

LIBRARY OF PARLIAMENT

Canada. Parl. Senate. Standing
Comm.on Tourist Traffic, 1953/54.

J

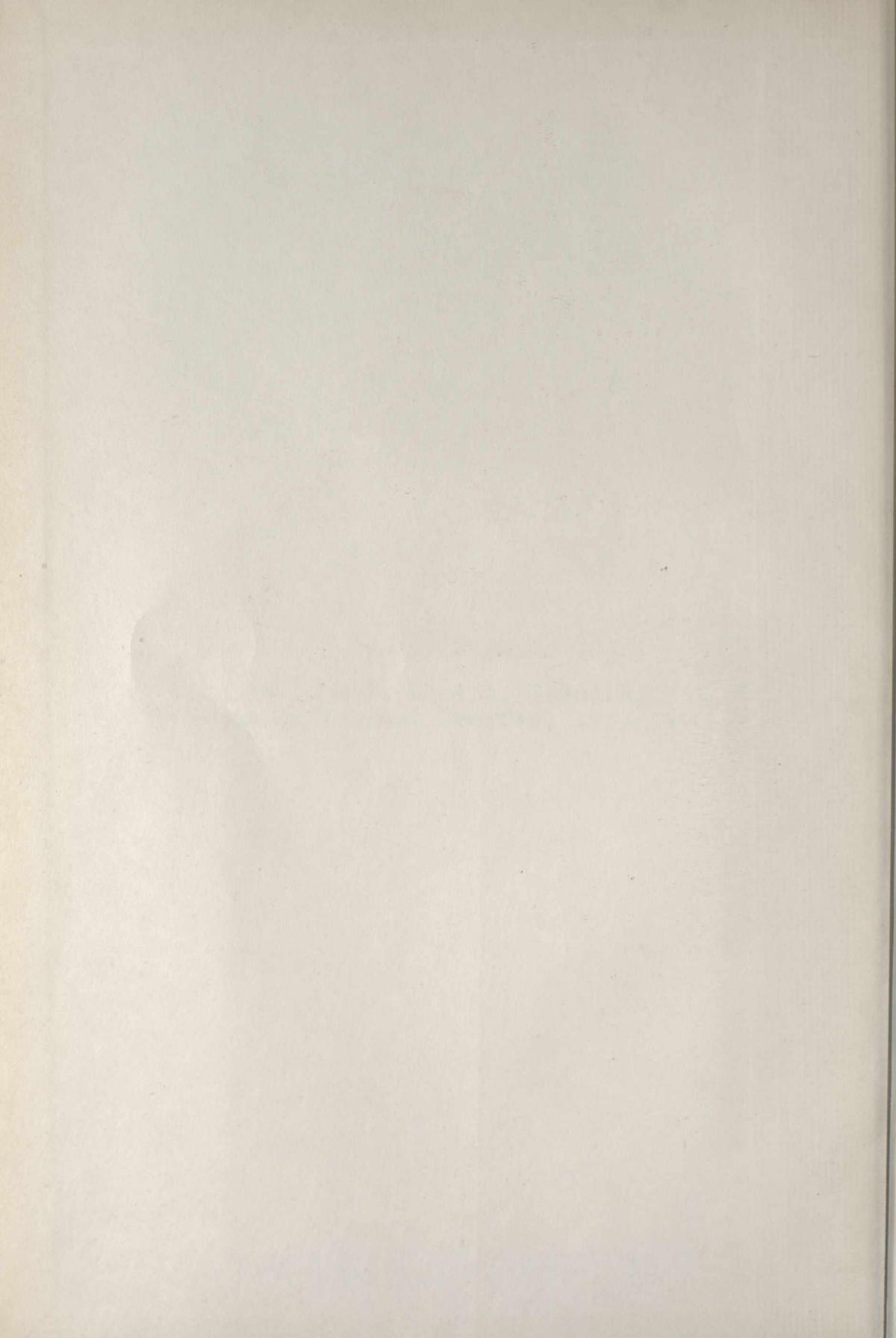
103

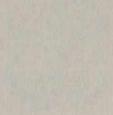
H7

1953/54

T6

A1





Faint text, possibly a title or subtitle, located below the logo.

