

no less a person than the manager of the Muskoka Lakes Navigation Company:

	Summer cottages
Lake Joseph.. . . . .	175
Lake Rosseau.. . . . .	230
Lake Muskoka.. . . . .	490
Total.. . . . .	895

At an estimated average value of only \$5,000 this alone represents an investment of \$4,500,000.

	Resort cottages
Lake Joseph.. . . . .	12
Lake Rosseau.. . . . .	32
Lake Muskoka .. . . . .	26
Total.. . . . .	70

The estimated total investment of these resorts is conservatively placed at \$2,000,000. There are besides a fleet of 22 steamers valued at \$367,000 and 390 gasoline launches estimated to be worth \$1,000,000. The total investment represented is \$7,867,000. In this district alone the numbers of visitors during 1923 is placed at over 30,000, which at the average expenditure of only \$100 each would mean a total of \$3,000,000.

To handle this traffic, the help engaged on steamers, in the resort houses and in the cottages would represent 3,000 at an average of \$7,500 per day for wages alone. The average daily population would be about 7,000 visitors and 3,000 employees, a continuous population of 10,000 per day during the summer months. So that, at an average of \$1 per day per person, you would have a total of \$10,000 per day for food alone. One could go on endlessly quoting statistics of the importance, from the tourist standpoint, of this locality; and what applies in one part of our country would be more or less general to all those wonderful sections that our country possesses.

That the estimates and statistics just referred to are the most conservative can be better realized from the following passages which I will read from a letter addressed to me a few days ago by Mr. W. J. Moore, general manager of the Huntsville, Lake of Bays and Lake Simcoe Navigation Company Limited. Mr. Moore says, in part:

The owners of the different hotels and resorts in Lake of Bays district catering to the tourist traffic, must have an investment of from one to one and a quarter million dollars in buildings, furnishings, etc. You will understand that it is difficult to give accurate figures of investment in hotel and resort properties, in the absence of figures from the owners, which are difficult to obtain.

My estimate is that at least 10,000 people, including summer cottagers, hotel and boarding house guests, and motorists visited the Lake of Bays territory in the season of 1924. Within such territory there is at least 350 summer cottages, 200 gasoline and small steam launches, also hotel and boarding house accommodation for summer guests to the number of about 2,800. Each year is showing a decided increase in the number of vacationists from the United States.

Concerning tourist traffic during summer season to this section of Ontario and Muskoka, I should certainly like to have been in a position to give you something definite as to the number who visited this territory in the season of 1924, but regret that I can only form an approximate idea, because of the very large number who travel by motor car. A large percentage of the

latter traffic do not even patronize the hotels and resorts or boarding houses, but prefer to pitch their tents on camping grounds and then attend to their own cooking, etc. The season 1924 showed a decidedly large increase in the travel by motor car, to Huntsville and points beyond here.

To appreciate properly the remarks which I have just quoted from Mr. Moore's letter, it is necessary to keep in mind that the data which he gives apply only to the Lake of Bays district, which is by far the smallest of the three main sections of Muskoka. The Muskoka lakes and Georgian bay sections are not only greater in extent, but the development there has made greater strides.

Perhaps I may be accused of partiality to Muskoka. In explanation let me say that being in closer touch I have been enabled to obtain more detailed information from my own district. However, the general information which I have and the mass of statistical data in my possession enable me to say that what is true of Muskoka is no less true of scores of other districts. We are truly the inhabitants of a real everyday wonderland, and the apathy which we have shown by our inertia in the development of this vast possible trade is far from creditable to our spirit of advance. That this condition should so long have existed is very difficult of explanation, more so when one considers that in no less than forty different constituencies the problem awaits development for the pleasure of the tourists and to the great benefit of Canada generally.

I now desire to read a few passages from newspaper editorials, and other writings, to show the wakening of interest which is taking place and the demands from the press for the development of this very important natural resource. In these passages hon. members will also note the large value placed on the tourist traffic by independent observers. First I have a quotation from Mr. Frank Waterhouse, President of the Seattle Chamber of Commerce, which shows the tremendous benefits derived from advertisement. Mr. Waterhouse says in the Victoria Times of October 31, 1923:

Three years ago Tacoma's tourist population was 100,000. The expenditure of \$65,000 in advocating this traffic brought the total of transient visitors to 350,000 in 1922 and to 500,000 in 1923.

From the Natural Resources Bulletin of the Department of the Interior, I find this passage, which I also read reprinted in an editorial of the Toronto Globe under date of December 20, 1924. The paragraph reads:

There is at least one direction in which Canada appears to enjoy a golden opportunity—the attraction of profitable tourist traffic from abroad. Already the Dominion's income annually from such business