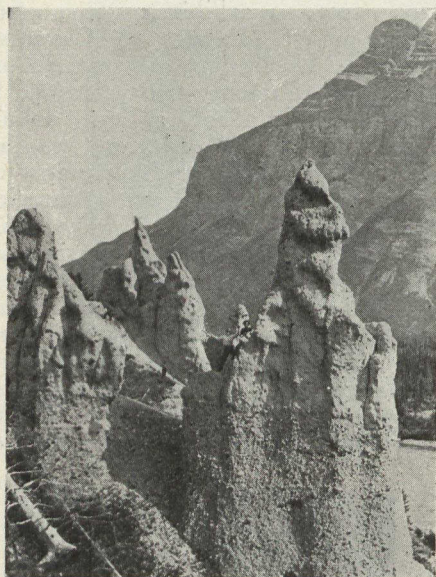


Great corporations "sell Travel," as a grocer sells Soap. But at the same time, it has a human and cultural basis. It expresses a physical craving for relaxation, an appetite for self improvement. The fast and luxurious train, the palatial steamer, the motor car that scoots the family a thousand miles over bumpless highways—these things have replaced the old-time dread of travel with a universal itch to be 'up and away.' This, in turn,



Typical View of Rockies from a High Peak



Hoodoos near Banff

has been prodded into further activity by the emotional appeals of skilled advertising. Propaganda in tourist travel plays for high stakes. It draws fifty thousand trippers to Hawaiian Islands, it puts a thousand on the steamer for Japan, it lures boat loads to Alaska and sends the snow-tired Saskatooners to San Diego.

America reacts instantly to clever advertising like no other land on



Upper Kananaskis Lake, Alberta

earth. The National Parks of the United States by propaganda in newspapers and magazines and

through brilliantly executed booklets increased the procession of Parks visitors from 356,000 in 1916 to over a million in 1920, and 65 per cent of them came by private motor cars. This tourist army brought over \$100,000,000 into the American west.

### How Europe Profited.

Before the war, France enjoyed an annual income of \$600,000,000 from foreign travellers. In Italy the nation's heavily adverse balance of trade was righted by the cash left by tourists and the remittances sent home by her emigrants. Belgium, like France is training every effort to restore her prestige in the world of travel, and the British Isles through various associations, particularly the motor clubs, recently completed arrangements for the reception of foreign motorists on an organized scale.

The great target of all this overseas effort that reached its climax when France created a Ministry of Tourist Travel is, of course, the United



Watching Avalanche at Lake Louise

