

had many suggestions regarding an Advisory Council. Personally, I am giving serious thought to that, and I know all the members of the Committee are. We do not want a body that will be too unwieldy. I should like to have your views. It is essential to have the various departments and services in Ottawa—Mr. Harkin, Mr. Campbell, Mr. Charlesworth, the Moving Picture Bureau, and so forth; but for an outside contact, what would your view be of confining it to the publicity departments and the tourist bureaus of the various provinces and the Canadian Association of Tourist and Publicity Bureaus? That covers practically every line. The steamship companies and the railway companies are represented, and practically every organization. For instance, the Honorary President is Mr. Justice Arsenault, and British Columbia, Quebec, Ontario, Winnipeg, New Brunswick, Vancouver and Nova Scotia are all represented. The representatives are from Charlottetown, Quebec, Montreal, and all over Canada. They represent practically every line of endeavour. Would you favour the executives of the departments in Ottawa and the services in Ottawa and the provincial government departments, and then this Canadian Association of Tourist and Publicity Bureaus, rather than trying to get a representative of every line? In this Canadian Association of tourist and publicity bureaus are men who are vitally interested in tourist and publicity work, and who have made a close study of it. Here is a letterhead of the association showing the set-up.

Mr. GRAHAM: Mr. Chairman, the fact that there are a lot of names connected with the organization does not spell success. I think you will admit that so far there has been no effort at co-ordination of tourist or publicity bureaus. They have grown up like mushrooms here and there all over the country, with the result that a great deal of the publicity output is thrown in the waste basket. If your committee, or a committee growing out of this committee, can secure the necessary authority to effect an intelligent co-ordination of all those tourist agencies, much more money could be saved in advertising than would pay for whatever expense you would be put to. I would respectfully suggest that your committee be a small one and flexible, so that it can go places and do things.

The CHAIRMAN: You are referring to the committee that we may recommend?

Mr. GRAHAM: Yes.

The CHAIRMAN: I just wanted to get your opinion as to trying to get into this national organization every possible interest, and as to whether you thought we should co-operate with the one organization, the Canadian Association of Tourist and Publicity Bureaus. That Association has been recommended to us as the one organization in Canada that covers every phase of the tourist industry.

Mr. GRAHAM: This to my mind would be the proper method to adopt, if this is an active organization.

The CHAIRMAN: It is.

Mr. GRAHAM: And if it is getting results. If it is alive and getting results, possibly you might work through them. But I believe you would get better results from a committee of your own selection.

Hon. Mr. HOCKEN: Mr. Graham, what would you say about the appointment of a minister of tourist traffic?

Mr. GRAHAM: I do not believe, Senator Hocken, that you require a minister of tourist traffic, because you will at once be met with the criticism that there are more officers than privates in the Government. Our observation is that the tourist development work should be tied up to one of the departments.