

ally four part of the land is wildly enumerated in millions, and their aggregated expenditures within the country are supposed to run into hundreds of millions of dollars. Neither estimate can be verified without more specific information, which will not be available till Canada has, like New Zealand a government tourist bureau.

After a general review of the situation and after pointing out what is being done in New Zealand, France, Italy and Switzerland, and after making a number of suggestions, the Winnipeg Free Press editorial referred to ends with this paragraph:

With infinitely more to offer, and with a tremendously rich and willing source from which to draw, Canada, governmentally, ignores its tourist harvest.

It will be seen that interest has become aroused in this new industrial field throughout the confines of our Dominion. In choosing a few quotations from newspaper editorials it has been impossible to give fair play as the time available precludes the possibility of doing justice to the mass of excellent editorial references made on the tourist traffic, its benefits and the methods suggested for its development.

From a business viewpoint one might quote the following as the principal reasons for the development and marketing of our scenic resources:

1. The financial benefit to farmers by the requirement of foodstuffs for the tourists.
2. The impetus to trade, hotels, resorts and business generally through the necessary catering for this large transient population.
3. The large volume of increased business for our various transportation companies.

What can be sounder economically than the development of a natural resource which increases in value by its marketing and in no way suffers the depletion of its original wealth? We empty our mines of their valuable deposits and then hunt for new ground to despoil. The exploitation of our forests has gone on at such a pace that our remaining reserves are yearly becoming more remote. Our commercial fisheries have required stringent control to prevent their disappearance. In a word, is it not true that, perhaps with the exception of agriculture, in every line of industry we destroy to produce? It is not so with our scenic reserves; their development means their conservation, their beautification and their amelioration. The returns which they provide never deplete the shelves of our reserves and we can sell indefinitely without ever replenishing our stock in trade.

The parity of our dollar is attributable to a very large degree, if not entirely, to the revenues derived from our tourist traffic. Hon.

members may ask how. The explanation is that we pay with one hand dividends and interest on stock and bond holdings to foreign investors, and we balance our ledger by receiving with the other their contribution in payment of our scenic beauties and amusement facilities.

At a time when we require additional business to provide additional employment we cannot pass up the development of this so desirable business. I am firmly convinced that we can no longer delay the exploitation of this national asset and would humbly suggest that the best means to attain success should follow along these lines:

1. The establishment of a separate government branch specially organized for the development of the tourist traffic, and
2. The expenditure of required moneys to properly expand and cultivate the tourist traffic.

The branch which I suggest should have full powers to co-operate with all other government departments and be prepared to collect and systematize reliable statistics for advertisement and other purposes. It should also, among other things:

- (a) Co-operate with all existing tourist bureaus and similar organizations with a view to welding the whole into a formidable advertising and co-operative agency, eliminating duplication of effort, providing required assistance, etc;
- (b) Publish timely and well directed advertisements, together with stories, articles and pictures to make our scenic and natural beauties better known;
- (c) Undertake the preparation, publication and distribution of pamphlets and other literature for the information of intending tourists;
- (d) Organize and maintain an up-to-date, accurate and adequate information bureau for the benefit of all intending tourists;
- (e) Work for the betterment of hotel accommodation, scenic roads, camping sites and generally for the provision of all possible facilities for the tourists.

In addition to the work I have just briefly outlined, the government should endeavour by conference and inquiry to bring about an absolute uniformity in all the laws of the different provinces in so far as they affect the tourist. I am sure that the co-operation of the provinces would be willingly forthcoming. Particular attention should be given to motor car regulations, fish and game permits and such general laws and regulations as are likely to meet the tourist in the various