Faint text, possibly a name or organization, located below the title.

Faint text, possibly a date or location, located below the name.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Faint text, possibly a line of a list or a section header.

Handwritten scribble or signature in blue ink, possibly resembling the letters 'LH'.

1953-54

THE SENATE OF CANADA



PROCEEDINGS
OF THE
STANDING COMMITTEE
ON
TOURIST TRAFFIC

No. 1

WEDNESDAY, FEBRUARY 10, 1954

THURSDAY, FEBRUARY 11, 1954

The Honourable W. A. Buchanan, Chairman

WITNESSES:

CANADIAN TOURIST ASSOCIATION

Mr. Ralph R. Moore, Edmonton, Alberta.
Mr. Douglas McD. Hains, Montreal, Quebec.
Mr. Bevis W. Turnbull, Montreal, Quebec.
Mr. Arthur B. Smith, Montreal, Quebec.
Mr. D. C. Bythell, Montreal, Quebec.

NORTHERN AFFAIRS AND
NATIONAL RESOURCES DEPARTMENT

Mr. D. Leo Dolan, Director, Canadian Travel Bureau.
Mr. J. A. Hutchison, National Parks Branch.
Mr. W. W. Mair, Canadian Wildlife Service Branch.
Mr. J. R. B. Coleman, National Parks & Historic Sites Branch.
Col. C. G. Childe, Historic Parks and Sites Branch.

APPENDIX

Brief on the National Parks of Canada.

EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1954.

MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

Baird	Davies	King
Basha	Duffus	*Macdonald
Beaubien	Dupuis	McIntyre
Bishop	DuTremblay	McLean
Bouchard	Fraser	Pirie
Bouffard	Gershaw	Roebuck
Buchanan	*Haig	Ross
Crerar	Horner	Tremblay—(24)
Daigle	Isnor	

*Ex officio member.

ORDER OF REFERENCE

EXTRACT from the Minutes of the Proceedings of the Senate,
"Thursday, November 26, 1953.

With leave of the Senate, and—

On motion of the Honourable Senator Buchanan, it was—

Ordered, That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada, and that the Committee be authorized to send for persons and records."

L. C. MOYER,
Clerk of the Senate.

WEDNESDAY, February 10, 1954.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 11.00 a.m.

Present: The Honourable Senators:- Buchanan, Chairman; Baird, Basha, Beaubien, Bishop, Crerar, Davies, DuTremblay, Gershaw, Haig, Isnor, King, McLean and Ross. 14.

The official reporters of the Senate were in attendance.

The Honourable Senator Buchanan, *Chairman*, paid tribute to the late Senator Dennis with particularity to the part he had in the creation of the Standing Committee on Tourist Traffic, and establishment of a Canadian Travel Bureau.

Pursuant to the order of reference of Thursday, November 26, 1953, the Committee proceeded to the consideration of the various agencies concerned with promoting tourist travel in Canada.

The following witnesses were heard with respect to the efforts made by the Canadian Tourist Association to promote tourist travel in Canada.

Mr. Ralph R. Moore, President, C.T.A., and Deputy Minister of Economic Affairs, Government of Alberta, Edmonton, Alberta.

Mr. Douglas McD. Hains, Chairman, Conservation Committee, C.T.A., and General Tourist Agent, C.P.R., Montreal, Quebec.

Mr. Bevis W. Turnbull, Vice Chairman, Historical and Cultural Committee, C.T.A., and President, Tourist Publications, Ltd., Montreal, Quebec.

Mr. Arthur B. Smith, Chairman, Advertising, Publicity and Promotion Committee, C.T.A., and Manager, Advertising Branch, Public Relations Department, C.N.R., Montreal, Quebec.

Mr. D. C. Bythell, Chairman, Aviation Committee, C.T.A., and Director of Sales and Advertising, T.C.A., Montreal, Quebec.

Mr. D. Leo Dolan, Director, Canadian Travel Bureau, was heard, and questioned.

