

it is important that American visitors to Canada realize that their expenditures help to pay for our American imports and are thus related to jobs in the United States. Further, prospective American visitors should be enabled to detect the falsity of rumours that Canadian so-called "austerity" has a bearing on their possible reception in Canada. We were never better able to meet the travellers' needs than we are at present. As a matter of fact, perhaps one of the easiest ways to increase the present \$12 figure of American per capita spending in Canada would be a substantial increase in the present rate of receipts from your tourist traffic.

However, it is also clear that some means will have to be found whereby Canada may have better access to the volume market of the United States. This, in turn, will enable us to keep our purchases from the United States at a maximum and maintain our position as your best customer. Surely it is best that we develop our trade with each other on a basis of frankly recognizing our respective skills and energies and under the stimulus of honestly competitive assessments in the market place, of our respective products. Surely this must be better than a dependence upon restraints and restrictions upon the free will of consumers and producers, with all that they mean in the growth of vested interests in uneconomic enterprises, the continued interference and control by governments and the suspicions and bitternesses which are sure to develop in such an atmosphere.