

inconvenience and discomfort to a large number of persons. It is the exacting, unimaginative side of the passenger department where mathematical accuracy must govern every move, yet the great variety of organizations and greater variety of promoters and patrons—comprising all classes of the social structure—afford some relief from the otherwise continuous strain of the excursion work, more especially during the summer months. On the intelligent, energetic, careful efforts of the excursion staff much depends in the way of developing traffic, by directing attention to new resorts which the public are constantly seeking and by co-operating with the transportation department in handling successfully each party, thus causing them to desire to repeat the pleasing experience.

A few weeks ago Mr. John J. Byrne, the head of the passenger department in California of one of the greatest United States railways—himself a former Canadian railway employee—in addressing the general passenger agents of America used these words:—

*“Thrust is the seed of passenger traffic, and you are the sower. If you have an inland town, give the people a chance to get to the ocean or to the lake; if you have a flat country, give them a chance to go to the hills or mountains; if you have a hill country, coax them out to the fertile plains. \* \* \* \* Show the city man the country, and paint its green hills and babbling brooks till he can't resist. Lecture the farmers on the lure of the city, its glittering lights and gilded palaces of amusement. Preach the belief that travel is the great educator; make parents feel that the children should be educated away from home, and make the children long for the delights of home. Hang fine pictures of distant scenes in the school-room; thus the teacher will be constrained to go, that he may explain it to his pupils. By travel the minister can find themes for his sermons and the lawyer find modern instances. Picture to the sturdy the charm of the place at the other end of your road for golf, or boating, or bathing; to the hunter tell of the game just \$10.00 distant from where he is. East of the Rockies no fish are caught equal to those near Catalina or in the Columbia; on the Pacific Coast the best fish*