After discussion, it was—

Resolved to report recommending that authority be granted for the printing of 600 copies in English and 200 copies in French of the evidence given before the Committee, and that Rule 100 be suspended in relation to the said printing.

At 1.00 p.m. the Committee adjourned until tomorrow, Thursday, February 11, 1954, at 11.00 a.m.

Attest.

JAMES D. MacDONALD,
Clerk of the Committee.

THURSDAY, February 11, 1954.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 11.00 a.m.

Present: The Honourable Senators: Buchanan, Chairman; Baird, Basha, Beaubien, Bishop, Buchanan, Crerar, Davies, DuTremblay, Fraser, Gershaw, Haig, Isnor and Ross—13.

The official reporters of the Senate were in attendance.

The Committee proceeded to the further consideration of the order of reference of Thursday, November 26, 1953.

The following witnesses from the Department of Northern Affairs and National Resources were heard with respect to the efforts made by the Department to promote tourist travel in Canada:—

Mr. D. Leo Dolan, Director, Canadian Travel Bureau.

Mr. J. A. Hutchison, Director, National Parks Branch.

Mr. W. W. Mair, Chief, Canadian Wildlife Service.

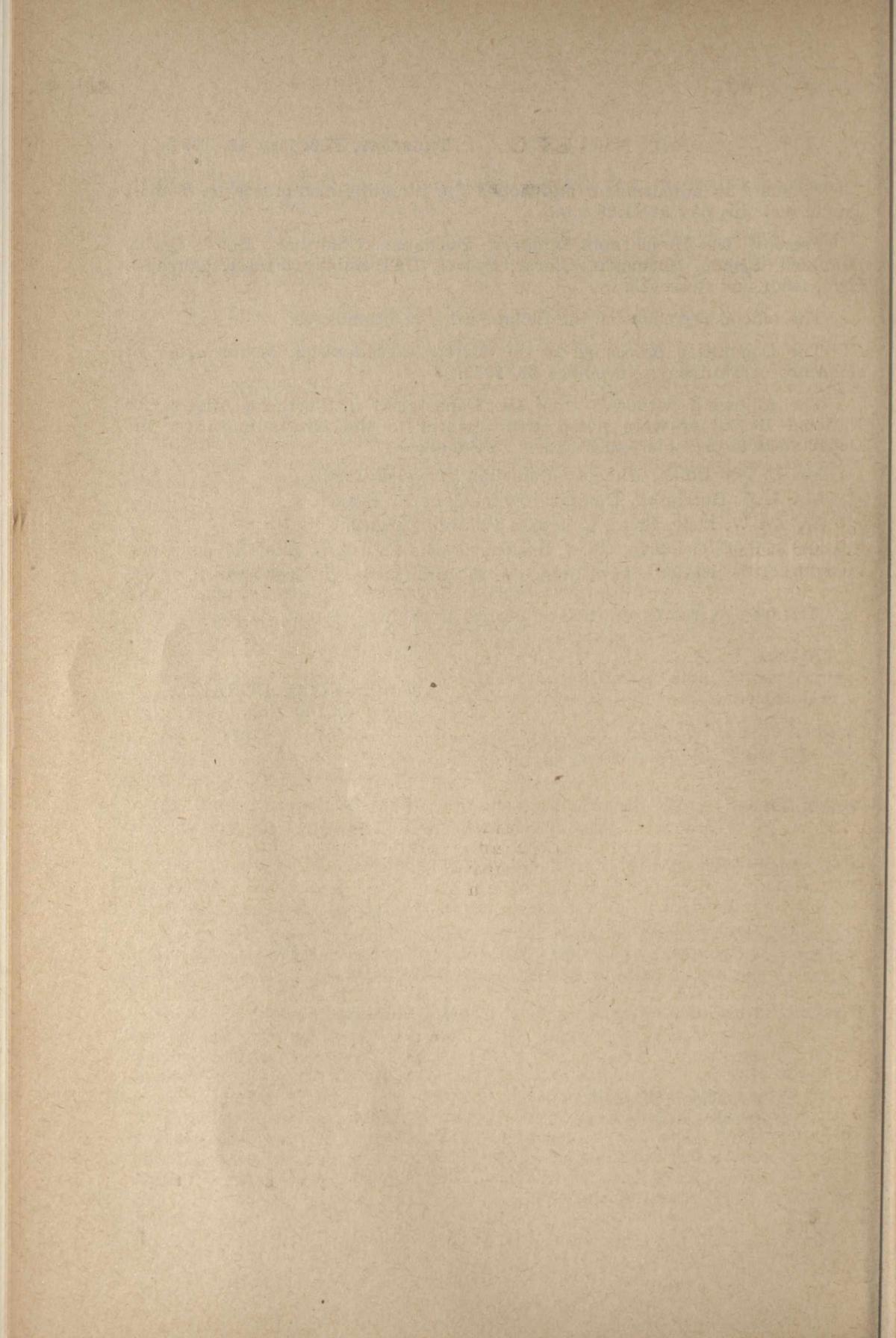
Mr. J. R. B. Coleman, Chief, National Parks & Historic Site Division.

