

this usually than reading material or looking at a mechanized display of some kind. Is the matter of personal contact being left to the provincial bodies to take care of?

Mr. WALLACE: If I might speak to that, Senator Smith, this is an area in which the provincial people can do a better job than ours because they know their own provincial programs and problems more intimately. In British Columbia, for instance, there is a great deal of organization going forward to provide accommodation for visitors to the Seattle fair. They are doing a very active job in connection with the spill-over from Seattle. Seattle is already very fully booked. They are going to bring in ships and provide other accommodation, of course, but a great number of Fair visitors are going to the Fair or returning via Canada. In our advertising program we are also concentrating on the Trans-Canada highway, trying to persuade American visitors to go to the Fair by way of Canada or to return home by way of Canada. Our offices in the United States, particularly in Chicago and New York, are stressing this promotion. Our office in San Francisco is working heavily on the promotion of Canadian trips following the Fair, going on to British Columbia, Alberta, Saskatchewan, and our national parks, or into the Yukon or Northwest Territories. We are advised that active work is being done in Vancouver along those lines, and we are told that accommodation in Alberta is more heavily booked at this time of year than ever before. The C.P.R. hotels especially have commented on this fact.

I think you will find that the personal service which visitors to the Fair will receive from Canadian travel counsellors from the western provinces will be highly satisfactory, for they are experts and they know their own provinces more intimately than we in the national office would. Our people have to answer questions about all of Canada.

Senator DAVIES: I am sorry I was late, Mr. Chairman, but I was attending another committee meeting. I would like to ask what is being done about advertising in Great Britain. I know the British have a big advertising campaign going on in this country. What are we doing over there? Is there a representative of your organization at Canada House to answer questions? Every year when I am over there I receive quite a number of letters about Canada, and a lot of people come to see me. I try to do the best I can, but what is your organization doing over there?

Mr. FIELD: As I said earlier, senator, until April of this year the bureau had no authority to carry out any direct promotion in Britain. We had no offices. We did not provide the same travel counsel services that we provide in the United States. That permission has now been given to us and we will be opening an office in the heart of the travel district in London. Until now we have done no advertising in London or in Britain, and it is possible that we will have to do some this year, but money will have to be found for this purpose because it is not already in our estimates for 1962-63.

Senator DAVIES: I was going to suggest that you will have to pick your advertising media very carefully to make sure you cover a lot of ground. There seems to be a feeling that if you advertise in a London newspaper you cover Great Britain. That, of course, is not true. Some of the papers up in the northern part, like the *Yorkshire Post* and the *Liverpool Post* have extensive coverage, and many people up there are thinking about Canada. I am glad we are doing something to encourage them to come over here. The Cunard line and the Canadian Pacific line are operating ships between Great Britain and Montreal and these ships are practically what we might call economy plan ships. While they carry about 150 first-class passengers, they also carry a thousand tourist class passengers at a very