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Canada's Third Largest Industry

THE NATIONAL REVENUE FROM TOURIST TRAFFIC IN CANADA IS EXCEEDED ONLY BY THAT OBTAINED FROM FARMS AND FORESTS.

By CHARLES W. STOKES.
(Canadian Forest and Outdoors, August-September.)

First, of course—agriculture. Then comes—quite a long way behind—lumbering and forestry production generally. But third? Mining, manufacturing, fishing, railroading, banking, the movies, radio, the civil service? No, none of these; our third largest industry is tourists.

During the year 1923, says the National Parks Department at Ottawa, tourists from the United States spent in Canada the following money:

British Columbia	\$38,000,000
Alberta	20,000,000
Saskatchewan and Manitoba	10,000,000
Ontario	80,000,000
Quebec	30,000,000
Maritime Provinces	10,000,000
Total	\$138,000,000

We will return later to the question of how they seem to have spent more in British Columbia than in either Ontario or Quebec; in the meantime, if the above figures are in any way authentic, it is surprising to whizz over the statistics and find that we imported twice as much in American holiday dollars as we imported in American coal, and ninety times as much as we imported in American moving-picture films.

In the same year 1923, according to the Department of Customs, 123,247 American automobiles entered the Province of Ontario and received permits to remain there for a period of from two days to six months—this in addition to 1,600,000 odd which came over the Niagara and Detroit frontiers and received permits for 24 hours only. There were 85,753 similar permits issued in Quebec, and 55,447 in British Columbia; for the whole of which it is safe to assume that at least 95 per cent. were on pleasure bent, rather than on business. Last year there were only 514,000 automobiles, used for all purposes, registered in Canada as of Canadian ownership.

But these figures take account only of American tourists. There is also a stream of European, Australian and Oriental tourists to take note of—not a torrent, indeed, but still not a trickle; and above all there is the "home market," Canadians out of their own country; at all events they go for

vacations, long and short, and spend money. Suppose we suggest that every Canadian, man, woman and child, takes a two weeks' holiday per annum at a cost only of \$5 per day; and then, to make allowance for the Canadians who—as will appear soon—prefer to spend their sightseeing money outside of Canada—and for the poor, the sick, the aged and the very young, we cut this down to \$1.00 per day, we arrive at a total of about \$125,000,000, which, added to the American invasion, gives us about \$260,000,000 paid into the coffers of Canadian railways, steamships, hotels, boarding houses, stores, garages, postal card counters, ice-cream parlors, and (whisper!) liquor stores, per annum—ten times as much as all the gold mined in Canada (at the 1923 rate of production) to go on reducing our National Debt for 310 years.

To the above figures can also be added the incalculable expenditure on overseas travel. Canadians visit both Europe and the Orient, Canadian owned steamships being available in each case; this year many thousands of Canadians and a not inconsiderable number of Americans are travelling via Canadian ports to the British Empire Exhibition in London. That so many would rather see some other part of the world than Canada is, not the direct inversion of my text that it might seem. It should rather be a source of pride that our thinly populated country should be able to provide such excellent steamship services, vying with the best that Europe or America can offer, bringing even more tourist dollars into Canada's national purse—for after all, a ship under the Canadian merchant flag is technically a part of Canada. Colonel Walter Maughan, Steamship Passenger Manager of the Canadian Pacific, in a recent speech to the Montreal Publicity Association, suggested some remarkable reflections by pointing out that his company's passenger ships take a few, undoubtedly, there is the subtle fascination of merely being in a foreign country, even though its customs are exactly similar—and to most American tourists Canada will always remain a fascinating foreign country. In the tourist line, Canada has certain assets, as visitors and as a liquid as its wheat-lands or its mines. It has its Rockies, its Georgian Bay, its Muskoka Lakes, its Laurentians.

But to come back to Canada. What, after all, are its attractions for the tourist and the vacationist, and especially for the foreign tourist? Some say the liquor laws. Others say it is the laudable Mounted Policeman. To quote a few, undoubtedly, there is the subtle fascination of merely being in a foreign country, even though its customs are exactly similar—and to most American tourists Canada will always remain a fascinating foreign country. In the tourist line, Canada has certain assets, as visitors and as a liquid as its wheat-lands or its mines. It has its Rockies, its Georgian Bay, its Muskoka Lakes, its Laurentians.

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TWO STORES
DUCKWORTH STREET & QUEEN'S ROAD.

its Land of Evangeline, its superb fishing, its deep forests, its winter sports and its cities. To myself there have come perhaps unusual opportunities of visualizing these assets. Having had occasion to range this Dominion from Niagara Falls, Ontario, to Whitehorse, Yukon Territory; having tasted, on their native heaths, both the cherries of the Annapolis Valley and the cherries of the Okanagan Valley; having once in one week, stood both in Sydney, Nova Scotia, and Sidney, British Columbia—truly a remarkable week!—I would venture to suggest that Canada, though it has no palm trees, no Grand Canals, no ancient abbeys, no languorous climate, has tourist assets of a character possessed by no other country, any of which, any other country would gladly possess, and without of a most amazing variety.