Col. C. G. Childe, Superintendent, Historic Parks & Sites Branch.

At 1.00 p.m. the Committee adjourned to the call of the Chairman

Attest.

JAMES D. MacDONALD,
Clerk of the Committee.



MINUTES OF EVIDENCE

THE SENATE,

OTTAWA, Wednesday, February 10, 1954.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business, met this day at 11 a.m.

Hon. Mr. BUCHANAN in the Chair.

The CHAIRMAN: Gentlemen, we now have a quorum, and we will proceed as quickly as possible with the business of the committee today.

This meeting was called for the purpose of giving the representatives of the Canadian Tourist Association an opportunity of presenting to us their views on the different aspects of the tourist industry. Before calling upon their president to present a brief, may I be allowed the opportunity of saying something by way of tribute to the late Senator William H. Dennis.

I was not in the Senate Chamber at the time tributes were paid to the late Senator following his death, but it should now be said that he was responsible for the creation of this committee. I was familiar with the work done by Senator Dennis in first bringing about an inquiry into the tourist industry, and later the creation of a tourist traffic committee, of which he was the first Chairman, and the part he played in bringing about the establishment of a Canadian travel bureau.

I do not propose to take up much time in paying a tribute to the late senator, but I should like to say that it was characteristic of him that when he undertook something, he saw it through to a finish. That was exactly what he did in connection with his interest in the tourist industry. That interest went back to a long time ago when he put up a good case for the appointment of a special committee which made a number of important findings, one of which was the appointment of a standing committee on tourist traffic.

I know that we all feel very keenly the loss we have suffered through Senator Dennis' death. During his period of illness he of course could not be with us, but whenever he was in attendance at the house he always came to the committee meetings; and he frequently gave me suggestions as to matters which might be taken up. As Chairman of the committee and on behalf of its members, I wish to pay tribute to him and express our feeling of the loss not only of a fellow senator and a member of this committee but of the actual creator of the committee.

As I said earlier, we are to hear today from members of the Canadian Travel Association. As a matter of fact, when I sent out a personal note to the members of the committee I spoke of it as the Canadian Association of Tourist and Publicity Bureau, as it was once known. It is now the Canadian Travel Association, but the former name more accurately describes the nature of the composition of the committee. Mr. Ralph R. Moore, the first witness, is Deputy Minister of Economic Affairs in the Province of Alberta, and President of the Association. He will present the brief on behalf of his Association. I would now ask Mr. Moore to come forward. Following the presentation of the report Mr. Moore can be questioned. Then there are representatives of different divisions of the Association with us today who can also be questioned if we so desire. Mr. Moore, you say you have copies of your brief. It might be well to have them distributed.

Mr. Ralph R. Moore: Deputy Minister, Department of Economic Affairs, Province of Alberta, Edmonton:

Mr. Chairman, honourable senators: the Canadian Tourist Association is grateful to you and to the honourable gentlemen of the committee for the privilege of being represented at this hearing today and for having been asked to present a brief.

