

in this matter. It would seem, however, that the Tourist Committee could well add the weight of their influence towards securing, where necessary, better highways and approaches to the community, and also towards having well-surfaced city streets.

It is also pertinent to suggest that in many cases the Tourist Committee could see to it that local traffic regulations are sufficiently well advertised so that the stranger may be able to keep the law as far as one-way streets, one-way turnings, no parking, stop streets, etc., are concerned. The lack of sufficiently obvious directions in this regard has frequently given rise to embarrassing situations between visitors and the local police and the board or chamber can perform a useful function in avoiding any unpleasantness in so far as possible. Apropos of this point the municipal authorities could be approached and memorialized on the value of tourists to the city in order to secure their active co-operation.

Activity of the Retail Merchants

Fifty-six of the boards and chambers replying to the questionnaire have evidently been successful in securing the active co-operation of the retail merchants and/or other business men to attract tourists to the community. Tourist purchases are in most cases made from retail merchants and it would seem to be appropriate that Canadian boards and chambers should have allied with them in so far as possible the retail merchants doing business in the community concerned. In the smaller communities the majority of tourist visitors come by means of motor transportation and the retail merchants could advisedly interest themselves in the securing of good motor highway.

Board of Trade Activity

Demonstrative of the interest which is being shown by Canadian boards and chambers in tourist promotional work is the fact that fifty-four completed questionnaires indicate that tourist promotion has been placed on the board of trade program of work for the current year. Of more than usual interest, may be mentioned the operation of a free camp site, the elevation of standards of public places such as hotels and garages, and assistance in keeping roads in repair; improved hotel accommodation; the arranging of daily steamer or other scenic trips and the organizing of fishing parties and similar groups.

The Board or Chamber Committee

The board or chamber wishing to interest itself in tourist promotion work along organized, effective lines would be well advised first of all to set up a Tourist Committee to promote this phase of community work.

The size of the committee will naturally depend upon local circumstances, but it is suggested that a body of four to eight members and a chairman would probably be found most suitable in the majority of cases. If a board or chamber finds that the scope of their work is so great as to require a larger number of members on the committee, it would be desirable to divide the work among several sub-committees, the chairmen of which would form the parent body with an independent chairman for that group. Two or three other members interested in specific tourist activities could also be included.

The number of members for the sub-committees could be left to the discretion of the individual chairman, though it is always well to bear in mind that it should be kept down to a "workable few."

The chairman of the main committee could be in close liaison with the executive of the board or chamber, and care should be exercised to ensure the proper co-ordination of effort within the group itself and between the group's program and that of the board or chamber.