Above all, nothing attracts the American can "National Parks." He is so thoroughly "sold" on the idea of national parks that merely to mention we have several prepossesses him in our favor immediately. If we can slip in the suggestion that we have more and better parks than he has, he is our meat.

By actual count, Canada has fifteen National Parks—eleven in Western Canada, with an area of 9,100 square miles, and four in Eastern Canada, with an area of only seven square miles. Considering that the national park idea is much older in the United States (Hot Springs Park, Arkansas, having been created as long ago as 1832, and our Banff Park only in 1885), this compares very favorably with that latter country's nineteen national parks with an area of 11,800 square miles. But besides those mentioned—which are federal—Canada has eleven provincial parks with a total area of over 11,000 square miles.

The odd thing about it is that Canadians are comparatively so little convicted of the superior attractions of their own country. Of course we know that farthest fields are always brightest, otherwise the American railways would not—as they do—advertise in Canadian newspapers, and vice versa; yet both Los Angeles, at one end of the continent, and Old Orchard Beach, at the other, are crowded with Canadians—whereas a check made last year of the hotel register at Banff revealed that there were more registrations from the city of New York than from the whole Dominion of Canada! I was once privileged to make the steamship trip from Vancouver to Skagway—a magnificent trip that is 50 per cent. through Canadian scenery—from a Canadian port and on a Canadian Canadian steamer; the passenger list, when checked nationality, contained just 7% Canadians.

How does Canada benefit from tourist travel? That is an almost unnecessary question, for there is scarcely an artery of trade which does not feel the quickening shock of the tourist dollar. Even the government benefits, officially, because of the fishing and hunting licenses it sells. Take for example, the railways, whose incomes are distributed very quickly through all communities very quickly after collection. During the months of July and August, 1923 and 1924, the two principal railways of this country carried an average of almost 20% more passengers than they did in either June or September.

However, sufficiently or unsufficiently Canada is advertised as the objective of immigrants—there are very diverse opinions on this, according to your political leanings—there is no room for doubt whatever as to its being well advertised as an objective for tourists. A survey of the newspapers of the United States will show that when it comes to advertising, neither the railways, hotels, nor other agencies interested—not even excepting the government (provincially)—are blushing violets when it comes to proclaiming their own charms. Certain resorts in Canada are amongst the best advertised resorts in the world.

To get even more tourist business Canada must first of all increase its facilities: the advertising that is done now is quite capable of filling and swamping those which already exist. At the beginning we asked why did some parts of Canada have a greater tourist revenue. Of course travel in the east is somewhat cheaper per capita; but probably the real reason is that British Columbia awoke of itself to the value of tourist traffic earlier than Eastern Canada. Undoubtedly, for example, the municipalities of what western province have provided better facilities for the automobile camper. That suggests, too, the question of roads. We have a few really fine roads in Canada, such as the Toronto-Hamilton Highway, or the Kings Highway south from Montreal—that much maligned "boogie route"; otherwise we have a lot to learn from, say California or New Hampshire.

Another tourist necessity is good hotels. The average Canadian resort is as different from the average American resort as any other parallel characteristics common to the two countries; perhaps that is why Americans prefer the Canadian resort, because they are tired of being standardized. Nevertheless, tourist centres cannot be created without a certain minimum standard of hotel service. I could mention without much difficulty some exceedingly beautiful sections of Canada which fail to at-

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Our Drug Store on Theatre Hill is Open Every Night Until 11 O'clock.

where you can purchase any of the general lines carried in a first class Drug Store at lowest possible prices.

We have a large assortment of Face Creams, Rouge, Compact Powders, Talcum, Perfumes, Face Powders, from 15c. up to \$2.00.

—ALSO—
a large assortment of Moira Chocolates (all now fresh stock) prices 45c. a box up to \$3.50.

Dr. Stafford & Sons,
Chemists and Druggists,
Phone 640.

tract permanent American patronage—which, indeed, it would at present be a mistake to advertise in the United States—because of their poor hotel accommodation.

This is a sermon as well as an exposition, so we can finally discuss how not to attract tourists. One way is to increase prices beyond a reasonable compromise of what summer prices should be, and to tell the foreign visitor to his face that he is being held up because he is a foreign visitor and ipso facto presumed to be wealthy. That is the good old Swiss trick of charging "all the traffic will stand." Another highly amusing way to repulse the sporting tourist is to increase the cost of licenses, making it cost, for example, \$10.00 a week to catch trout in Niagara, as compared with \$5.00 per season anywhere else in Ontario—or in Jersey under the open season dates or shooting grounds. The actual money that a sportsman liberates through the various economic channels may be suggested from a typical case. An English hunter told me that his trip to the Gaspar region of British Columbia, to shoot big game, cost him \$2,000 most of which went to guides and provision sellers.