The Canadian Tourist Association does welcome the opportunity of discussing with this committee various aspects of tourist travel development in Canada which, while vitally essential to the economy of the nation, are nevertheless sometimes all too lightly regarded by many, chiefly because, we believe, so many of our people are, unfortunately, uninformed.

Those of us, however, who do appreciate the value of the tourist industry to the economy of Canada will not, we believe, deny the fact that, without large expenditures of advertising and publicity dollars externally, Canada's annual tourist revenue, either in volume or value, would not be nearly of the proportions we enjoy today. Nor is the general contention open to serious challenge that, in the face of ever-increasing competition for the travel dollar, more external promotion must be undertaken to maintain the substantial year-after-year gains which, almost without interruption, we have enjoyed since World War II.

The Canadian Tourist Association feels, Mr. Chairman, that with the tremendous competition with which we are faced to gain American visitors alone, by promoters from Britain, France, Italy, Switzerland, Spain and Africa—to name a few—not to mention the attempt within the United States to keep Americans at home, we must put our own house in order if we are not only to retain our present visitors, but to entice more holiday-seekers to Canada to enjoy our climate, our scenery, mountains, prairies, seashores, and Canadian hospitality.

Just to give a slight idea of the fertile field available to us, may I read a few excerpts from the January 18th issue of *News Week*, in an article entitled "Booming Winter Travel."

Since the second world war, Americans in happily increasing numbers have been getting away from it all for their vacations. Last year the National Association of Travel Organizations—

Incidentally, gentlemen, this travel organization is the largest travel institution in the United States, representative of the federal government, the state governments, municipalities and most, if not all, rural tourist organization.

—reports Americans peeled a fat \$18,000,000,000 (eighteen billion dollars) off the family bankroll for tourist traffic travel at home and abroad—an all-time record. They did their travelling by almost every kind of transportation—plane, ship, railroad, bus and auto.

Travel agencies in the United States are sure that 1954 will be just as good and maybe better, despite a possible slight tightening of the nation's purse strings.

There are many compelling reasons for Americans to poke their noses into more places on the face of the earth than any other people. There is something for everyone. The travel industry has wrapped its wares in glamour packages and tagged them with prices from \$28.75 for a week-end of skiing to \$31,500 for gourmet dining and gilt-and-gold living on fairyland cruise ships.

Ships of eight nations will take Americans on about a hundred and forty cruises (costing as little as \$110 for five days to Bermuda and back) and the outlook is that there won't be any empty space. In

New York this week thirty-three vessels had 52,000 berths for voyages to tropic waters. More than 39,000 people had booked passage, and the season was just hitting its peak.

The airlines also are prospering. The traffic will run a whopping 35 per cent over last year's record volume. Besides regularly scheduled flights to resort areas, airlines are offering short, inexpensive trips to ski resorts and dude ranches, month-long circle tours of the Caribbean and South America, Hollywood junkets, and world cruises. Let the customer name it. They'll arrange it.

And lastly—which I believe is important to us because it deals with the home front—an article entitled "Itching Feet". I quote:

There is good reason to believe the American urge to travel won't slacken in 1954. A recent survey revealed travel to Europe was up 23 per cent over a year ago. It has gained 12 per cent to Asia, 7 per cent to Bermuda, 10 per cent to the British West Indies, and 28 per cent to Hawaii, but the bulk of America's winter-time travel will be within the country itself as tourists fan out into the warmer climes of the south, mid-south and west, and the snowy slopes of the north—meaning Canada, I hope.

More than 70 per cent of winter domestic travellers plan to tour in the family car, according to the American Automobile Association, an increase of between 5 and 10 per cent over last year.

From San Francisco, for instance, the vacationing motorist will head for Palm Springs, Las Vegas, the southwest, and Florida, in that order. From New York and the east, it is Florida, California, eastern Canada, the southwest and New England. From Minnesota they are driving to the southwest, Florida, and other southeast areas. During January, February and March alone, Americans afflicted with winter wanderlust will take off from home at the rate of 114 every minute. Why? For many it is like Robert Louis Stevenson once wrote: "I travel, not to go anywhere, but to go. I travel for travel's sake. The great affair is to move".

Honourable gentlemen, what can we do to encourage some of them to come to Canada?

