now we have the strength, the numbers and the self-confidence to choose what suits us, to assimilate it and give it originality; thus creating a civilization of many cultures — the only kind that can survive — as we learn that we need very little gasoline to explore the highways of the soul.

"With these thoughts in mind, what can we wish the 985 children that will be born in this country today, January 14, 1974, and will belong to a nation of 25 million Canadians in 1980? Clean landscapes, clear waters, industrious yet unforbidding cities, a community of brotherhood in which man has resumed his appointed pride of place at the centre of creation — all these things in a united and prosperous country in a world of justice and peace. If in the next few years my wife and I can be associated, however modestly, with such an achievement, then we shall know that our mission has not been in vain. We shall have shared with you the perpetually difficult task of being Canadians. Throughout our mission we shall have in our minds the question asked by Paul the Apostle: "Who makes you, my friend, so important? What do you possess that was not given you? If then you really received it all as a gift, why take the credit to yourself?""
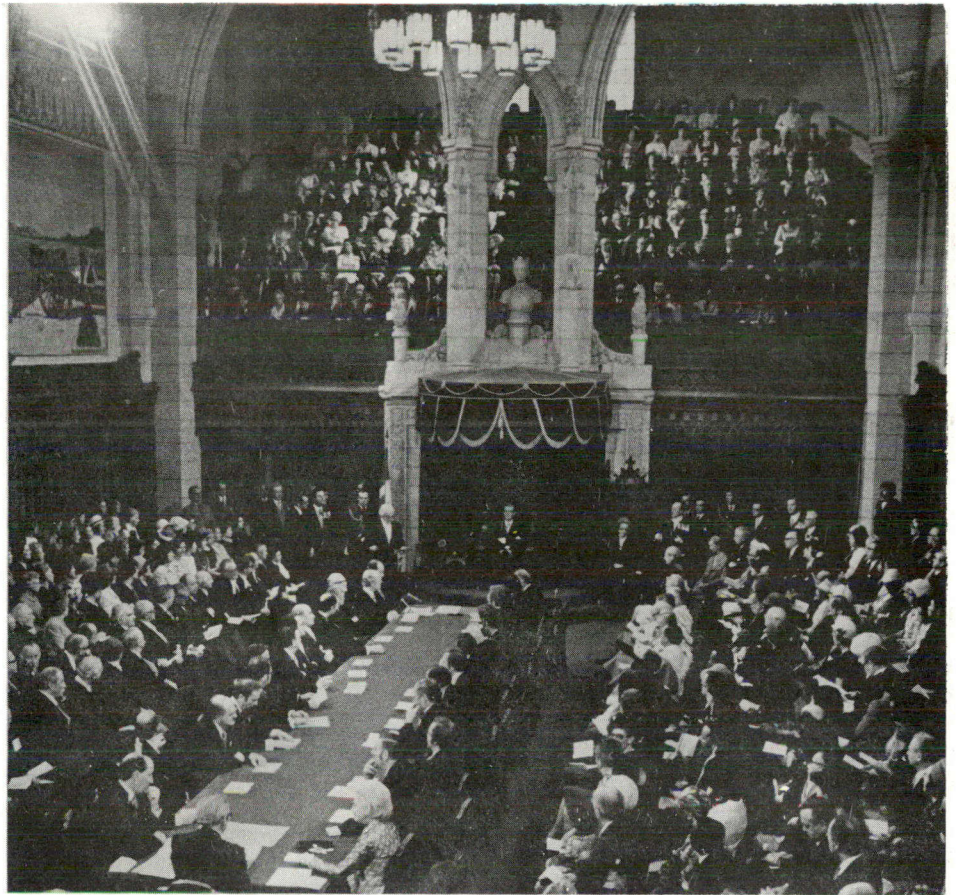
Canadian Press photo

The Senate chamber, scene of the installation of the new Governor General on January 14. About 400 people were present at the ceremony.

Canada and tourism

According to the Canadian Imperial Bank of Commerce, Canada is both one of the world's leading travel destinations and tourist-generating countries. In its December *Commercial Letter* the Bank states that in 1972, receipts from international travel amounted to $1,226 million or almost 28 per cent of total service receipts in the balance of payments. Compared with merchandise exports, travel receipts ranked third, exceeded only by motor vehicles and parts and woodpulp and newsprint. Canada ranked eighth in travel earnings from non-resident visitors, following the United States, Spain, Italy, Germany, Austria and France (tied), and Britain, in that order.

However, because of Canada's high standard of living, and the propensity of Canadians to travel abroad, Canada has generally tended to operate "in the red" on the travel account. Canadian payments on the travel account amounted to $1,456 million in 1972, resulting in a deficit of $230 million. The estimated 9.8 million Canadian tourists who visited the U.S. accounted for almost 70 per cent of U.S. foreign visitors and added over $900 million to the U.S. economy. Internationally, Canada ranked third in total resident travel expenditures abroad, behind the U.S. and Germany.

Majority U.S. visitors

In 1972, more than 95 per cent of Canada's foreign tourists were from the United States. The estimated 14.6 million Americans who stayed one or more nights in Canada generated over $1 billion in receipts. Canada thus received about 20 per cent or the greatest percentage of United States travel payments in foreign countries. Overseas visitors to Canada in 1972 numbered 635,000 and they spent about $204 million. Visitors from Britain accounted for about 40 per cent of the total and a further 14 per cent came from Germany. Substantial numbers of visitors also came from France, the Netherlands, Japan and Italy.

Because of the over-all trade surplus, the development of tourism in Canada has not been given the priority accorded to it in many other countries. However, there are several factors which would indicate Canada's suitability as a tourist venue, in particular Canada's proximity to the U.S., the world's premier travel market. Indeed, experience has shown that the travel account is probably less sensitive to the rigours of international competition than many other Canadian goods and services. Over the decade of the 1960s travel receipts have gone up at a higher annual rate than the revenue from the export of all goods and services. Not only has the growth in travel receipts been rapid, it has also been stable.

Federal and provincial agencies are