Lastly—this is a word addressed to ambitious communities which want to see themselves the Mecca of tourists, and at the same time want to go about in the wrong way—don't pull together. Let George do it. Hire a Publicity Commissioner, and then overcharge the visitor. Advertise only your own town or village and buck the next town instead of pooling your funds and advertising the country. Expect results too quickly, and quit in discouragement at the end of the first year.

Wild Birds Forecast Wet Winter

VIRALIA, Cal., Sept. 4. (A.P.)—A wet winter, greatly needed through California, is predicted by many of the weather wise in the San Joaquin valley, who base their belief on the fact that great flocks of pelicans have paid an unaccustomed visit inland, and that the quail have nested twice in one season.

This summer the quail mated early and again later, bringing forth two families. They will not do this, the wise men assert, unless their instinct tells them there will be plenty of feed for the young next season.

For a Throat Tickle
you couldn't
do better than
take—
LIFE SAVERS
they're
soothing
at all stores
GERALD S. DOYLE,
Distributor.

JUST OPENED!

A large selection of British and Foreign Goods in all Departments.

These goods are the pick of the markets and are now being opened and marked at our usual low rate of profit.

VELVET and TAPESTRY TABLE COVERS.	INLAIN LINOLEUMS and FLOOR COVERINGS.	STAIR CARPETS and HEARTH RUGS.	TOWELS and SHEETS.	H. S. SHEETS and PILLOW CASES.	EIDER DOWN QUILTS.
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LADIES' EVENING DRESSES.

LADIES' DAY DRESSES.

LADIES' FLANNEL

DRESSING GOWNS.

LADIES' MILLINERY HATS.

DRESS VELVET, SILK VELVET.

NEW RIBBONS, CAMISOLES.

NIGHT DRESSES.

SILK UNDERSKIRTS, SILK DIRECTORATE KNICKERS

LADIES' OPERA VEST, INFANTS' SILK DRESSES.

GIRLS' SERGE KILTS, MERCERIZED SILK SCARFS.

INFANTS' ROBES, SLIDES FOR BOBBED HAIR.

SWEATER WOOLS, LADIES' COSTUMES.

LADIES' DRESS SKIRTS, GIRLS' SERGE REEFERS.

LADIES' FUR COATS, CHILD'S MILLINERY HATS.

LADIES' HOSIERY IN SILK, WOOL AND LISLE.

HOUSEMAIDS' DRESSES AND APRONS.

Esplendour
Knitting
Silks,
Plain
and
Mingled.



Infants' Coats.

New
Carpet
Squares

Special
Value
Ladies'
Wool
Sweaters.

WOOL
BLANKETS.
We were fortunate in placing our order before the late advances.

MEN'S
ENGLISH
TUNIC SHIRTS.
Double cuffs. Splendid designs.

TOYS
and NOVELTIES
for Xmas and Church Bazaars.

BOYS' TWEED SUITS.
BOYS' SAILOR SUITS.
BOYS' JERSEY SUITS.
BOYS' PANTS
in Serges and Tweeds.

LADIES' AND GENTS' KID, WOOL AND FABRIC GLOVES.

LADIES' GAUNTLET GLOVES, CHILDREN'S GLOVES.

LADIES' BUCKRAM HAT SHAPES, CHILD'S VELVET TAMS.

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TAPESTRY
and CHINTZ
FURNITURE
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BLIND LACE
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HONEYCOMB
and SATIN
QUILTS.

STRIPED FLANNEL, CYCELLA, SAXONY FLANNEL, SCOTCH WINCEY, DRESS GOODS. LAWNs and NAINSOOK, DRESS SUIT CASES, LADIES' HAND BAGS and PURSES.

CALL AND BE CONVINCED OF VALUE

G. KNOWLING, Limited

Fads and Fashions.

Long Russian tunics of crepe are elaborately beaded.

All-over plaiting is used for some long, straight tunics.

Full models sit snugly at hips and are trimly short.

Sleeves grow longer with the first chill days of autumn.

Ribbed and corded silks are particularly good for fall.

Some of the bloused suit coats adopt the wide leather belts.

The tunic, pleats and a slightly circular godet are interesting notes about

fall models. Embroidered, beaded scarfs are worn with chiffon dance frocks.

Some of the high-crowned hats of soft felt have unbound edges.

Paris likes the collar of the vest worn inside the dress collar.

The underarm bag is carried with

the same arm that holds up the coat.

Waistline trimming may detract from the severity of the beltless dress.

Buttons and pockets are stressed for some of the more tailored tunics.

Both afternoon and street frocks feature the surplus line for the bodice.

A decidedly Norfolk effect is simulated on several of the new fall jackets.

Some of the most delightful of the printed silks are of East Indian design.

Exceedingly shaggy sports coats of soft worsteds are trimmed with racoon.

Early rumours as to the popularity of black satin for fall are now confirmed.

The wrapped-around dress coat may be fastened with a bar pin of brilliants.

Coats are still "wrapped-around" affairs which are held closely about the figure.

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Exceedingly shaggy sports coats of soft worsteds are trimmed with racoon.

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