

# Selling Scenery--A Quick Road to the Town of Good Times

Foreign Tourist Traffic as an Asset in the Dominion's Annual Business--Will Recreation become our Chief Forest Product?

By ROBSON BLACK, Manager of the Canadian Forestry Association

**Y**OU recall the story told by many a preacher and lecturer of the ambitious man who in a vain search for wealth travelled the wide world over only to return home to find a diamond mine in his back yard.

Canada, as a business trail-blazer gives the impression at times of a man hiking off to sell rolling pins to Roumania or balbriggan to Bolivia while all the time the back yard waits to be dug up for diamonds.

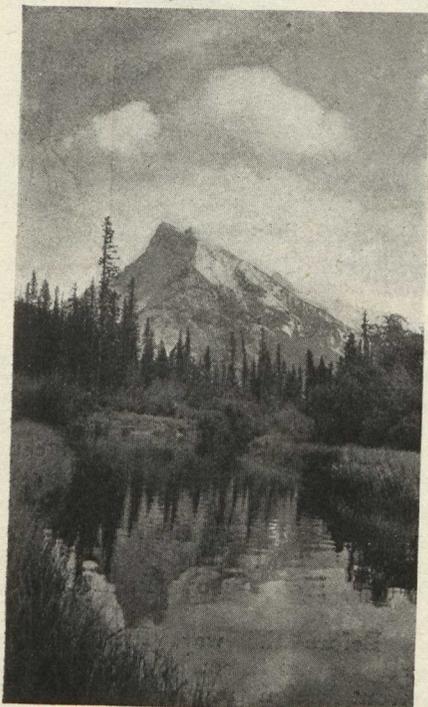
This Dominion is the owner of a considerable Back Yard. Our diamonds shimmer through the grain fields and sparkle from the tops of the spruce forests and signal in radio

Depressionville and the Town of Good Times. Many Canadians are frankly asking why a country with great natural riches should have to endure periodical unemployment for scores of thousands of its citizens, why we should meekly accept burdensome taxation to pay the costs of running our public business—if we really own—as the orators declare—a land of unscratched wealth.

Natural resources do not mean a safe deposit vault of unused family silver, but a public trust fund to be developed to the utmost by con-

forest industries, as lumber, pulp and paper, are exhibiting a mammoth development. Export of Canadian paper to Uncle Sam has leaped from 120 dollars, twenty-two years ago to over one hundred million dollars worth today. In addition we sell his mills a million cords of pulpwood a year. This is forest utilization with a vengeance. We have more than five thousand wood-using industries scattered from coast to coast, each a creature of the living forest.

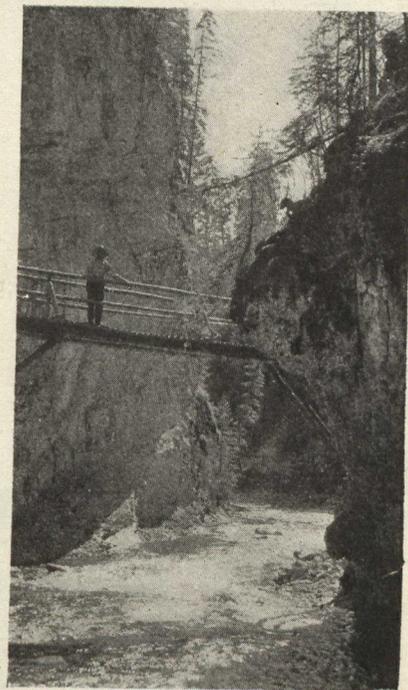
Now comes into the foreground what may prove to be the greatest forest industry of all, the organized catering to tourist travel. "Selling scenery" may some day overtop



Mt. Rundle, Banff



.. Mirror Lake in the Rockies



Johnston Canyon, Banff

servative exploitation. The meaning of 'forest resources' to Canada is that men are employed in making lumber and paper, mills are constructed, railway cars are loaded, taxes are paid to the public treasury. Conservation of forest resources is the antithesis of inaction. Conservation is maximum 'action' but with permanency fully assured. As Canadian exploiters of forest properties we are no weaklings although we have played a prodigal's part in making the forests permanent.

There are more things in a forest however, than trees and other forest products than saw logs.

Our fur trade is a definite forest product. The seven million dollar maple sugar crop is another.

The regulation of stream flow, the purity of our water supply!

Fishing and hunting! These surely are part of the dividends of the wooded areas. And then, the profitable "industry" of tourist travel.

## The Rest-Seeking Tourist.

The last named is the special consideration of this article. We have reached a point where the ordinary

selling newsprint, with this peculiar advantage that a visitor may gorge himself with Canadian forest scenery and yet leave us not one pound poorer in our timber supply.

## Travel is an Organized Business.

Travel is now advanced from a personal and private incident to an organized branch of commerce. It is being everywhere spelt with a capital T. It figures in the commercial market like Pig Iron and Fish.

from the crests of unmatched waterfalls.

## A Mighty Inheritance

We have a mighty inheritance of field and forests and mines and fisheries and waterpowers. And we have also a mighty inheritance of public debt. With it all is an undirected hankering for new business development, for a new road map that might show the distance and mileage and sharp turns between