The tourist industry naturally falls into two principal divisions exactly as if we were inviting guests to visit our home for a long visit. First we would invite them. That is advertising or promotion. Then we would see that our own house was in order—the guest room properly prepared, the roast well and truly done, and entertainment arranged to suit our visitors' tastes. That is organizing the home front.

The advertising and promotional work is strictly the responsibility of the Canadian Government Travel Bureau, the various provincial travel bureaus, the transportation and hotel enterprises, and motel and resort operators, etc.

Organizing the home front is, we believe, the principal purpose of The Canadian Tourist Association.

I should like to tell you something of what the Association is doing so that the Senate Committee members may know what has been our object and what we propose for the future, while we do offer a few suggestions, as has been requested, we believe may help increase the flow of tourists to this country.

However, firstly, sir, I am sure you will wish to be informed of the present activities of C.T.A. It is on the Home Front, that, in recent years, we have managed—with considerable pride of achievement—to bring into steadily growing prominence such contributing factors as the following:

1. Conservation.
2. The establishment of historic sites as tourist attractions.
3. A distinctive Canadian cuisine.
4. Creation of cultural attractions—festivals, etc., as tourist lures.
5. Civil and commercial aviation.
6. Extension of the vacation season.
7. Advertising and publicity guidance for small tourist operators—and lastly, but by no means the least—
8. A steady, systematic pressure on all tourist operators, whether operating a resort, auto court, or outfitter trail camp, to keep their accommodation, facilities, and service—including restrooms in service stations and otherwise—constantly up to standards expected of them.

One of the Canadian Tourist Association's main purposes is to ensure that visitors to Canada—which advertising expenditures, in the main, have drawn to Canada—get the best possible return on the investment they made in visiting this country. There is no conflict whatever between the C.T.A. policy and the administrative policy, for instance, of the Canadian Government Travel Bureau. There is no conflict, either, between C.T.A. programs and the programs of provincial travel authorities which, like Mr. Leo Dolan's department, support us through membership. There is no conflict between the thinking of C.T.A. and of such major travel advertisers as the transportation companies, majority of which are also members of C.T.A. Our joint efforts are, conversely, an excellent example of co-operation all along the line, with the over-all C.T.A. job supplementing and complementing the work of the others.

The Canadian Tourist Association has made noteworthy strides in the field of conservation. The appointment of a Conservation Committee was no sooner announced by C.T.A. than, through the timely persuasion of Mr. Douglas Hains—General Tourist Agent, Canadian Pacific Railway Company and Chairman of the Conservation Committee—Mr. Julian Crandall, an outstanding American sportsman, presented a \$2,500 bronze and silver trophy to be awarded annually to the Canadian who, in the opinion of the board of judges, did the finest job of preserving "the renewable resources of forest, field and stream". In the first year of its award, this spectacular trophy went to Mr. Frank Kortright of Toronto. A second C.T.A. trophy, the gift of a Mr. Arthur J. Grout of Chapleau, is for a yearly award to the person who, by any means, destroys the most wolves in Ontario. This is designed expressly as an indirect means of protecting game animals in that province. To supplement this award in Ontario another anti-wolf measure created by the Conservation Committee is the C.T.A. Wolf Killer Badge, approximately 500 of which have been issued in the past six months to people who, hunting on legal permits, have destroyed wolves by shooting in Canada. In the firm conviction that the need for, and value of, conservation must be "sold" early and to the youth of our country, the committee has enlisted the co-operation of the Canadian Boy Scouts Association to the point where a brand new conservation badge in Scouting has now been authorized. Other attractive and helpful projects are also in process of development.

Another committee, dealing entirely with historical matters, has made commendable progress. By stimulating press and radio support, this committee has done much toward the saving and restoration of several famous landmarks which otherwise might have "died" at the hands of public apathy or indifference.

Old Fort York in Toronto is one instance. All over Canada there are many other such sites deserving of a better fate than that inevitably in store for them unless C.T.A. can encourage restoration. Mr. Spencer Clark of Scarborough, Ontario, is chairman of this committee.

