

tickets, telegrams and customs are practically the same in every part of the Dominion; Canada has therefore the enormous advantage of having avoided the vexatious formalities that beset the traveller in older regions. We try to emphasize that in some of these reports.

TOURIST PROMOTIONAL ACTIVITIES

A wide range of activity to promote tourist travel to Canada is carried on through the Dominion. As may be expected much of this work is in the hands of private business organizations of one kind and another which benefit directly from an influx of visitors, for example, hotels and transportation companies. The Canadian National and Canadian Pacific Railways have been carrying on tourist activities for many years and their literature and advertising have played an important part in directing attention to Canadian vacation resorts and sporting attractions, more particularly these along their own respective lines. In the more local field, a great variety of excellent tourist work is being carried on by boards of trade, chambers of commerce, automobile clubs and municipal tourist bureaus.

In the provincial field the tourist work of the various provincial governments is naturally directed along lines that fall within the provincial sphere, for example, the construction and maintenance of highways, the administration of game and angling regulations, the maintenance of provincial tourist bureaus and the issue of provincial tourist literature. Good roads development has been coincident with the increased use of the automobile, and the extension and improvement of the country's highway systems has been one of the greatest factors in attracting tourists to Canada. The work of the Dominion Government in this regard has been an effective supplement to that of the Provinces. In 1919, when tourist traffic was in its infancy the Canada Highways Act authorized the expenditure of \$20,000,000 of federal funds to aid in the construction and improvement of Canadian highways. In its unemployment relief program the Dominion has also made large contributions to the construction or improvement of provincial highways particularly such as may become part of the Trans-Canada Highway. This constitutes a very important contribution in making Canada a still more attractive country to the motor tourist.

TOURIST WORK AS A NATIONAL FUNCTION

There are several reasons why the Dominion takes an active part in the development of the tourist industry.

First, tourist traffic is now largely interprovincial in character. A few years ago the vacationist as a rule selected some resort where he sojourned during his holidays, arriving there by train or steamer without break in journey. Now, with the growth of the recreational spirit seeking an outlet in touring and with the extensive use made of the automobile, the tourist may pass through several provinces and the matter of inducing him to visit Canada and furnishing information as to routes, etc., becomes not merely a provincial but an interprovincial concern.

Secondly, while local tourist bodies, provincial and municipal, public and private, are actively engaged in calling attention to the recreational attractions of their own particular territories, and while they must continue to do so, yet to the average citizen of the United States or Europe the general term "Canada" conveys an idea and meaning that the name of a province or other local area does not. Moreover, to the prospective tourist the activities of local tourist bodies may appear rather as competition for his patronage and consequently do not carry the same weight of influence as that of a disinterested national service. We find, in our correspondence that few persons know much about provincial boundaries.