



Rocky Mountain Goat

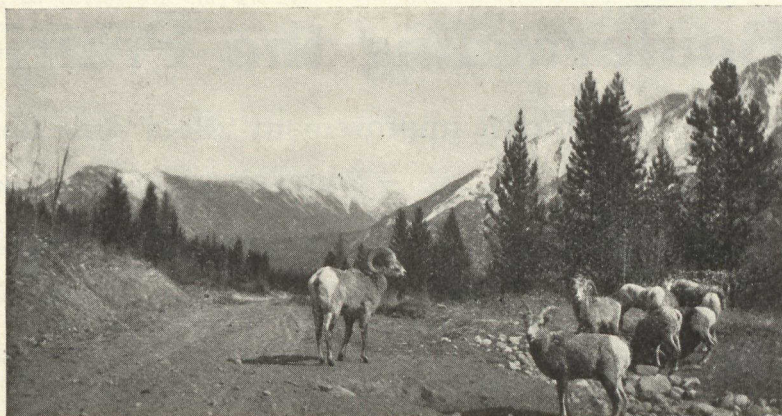
States 'tripper.' He is a 700 million dollar customer. He has furnished forth that sum year after year for pleasure travel. Some of his travel he likes to take at home, but his keenness for 'foreign parts' is immense. To the United States citizen looking about for a novel "place to go" Canada stands high in the repute of worth-while things. He likes Canada, he thinks the people must be real stuff, he knows they worked wonders in the War, he admires our banking system and our Mounted Police, and believes the pine uplands would cure his hay fever. Anyway, there's a feeling of having made a substantial journey when he enters a foreign country, that flies the British flag. And so he comes with happy anticipations and a well-provided pocketbook.

If you are inclined to question that the nephews of Uncle Sam enjoy coming to Canada, note this:

As between the years 1920 and 1921, the movement of United States motor cars into Canada increased from 93,300 to 615,000. The growth of traffic at first sight appears impossible in a single twelve month, but the figures are official Customs returns. Last year more than 535,000 motor car entries were given at Ontario border points. Even allowing for repeaters, it argues an immense increase in United States motor travel into Canada. There are eight million motor cars in the United States and two millions of them are within one or two days' run from Toronto and Montreal. If only 100,000 of these spent one day in the Dominion and left \$25 each (said to be the average of a motor party's expenditures) the sum would mount to \$2,500,000.

#### Canada's Parks Drew 160,000.

Last summer, as noted in last month's editorial column of this



Bighorn sheep along the Motor Highway



Black Bear in the Zoo, Banff

magazine, there were 160,000 visitors to Canada's National Parks, about 60,000 of whom were from foreign parts. The Dominion Parks Branch estimates that the foreigners, chiefly our United States friends, left \$18,000,000 in the Dominion as a consequence of their journey. In 1915, a rather auspicious year for travel from the Republic to Canada, 65,000 non-Canadians took all or part of their vacations at Banff Park. It is the confident belief of Mr. J. B. Harkin, Commissioner of Dominion Parks, that by turning on the dynamo of advertising through special annual appropriations Canada might easily draw \$100,000,000 a year from foreign tourists. Indeed, Mr. Harkin's estimate of the value of tourist traffic into Canada in 1920 by all modes of travel and to all sections of the country is placed at \$75,000,000.

It takes a lot of manufacture, it takes a lot of grain elevators to show a public gain of \$75,000,000 during a few summer months.

Let it be noted that the lodestone of the American or other non-Canadian visitor to this Dominion is not the shoe factories, or the city buildings, or historic ruins, but the healthful associations of the Canadian Forest. True, indeed, there is magic in the country highways of Quebec and delightful hours in the by-paths of Quebec City, and happy times in the Land of Evangeline or in the developed beauties of Victoria. But the vast majority of United States tourists come to Canada to get clear of the cities and the roar of traffic. We have little to show them in superior bulk and noise. But we have great forest retreats where happy times beckon across thousands of unblazed pathways. We have such crowd-proof play places as Temagami, Algonquin Park, Laurentides Park, the Mountain parks, and the scores of other famed districts, each one reached with the rapidity and comfort universally demanded. **Stripped of forests,** Canada's claims as a summering place or as a haven for the fisherman or the hunter would seek the level of the Thibetan desert.



The End—of a climb