

academic secondary schools where the education they received fitted them for employment as stenographers, typists, clerks, etc.

All these factors made it difficult for men, displaced from jobs in the highly-unionized goods-producing industries, to move to the expanding service industries. This problem of mobility was going to require more and more attention in the future.

Dr. Dymond said that the investment in women's education was not always fully realized, partly because of the restrictions on their employment opportunities and partly because more and more women withdrew from employment to rear children and later took jobs again but not in the areas for which they had been trained.

This suggested, he said, the importance of developing ways of adapting education and training to the different roles of men and women and the need for more flexible patterns of training in relation to the growing body of women who returned to the labour force after their children were grown.

The imbalances in the labour market could never be completely corrected by economic mechanisms. In the long run, he said, changes could come only through an intelligently-formed public opinion and the intelligently-directed initiative of many groups — employers, unions, and government agencies.

WORLD METEOROLOGICAL DAY

Canada joined some 125 other countries in observing World Meteorological Day on March 23. The day marked the fourteenth birthday of the World Meteorological Organization (WMO), a UN Special Agency in which a number of Canadians serve on committees.

The theme for this year's observance was "Meteorology as a factor of economic development", with special emphasis on the role of meteorology in the use of water resources (hydrometeorology). The WMO has a commission on hydrometeorology which promotes developments in hydrology related to meteorology and strives for international standardization of methods and terminology.

THE CENTENNIAL AND THE TOURIST TRADE (Continued from P. 2)

It is expected that, by 1967, the Bureau's budget and staff will be about twice what they were last year.

The more aggressive promotion programme to be undertaken by the Bureau should also stimulate increased travel-promotion activities by the Canadian provinces and carriers. All of this should lead to

an accelerated increase over the next several years in Canada's travel income, making the total for 1967 one billion dollars or more.

In recent years, there has been a notable increase in travel promotion by the United States, Mexico and other countries in North America. The Bureau plans to explore areas of co-operative action with interested countries to develop advertising and public-relations programmes in Britain and Europe that would direct attention to North America's travel facilities and vacation attractions.

STAFF INCREASES

In the coming year, the federal Bureau plans to increase its staff by 50, add new headquarters functions, strengthen its administrative staff, open offices in Paris, France, and Frankfurt, Germany, and in Boston and Minneapolis. It will start recruiting and training junior staff to be sent next year to its offices in other countries. It will also recruit three travel-promotion officers for training and posting next year to Japan, Mexico and the Netherlands.

It will increase its travel advertising in Britain, and begin smaller campaigns for France and Germany.

For 1965 it is proposed, as I have said, to invite to Canada world-famous consultants on accommodation, food and reception services, special events and travel advertising for the Centennial. New offices are planned for Cleveland, and overseas for Amsterdam. The Bureau hopes to add 11 more travel-promotion officers to its staff and send them to develop programmes in major American cities, in South America, Italy, Scandinavia, the Middle East and Australasia.

In 1966 the Bureau proposes to start its full-scale advertising of 1967 events and to continue this campaign through 1967. A special effort will be made to attract the world's top travel writers and travel agents to get publicity for 1967 events. It is planned to send another travel-promotion officer to South America, and open a further four offices in major American cities from coast to coast.

As you can see, this is a far-reaching and ambitious three-year promotion plan that the Government is considering in support of Canada's travel industry, and for which the first year has now been approved and the money recommended for Parliament's approval.

What we are trying to achieve, in the federal Travel Bureau, is not simply to maintain present rates of growth in travel income for Canada. Growth, after all, is normal, with more people, each year, with more disposable time and income and better transportation.

Ordinary growth simply isn't good enough. We are challenging Canada's travel industry to plan, invest and work for extraordinary growth over the next few years.

Remember, we have only 33 months in which to get ready for '67. There is no time to waste...