

We submit that the direct advertising by the Canadian Government under its own signature in the United States, under present conditions, soliciting tourist traffic would be less effective than advertising through existing organisations experienced in this business and equipped to follow up resulting enquiries promptly and economically without cost to the Government, and would also tend to result in complications in other directions. We base our advice on the following considerations:

1. The advertising for American travel to other countries in magazines and newspapers of the United States is, no doubt, in some cases subsidized by the Governments of those countries, but these Governments have wisely placed this advertising under the signature of a Travel Association, Travel Information Bureau; or on behalf of State Railways which are naturally in the transportation business, e.g.—

Soviet Government of Russia—Intourist Incorporated
 Germany—German Tourist Information Office
 Japan—Japan Tourist Bureau
 Sweden—Swedish Travel Information Bureau
 Australia—Australian National Travel Association
 South Africa—American Express & Thomas Cook & Sons
 India—Indian State Railways
 Switzerland—Swiss Federal Railways
 France—Railways of France

(See attached proofs of advertisements)

2. At a time when the Canadian Government was looking for settlement in the West, immigration propaganda in Continental Europe under the name of the Canadian Government had to be discontinued, owing to the nationalistic feeling in these countries, with the one exception of Belgium, and henceforth any advertising or propaganda for immigration had to be carried out by the transportation companies. In the United States there was not the same nationalistic feeling as at present, so that the Canadian Government was able to continue to advertise for this business in the United States, but the situation has now changed and, for instance, heavy subsidies have been paid to keep American travel on American ships, while Canadian ships are excluded from carrying passengers between American ports.

3. Discreet and well-placed advertising on a moderate scale by special interests already identified with tourist solicitation is much less likely to create antagonistic national feeling in the United States. We recommend that while Government assistance to the present advertising would be welcome, this should be handled by a co-operative body such as the Canadian Association of Publicity and Tourist Bureaux, which represents all the important tourist interests from Coast to Coast, and which already includes the Parks Branch of the Department of the Interior, and would relieve the Government of danger from political repercussions.

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