

The Budget—Mr. Hammell

runs into a large item, but there is every sign that we have merely scratched its revenue possibilities.

Under the heading "The value of the Tourist Trade" the London Free Press says—August 29, 1923:

However, there is another aspect of the tourist trade which is even more vital and more important. This is the fact that thousands of Americans from the interior states to whom Canada is a foreign nation and who imagine it is largely trackless forest peopled by bears, moose, Indians and gay voyageurs are having their eyes opened. The constant streams of Americans to Canada will do more than any treaties or acts of congress or parliament to make for good-will between the two countries.

I find the following appreciation, well merited indeed, in the British Columbian of New Westminster, August 13:

In contrast to the failure of the British Columbia government to estimate the wealth that will flow to the province by the capitalizing of its scenery, is the work of the Dominion Parks Service in developing great national park areas, opening them to tourists, and making known their scenic attractiveness throughout the continent. The Dominion, in other words, went into the business of selling scenery for the benefit of all of Canada, and while the commercial side is not alone the mainspring of national park development, hundreds of thousands of dollars have been caused to flow through Canadian channels and especially British Columbia channels of trade by the National Park development.

The following paragraph from the Victoria Times has its own significance:

One of the advantages of the tourist traffic is that while the province of British Columbia has \$90,000,000 worth of lumber less than in 1921 it still has the same scenic attractions it had in 1921, although \$20,000,000 has been paid for enjoying these by visitors from every part of the world and the province has not been depleted.

The figures given are for the year 1921. A more recent survey of the value of the tourist traffic in British Columbia placed the revenues derived at over \$60,000,000 for the year 1924. And let me again say that this large sum was reaped without sacrificing a single stick of timber.

The Financial Post, after completing a survey and review of the tourist traffic, has this to say:

There is perhaps no more profitable industry in Canada than the tourist industry. Like any other industry it shows returns for good sound business backing. It pays for investment in good roads, it pays dividends on capital invested in hotels which give satisfactory service, and it pays in profits to dealers and to merchants, who sell wanted goods at fair prices. And over all, like any other well conducted business, it shows satisfactory returns for money well expended in advertising when the governments, the hotel-keepers and the merchants are prepared to live up to the advertising and send back to their homes satisfied tourists who will multiply the benefits of the benefits of the original expenditure.

The Vancouver Sun adds its approval in the following words—June 19, 1924:

[Mr. Hammell.]

From motor traffic alone on a conservative basis the city of Vancouver benefited to the extent of \$12,160,000. When it is remembered that an equal number of tourists came by rail and water, and that according to calculations of the companies which brought them here they spent as great a sum, it means that virtually 25 millions was reaped.

Is this not a business worthy of the greatest encouragement, one that with practical neglect brings in a single year business to the value of twenty-five millions of dollars to a single city? The Border Cities Star published on January 12, 1925, an editorial dealing with the tourist traffic under the very well chosen heading of "Tell the World." They reprinted this editorial and gave it very wide circulation. The heading of the reprint is worthy of note; it says:

By way of explanation:

The attached editorial appeared in the Border Cities Star, Windsor, Ont., on January 12, 1925. It is sent to you in the hope of stimulating a move that is admittedly of great importance to Canada. Bringing the Dominion and its advantages to the notice of other peoples, and particularly in the United States, through the medium of the radio, advertisements in foreign newspapers and magazines, etc., as well as individual effort by Canadians in general, should mean much to our country.

THE BORDER CITIES STAR.

The editorial itself starts as follows:

As The Star pointed out in these columns a few days ago, one of the most important sources of revenue upon which Canada can draw is that of the tourist industry. As noted at that time, an unofficial estimate places the return from this agency last year at approximately \$150,000,000, or \$25,000,000 more than American investors are said to reap annually from their holdings in this country. Nothing then could be more obvious than the desirability of building up and adding to the size of this extremely valuable avenue of income.

And among other suggestions, all very good indeed, I find in the last paragraph this very good idea for the use of the radio:

The further suggestion has been made that the radio offers one of the most advantageous means of attracting tourists and immigrants. A great government broadcasting station could reach every corner of America. High class musical programmes interspersed with attractive national salesmanship in the form of lectures, talks and invitations would undoubtedly bring results. The "stunt" would be more or less original and undoubtedly would attract great attention across the line. "Canadian Nights" on the radio would be looked forward to in millions of American homes and no one would be more interested than the several million former Canadians now residing all the way from Maine to California. For them these "Canadian Nights" would constitute a breath from home and in more than one instance might be the means of bringing repatriation. The Canadian National Railway is doing some excellent broadcasting work. Why not build up this idea and cash in on it?

In a lengthy editorial, condemning the inactivity of the federal government in this field, the Winnipeg Free Press of January 12, 1924, has these two telling paragraphs:

One of the worst cultivated natural resources of this country is its tourist industry. The number who annu-