

Mr. DOLAN: Well, I have found that you can tell Americans these things and they do not really seem disturbed. I will say that when they discovered that the Yankee dollar was of less value than ours, it was a terrible shock to them. I adopted the attitude, when writing to these people, "I know exactly how you feel because for twenty odd years whenever Canadians went to the States they felt the same way as you do now." It was amazing the number of replies we received stating "We never look at it that way."

Hon. Mr. DAVIES: I did not quite catch your advertising appropriation.

Mr. DOLAN: We spent something like \$930,000. About 65 per cent of this went into magazine advertising and 35 per cent into newspaper advertising. I might say that we compete with agencies in the United States which are spending this year on tourist traffic advertising some \$12 million. I am thinking of tourist bureaus and boards of trade in such states as Florida, California, Maine, Michigan and Minnesota. We are trying to compete with less than a million; and I may say we are doing pretty well.

The CHAIRMAN: In addition to the \$930,000, how much would be spent by the tourist bureau on railway companies, shipping companies—and I do not know whether airlines advertise or not.

Mr. DOLAN: They would spend about \$4 million. That is the railways, bus lines, steamships and airlines in Canada would perhaps between them expend that amount on tourist advertising and promotion.

The CHAIRMAN: I would like to ask another question. Is there any considerable movement of people from the United States into Canada particularly into the skiing areas in the winter months?

Mr. DOLAN: Well, this winter, yes, because for the first time in about three years we have had remarkable snow conditions in the Laurentian Mountains, and there have been poor snow conditions in Vermont, New Hampshire, and other parts of the New England States, and they are coming into Quebec more than they had been in the last five years. That depends entirely on snow conditions. The tragedy of our skiing in Canada, I think, is that with the finest snow conditions in the world, in Banff and other regions in the West, it is a shame that we have not developed more than we have.

Hon. Mr. ISNOR: I want to come back to the observation made by Senator Crerar. The Canadian inter-provincial tourist trade does not bring a new dollar to Canada. I have been accused in this committee, of talking Nova Scotia too much. I want to point out to you, Mr. Dolan, and to Senator Crerar, that the eastern part of Canada is very much interested in the program of inter-provincial tourist trade. We have in Quebec roughly 32 per cent of the population of Canada, and 34 per cent in Ontario; in other words, 66 per cent of the entire population of Canada in those two provinces. We must draw to a very great extent our tourist trade from either the New England States or Quebec and Ontario, and we did last year, we had a very, very large number of tourists from Ontario. I do not want it to go out through the press or in any other way that we are not interested so far as the eastern part of Canada is concerned in our own inter-provincial tourist trade. We want to see the people from other parts of Canada visit the Maritimes.

One other point. If hundreds of millions of dollars are to be spent on building a Trans-Canada highway, surely there must be a reason back of it, and I believe that reason is to encourage travel between the various provinces. I want to put that on record, Mr. Chairman.

Hon. Mr. EULER: That is a provincial responsibility.

Hon. Mr. ISNOR: We do not want to have the thought go out from this committee that it does not affect our economy one iota.