

*Trans-Canada Highway*

say that, Mr. Speaker, probably for a selfish reason. That reason is that the constituency which I have the honour to represent has the largest port of entry for tourists in the Dominion of Canada. While I realize that not even by the widest stretch of the imagination can we divert the trans-Canada highway into this part of southern Canada, yet the people who use this highway will, to a large extent, come to that highway through the constituency which I represent.

The development of this tourist paradise along the trans-Canada highway will require the utmost co-operation of the federal and the provincial governments. It will also of course require the co-operation of municipal governments. It seems to me that a tourist coming to this country for the purpose of a holiday or otherwise requires three things: (1) ample quality meals; (2) comfortable beds; (3) an enjoyable time. These objectives, of course, can be accomplished on such a highway, especially in the part to which I refer, along the north shore of lake Superior.

Since the federal government is going to pay a large part of the cost of such a highway, I think it would be entitled to call the tune to some extent. For that purpose it can assist greatly in establishing on this highway the tourist attractions that go with it. To enumerate, may I point out that loans may be provided by the federal government for the establishment of tourist camps or lodges. These should of course be given to worthy individuals. I am not suggesting that loans be granted to everybody. I said that they should be granted to "worthy" individuals; that is, to persons who would be deemed to be most likely to succeed and who are prepared to put in a considerable amount of hard slugging or hard work. The state of Indiana—I am told that it is done by many other states in the United States, but I have knowledge of the state of Indiana—provides such camps within its confines, in which a large tract of land is developed, with parks, with golf courses, snow slides, ski slides, and things of that nature. Usually it has incorporated therein a large or commodious hostel of some type. This is done with state funds.

In the second place, the federal government can assist the provinces in co-ordinating the rules and regulations which will assure the traveller of the fair practices that should be employed by the operators of all tourist accommodation so that the tourist will get the most for his money and, of course, so that a profit will be provided for the operator. High standards of course should be set. I would think that it would be well if such

accommodation were classified. Certain standards should be set by the different levels of government in co-operation one with the other. The camp, lodge, hotel or whatever it may be, should be classified and that classification given adequate publicity. The federal government should enter into a program of education of the tourist resort operators from one coast to the other. Any merchant or tradesman on the highway should be provided with adequate information. Inspectors should come along to see that the operator of the establishment is given firsthand knowledge of the standard that is being set by the government officials.

A moment ago I said that the first thing the tourist requires is ample quality meals. At the present time the Department of Agriculture is doing a great deal of valuable work throughout Canada in educating the housewife, the restaurant proprietor and the hotel keeper in the different ways of preparing best quality food. I might point out that in various parts of Canada there are specialties which are indigenous to that part of the country. As a matter of fact, just a few days ago I was discussing the matter with the hon. member for New Westminster (Mr. Mott), who is a new member. He told me of an experience which he had had with the mayors of the Dominion of Canada who were in convention in that western city. He said that in their tour across the country they had been fed turkey and peas and chicken and peas everywhere. Of course they got those dishes at home—we all get them if we are not careful. But while out in that part of the country they were provided with samples of the fish products which are so bountiful in that region, with the result that he was besieged for many weeks afterwards with requests for different products that were being produced from the fisheries of British Columbia.

The different provinces of the maritimes, through research and education, might discover special ways of using the potato or the fish products which they have down there. We of course think of Quebec and pea soup as synonymous. With education and publicity I am sure that the tourist as he approached the province of Quebec would be looking forward to a delicious bowl of that famous soup. Ontario might—I might point out that the interjection at my elbow was that Ontario might specialize in the hot dog. I do not think it is really a dish which is peculiar to the province of Ontario. I do think that in Ontario we have fine products. For instance, our blueberries are the finest in Canada. With a little research by scientists and dietitians they could provide a specialty course for the