

disinterested influence to secure improved conditions along various lines. For example, matters which might reasonably become subjects of representations would include:

- (a) The expansion and improvement of the tourist statistical data gathered by government departments.
- (b) National and Provincial advertising, especially motion pictures and radio.
- (c) Adequate supervision of tourist camps and tourist information bureaus, etc.
- (d) Prevention of annoying tourist solicitation.
- (e) Highway beautification, elimination of unsightly sign boards, dumps, etc., in rural beauty spots.
- (f) *The Trans-Canada Highway*.—6. In all this work it would be well to avoid too much general publicity, particularly as to organization for selling merchandise, and huge totals of tourists or expenditures. Some publicity will be desirable and some inevitable, but the aim should always be to do the job efficiently but quietly.

(Signed) KENNETH W. TAYLOR.

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NATIVE CANADIAN ARTS AND HANDICRAFTS AND THEIR RELATION TO THE TOURIST TRADE

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The tourist trade has grown to be one of Canada's major industries, ranking after agriculture and manufacturing in importance. The reasons for its phenomenal and recent development are not hard to find. It is Canada's scenic beauty which has been the magnet drawing thousands of people annually across the border. Mighty snow clad peaks, prairies stretching in gentle undulations to the horizon, great canyons cut between towering cliffs by deep and silent rivers, lakes wild and untouched or thronging with summer activities, all are linked by good roads and modern hotels. Her rivers, lakes, and seas attract the fisherman; her woods the huntsman; her natural resources and throbbing cities the business man; her uncrowded roads the motorist; and her winters the winter sports enthusiast. In spite of all these advantages, Canada possesses yet another; an advantage which is only just beginning to be utilized and which should in time prove an immense factor. Egypt, Holland, China, Japan, France, and, in fact, nearly every country, are all known for their own peculiar arts or handicrafts; Canadian art remains little known, not only to the traveller but to the people of the Dominion.

The extent and value of the tourist trade is difficult to calculate, but for 1929 it is estimated that nearly \$300,000,000 were spent in Canada by visitors, compared with over \$160,000,000 in 1924, calculated on the same basis. By far the greatest proportion of tourists come from the United States, a small fraction coming from the continent. The annual expenditure of Canadians in the United States is placed at about one third the amount spent by Americans in Canada. However, if the average expenditure by American tourists was equal to that of the Canadian, the income from this trade would approximate \$1,000,000,000. Only a small portion of the money spent in Canada goes towards the purchase of merchandise; most of it is for hotels, railways, boarding houses, and the like. It is obvious, then, that the tourist is taking very little out of the country. Other countries catering to this trade rely for their revenue, to a large