A special committee on Canadian Cuisine is an all-ladies group ably chaired by Mrs. Florence G. Montgomery, managing director of the Canadian Restaurant Association. Much of the work of this group to date has been of exploratory nature, with the collection of comment by tourists on meals, sanitation, and other services in restaurants, hotels and service stations as one feature of the project. A major undertaking, however, has been the preparation of a "Guide to Canadian Cuisine" which has just been supplemented with a new document which lists the best recipes for distinctive regional and provincial dishes that this committee could assemble.

For your additional information, gentlemen, I summarize the continuing objectives of still another committee, a Civil and Commercial Aviation Committee, sponsored by C.T.A., as follows:

1. The encouragement of light plane-owner groups to conduct air tours to vacation spots in Canada.
2. By working closely with Canadian and provincial governments and other associations, to encourage the publication and distribution of information on air tourism.
3. To encourage the formation of aviation committees in provincial and municipal tourist groups, including Chambers of Commerce and Boards of Trade.
4. Cataloguing of vacation areas in Canada which have special facilities for air reception, both land and water.
5. To encourage the development and marketing of package tours by air to Canadian vacation resorts.
6. To encourage travel by air, generally, and discussion among travel groups for this purpose.

I might add, Mr. Chairman, that C.T.A. never loses sight of the need for improvement in facilities at major airports, and constructive resolutions to that end have been adopted and forwarded to the proper authorities. I might also add that arrangements are now being attempted whereby an air cavalcade of some 25 American plane-owners will fly to the 1954 C.T.A. convention in Windsor next September. Mr. Don Bythell of Trans-Canada Air Lines is chairman of this committee.

In the problematical field of extending Canada's vacation season the Association has for several years endeavoured to encourage the setting back of Labour Day from the first to the third Monday in September, and to have the schools defer opening until the third Wednesday of that month. We have stated our case before Labour authorities and we have advertised our views in the official organ of the Labour Congress. But, frankly speaking, we have not made much headway as yet. Therefore, while we propose to regard it as a "continuing objective", we are casting about, chiefly, for "special events" as an alternate means of developing "season extension". Meanwhile, the jamming of holidayers—thousands of them vacation-with-pay-people—into an eight weeks' period in July and August is becoming more and more pronounced, with industry (in many instances) rather reluctant to "stagger" vacation schedules. Mr. George A. Martin of the Muskoka Lakes is chairman of this committee.

I mention these committees, only to indicate that we do try and pick the very best persons we possibly can as heads of our committees.

The initial project of our Advertising, Publicity and Promotion Committee was the preparation of a small folder geared to the needs of the smaller tourist operator who, often enough, and without benefit of good planning or good printing, gets out a promotion piece that has at least two strikes against it right from the start. This C.T.A. booklet has enjoyed wide circulation in Canada. In fact, it has proven so popular that its content has been frequently borrowed for use in the United States. Last year the committee held its first "Best Folder" contest, with appropriate awards being given for the three best pieces from the RESORT, the MOTEL and the CAMP levels of our catering services. This year the contest will not only be continued, but expanded, to allow Boards of Trade and Chambers of Commerce to participate. Mr. Arthur B. Smith of Canadian National Railways is chairman of this committee.

Mr. Ian Warren, Passenger Traffic Manager of the Canadian Pacific Railways, is chairman of our Finance Committee.

Inter-provincial travel development, to which the Canadian Tourist Association has definitely committed itself, is our latest promotional or education undertaking. Various private organizations have, in recent years, done some pioneering of this theme, and C.T.A. for four successive springs has displayed its approval of the idea by sponsoring the Travel Section in the Canadian National Sportmen's Show (Toronto). But up to now no association—no one, for that matter—has really taken the bit in his teeth and been prepared to go out and convince Canadians generally that they should know a lot more than they presently do about the vacationing attractions and appeal of their own country. C.T.A. recognizes that travel is not a one-way street and that, in particular, there simply must be reciprocity in tourism between Canada and our great neighbour to the south. But without preaching any gospel such as "See Canada First", or disturbing international relations, we are convinced that inter-provincial travel should, and can, be promoted as an additional instrument for the creation of better understanding between our own Canadian peoples, and that once the Inter-Provincial Travel Committee gets into full swing it should have the all-out and abiding support and co-operation of everyone concerned.

