

Hon. Mr. HORNER: Mr. Graham, it has been suggested by previous witnesses that Canada has not been receiving the benefits that it should receive, because the different railways and various provinces advertise their own tourist attractions from what might be termed selfish motives, and that a distinctly federal tourist bureau would receive more favourable attention in countries from which we were trying to attract tourists. What is your opinion of that?

Mr. GRAHAM: I think a federal bureau, properly organized and conducted, would supplement whatever efforts are being put forth by other organizations. But you would never get organizations that are now advertising to discontinue their work.

Hon. Mr. HORNER: No, I am not suggesting that. But the assistance of a distinctly federal organization would be of great value, would it not?

Mr. GRAHAM: Surely, because it would indicate to the people with whom or through whom you advertise that the country had at last awakened to the great possibilities of the tourist trade.

The CHAIRMAN: The organization that has been suggested to the committee would be one to talk Canada and sell Canada and co-operate with the provinces. The idea is to have a parent organization, to take the national viewpoint in co-operation with the provinces, and it would be hoped that the provinces would carry on a more aggressive campaign in their own behalf than they have to date.

Mr. GRAHAM: Not only that, but a federal organization would investigate and open up new fields. Your committee would be national, and would concern itself with anything of a national character, like broadcasting, news reels, films, lecture tours, and so on.

The CHAIRMAN: It has been suggested that a permanent committee of Parliament should be set up, to meet every year when Parliament is in session and study conditions not only in this country but throughout the world, as other committees of Parliament study conditions relative to other industries.

Mr. GRAHAM: Do you mean a committee composed of members of Parliament?

The CHAIRMAN: Yes, to study the tourist traffic as we have been studying it, from year to year when Parliament is in session. The suggestion has been made that there be such a committee, composed of members of the Senate and House of Commons.

Mr. GRAHAM: I do not know that I understand you clearly. Such a committee would have nothing to do with the other committee that you have been talking about?

The CHAIRMAN: Nothing whatever. I am referring to a permanent committee of Parliament, just as there is a permanent committee of Parliament on Banking and Commerce, on Fisheries, on Agriculture, and so on.

Mr. GRAHAM: Would the selection be made as it was in the case of this Committee?

The CHAIRMAN: Yes.

Mr. GRAHAM: Who would make the selection? Would the members be selected for their knowledge of the tourist business?

The CHAIRMAN: I should think so, yes.

Mr. GRAHAM: And would they be representative of the whole country?

The CHAIRMAN: Yes.

Mr. GRAHAM: Under good leadership that should bring about excellent results.

The CHAIRMAN: If there are no further questions, I will now thank Mr. Graham on behalf of the Committee. We appreciate your kindness in coming