service with an established procedure involving small matters of courtesy.

Our view is that a satisfied tourist to any one province can be encouraged to become a nine-year tourist. That is—if he is properly educated he will want to visit the whole nine provinces of Canada during his annual holidays.

All of which is respectfully submitted by the Tourist and Convention Bureau of Winnipeg and Manitoba (Incorporated).

H. B. SHAW,

President and Chairman Board of Directors.

BRIEF FROM THE NOVA SCOTIA HOTEL ASSOCIATION, HALIFAX, N.S.

SUGGESTED PROGRAM FOR IMPROVEMENT OF THE TOURIST BUSINESS IN NOVA SCOTIA

This Association feels that the following program, if carried out, would very greatly benefit the tourist industry in this province:

1. A general all-the-year-round reduction in transportation rates.
2. Subsidizing by both the Federal and Provincial Governments of advertising campaigns, stressing the various attractions of the provinces.
3. Improvement in the condition of the Nova Scotia Provincial Highways, with special stress on the elimination of the dust menace.
4. The establishment of a National Park in the province of Nova Scotia.
5. Government assistance in establishing a steamship service between American and Canadian Atlantic ports.
6. The amending of the Nova Scotia Liquor Laws so as to permit the sale of beer and wines to guests in the hotels.
7. Better protection for our Inland Fisheries. This Association strongly urges that better protection be provided by the granting of every possible assistance to those departments of the Government having to do with game fishing in Nova Scotia, as it is a large factor in tourist trade. Hundreds of inquiries are received each year relative to Nova Scotia's sport fishing, and the better it can be made, the greater will be the results obtained in attracting visiting sportsmen.