

now collaborating with the tourism industry to publicize Canada abroad and to provide the amenities and facilities to attract foreign tourists. Until recently, the main effort of the Federal Government has been the promotion of foreign travel through the Canadian Government Travel Bureau, which had been set up in 1934. By the mid-1960s the feeling began to grow that much more could be done at the federal level. On January 1, 1968, the federal Office of Tourism was established as a wing of the Department of Industry, Trade and Commerce. The Office includes the Canadian Government Travel Bureau, responsible for travel promotion, and the Travel Industry Branch, responsible for co-operation with the industry. The annual Federal-Provincial Conference on Tourism acts as the focal point for the co-ordination of activities with the provincial authorities and the Tourist Advisory Council, drawn from experts in the tourist business, provides the federal and provincial authorities with the

views of the industry. Under the Bureau's current program, considerable advertizing and public relations campaigns, with extensive use of television, film, radio and the print media, are directed to the U.S. market and, to a lesser extent, to other markets. Increasing emphasis is being placed on the promotion of group tours and conventions. The Bureau also takes part in many travel and sports shows in the United States and arranges travel-trade seminars in many countries. All ten provinces and the two territories have also drawn up plans to conduct publicity and development of tourism.

Research projects of benefit to international tourism are being undertaken by the federal and provincial tourism authorities. In recent years, these projects have covered such important areas as improved international travel statistics, definitions, visitor "exit studies" and improved data on such sectors of the industry as accommodation and outdoor recreation facilities.

McMaster summer school in Europe

In the belief that students' learning experience will be enhanced by contact with people of other cultures, McMaster University at Hamilton, Ontario is offering summer courses in France, Italy and Sweden in July and August.

Anyone who meets the admission requirements of McMaster and has the course prerequisites or who has a letter of permission from another university, may enrol in the program. Some "listeners" will be accepted without admission requirements but they will not receive credit for courses taken. Each summer school has been planned for 45 days; several courses will last for 22 days.

Fine Arts and French will be given in Paris; Classics, Fine Arts and Italian in Rome and Florence; and Social work and Sociology in Stockholm, with optional field trips to Helsinki, Oslo or Copenhagen.

Pacific Coast Indians stamps

The issue of two 8-cent stamps on January 16 depicting the way of life and artifacts of Canada's Pacific Coast Indians is the first of the 1974 stamp program.



The first stamp, showing the print *The Inside of a House in Nootka Sound*, was engraved by William Sharp and reproduced courtesy of the Public Archives of Canada. It was taken from an original 1778 drawing by John Webber.

The second of the two stamps depicts a Haida box, a Nootka whalebone club, a Haida halibut hook, a Haida moon mask, a Salish blanket, a woodcarving

of a salmon, a Haida basket and a Tsimshian basket.

The Pacific Coast Indians lived at one time in inlet villages along a coastal area measuring some 200 miles wide by 900 miles long that stretched from the lower mainland to



the panhandle of Alaska.

Architectural masterpieces such as the original West Coast totem poles were examples of the Pacific Indians' great craftsmanship.

The potlatch, from the Nootka word meaning "giving", was an integral part of the Pacific Coast Indians' culture. It was a spiritual ceremony of feasting, dancing and gift-giving.

Public attitudes towards computers

Canadians view computers as a mixed blessing, according to a study recently published by the Department of Communications.

While most people surveyed in a national sample believe computers can benefit society, one in two questions their accuracy, and seven out of ten worry that they could cause serious errors by not taking human factors into consideration. On the positive side, people feel that computers can contribute to education and scientific research, assist government and business in making decisions, and help with the practical problems of daily life by providing services such as reservations, "teleshopping" and medical advice through home terminals.

People's attitudes are influenced by such factors as age, sex, profession, and whether they live in the country or the city.

Public Attitudes Towards Computers is based on a study carried out for the department by the Social Survey Research Centre of Toronto, and an analysis of the study undertaken for the department by Dr. Benjamin Singer, a consultant from the University of Western Ontario.