

samples in the stores, and the goods would be expressed from the bonded warehouses without being subject to any Canadian duty at all. The tourist business alone would not justify the establishment of this system, but if for other and broader reasons it did come into operation, merchants handling some of the bulkier lines of tourist goods could use it effectively.

V. PRESENT TOURIST ACTIVITIES

I turn now to a brief description of the existing machinery for attracting and handling the tourist traffic.

1. *Organizations National in Scope.* (a) *Dominion Government.*—i. *Department of Interior.*—Natural Resources Intelligence Service. While not officially charged with promoting Tourist Trade, this has become one of the important functions of this Bureau. Under the extremely able and vigorous direction of Mr. F. C. C. Lynch, it puts out a large mass of excellent maps, blue prints, descriptions of canoe trips, fishing and sporting information, as well as summer resort information. It answers a large mass of individual inquiries; prepares and loans motion picture films. It also from time to time puts men on the road moving among present and prospective tourists, getting their ideas and generally studying and encouraging Tourist Trade.

ii. *Dominion Bureau of Statistics.*—For the past four years the Dominion Bureau of Statistics has collected and published valuable statistics on the Tourist Trade. Each year they circularize several large groups of interested people. They have several thousands of returns from individual tourists, returns from hundreds of hotels, tourist camps, etc., etc. At present they are interested directly only in total numbers and total expenditures; but given staff and funds they could easily and efficiently extend the variety and improve the quality of these essential primary statistics.

iii. *Miscellaneous.*—The Departments of Immigration and Trade and Commerce through their scattered offices abroad can do a certain amount of tourist propaganda work incidental to their main jobs, but the amount depends entirely on the initiative of the local man in charge. They have no definite instructions along these lines. In their general advertising both in Canada, United States and Europe they keep the name of Canada and its great resources before the public eye and thus indirectly influence tourist traffic.

In its contributions both in money and in technical information and services to Highway Construction the Dominion Government has given important aid. Some \$20,000,000 in highway subsidies have been paid to the provinces, and further aid has been discussed.

The Departments of National Revenue and Immigration have done much to facilitate tourist traffic by providing adequate and courteous border examiners. It is a cause for great satisfaction that these border services have earned so high a reputation for courtesy and efficiency, and this has done much to develop tourist traffic.

On the whole, the Dominion Government has regarded the Tourist Trade promotion as a provincial and local matter and there are good administrative grounds for supporting such a position. Provincial and political jealousies are sufficiently keen to seriously embarrass the Federal Government. It would be difficult, for instance for the Natural Resources Intelligence Service to avoid arousing a great deal of local jealousy if it were given \$500,000 for an advertising campaign. The Federal Government could, however, usefully extend its services in collecting statistical information, providing material, maps, photographs, films, etc., for use in local and provincial advertising, and possibly by further highway subsidies and radio broadcasting. It could also make every trade and immigration office abroad a tourist office.