TOURIST SERVICE WEEK—a press and radio publicity program—which ran for seven consecutive years and which last year discontinued, will be revived and carried on again this year. It aims to stimulate greater courtesy, service, friendship and hospitality amongst tourist operators.

The aforementioned activities demonstrate how the Canadian Tourist Association is endeavouring to cope with the problems of the tourist industry as a whole throughout Canada. They establish that the principal purpose of the Association is to improve conditions generally, and for the benefit of the tourist upon whom the industry is dependent.

While the Association is doing what it can through its membership, through a process of education of the general public, and through instruction of everyone in the business, certain problems require still wider scope. Even though these matters may not come under the legislative jurisdiction of the Senate, the Honourable Members of the Senate can assist the industry in many intangible ways, principally by giving their vocal support, and the suggestions offered, Mr. Chairman, as you requested, are made for this purpose:—

1. Establishment of a representative committee to eliminate irritating differences in regulations pertaining to the use of firearms; hunting and fishing regulations and fees; open season and bag limits; elimination of irritating regulations at customs ports of entry; organization for effective publicity concerning essential regulations at customs ports of entry and other matters

which could avoid misunderstandings between officials in the strict performance of their duties and the visitor whose first and lasting impression of Canada is frequently formed by the reception he receives at the border.

2. Establishment of a Canadian Government Travel Bureau at Minneapolis and San Francisco, similar to the bureau now maintained in New York, and enlargement of the Chicago Bureau.

And perhaps also a bureau at Minneapolis. We have admiration for the work being done at the New York Travel Bureau.

3. Continued expansion and increased effectiveness of the work of the Canadian Travel Bureau (and of Provincial Bureaus) which is deemed imperative to the stability of the tourist industry in Canada now more than at any previous time, because of the increasingly heavy impact of foreign competition.

4. Establishment of a policy to encourage government bodies, historical societies, chambers of commerce and local groups to maintain historic sites, not only as tourist attractions, but as museums and repositories of historic relics, publications, and the like.

In conclusion, Mr. Chairman, may I again thank you, and your Committee for the opportunity you have given us to appear before you and present this brief and enable us to, not only bring before you our ideas of the importance of the tourist industry to Canada and let you know what the Canadian Tourist Association is trying to do to improve it, but also to solicit your help where possible.

All of which is respectfully submitted on behalf of The Canadian Tourist Association.

The CHAIRMAN: Thank you, Mr. Moore. Mr. Moore can be questioned following the presentation of this brief, but he has with him the chairmen of four committees of the Canadian Tourist Association: the Conservation Committee, the Aviation Committee, the Historical Committee and the Publicity Committee. It might be that some of the questions would be directed to matters that they could answer. But I think the questioning can start now following what Mr. Moore has said in his brief. We can then proceed by asking the others. Is that what you have in mind, Mr. Moore?

Mr. MOORE: Yes, sir.

The CHAIRMAN: You do not want the representatives of these divisions called on now?

Mr. MOORE: Would you like me to introduce them sir?

The CHAIRMAN: Yes, I would like you to introduce them, but I thought perhaps we might keep to your brief first. Is that what the committee had in mind?

Hon. Mr. HAIG: I would like to ask Mr. Moore a question.

The CHAIRMAN: I presume you do not want the representatives of these committees called up now.

Mr. MOORE: Would you like me to introduce them now?

The CHAIRMAN: Well, you can introduce them but I thought we should keep to your brief first.

Hon. Mr. HAIG: Mr. Chairman, reports in the press and magazines indicate that the amount of money spent by Canadian tourists in the United States has been on the increase and the amount spent in Canada by United States tourists has been decreasing. Has Mr. Moore any comment to make to that statement?

Mr. MOORE: Yes, sir, I have some figures here that indicate that Canadians are for the present spending more in the United States than Americans are spending in Canada.

Hon. Mr. KING: That is, proportionately?

Mr. MOORE: Yes. But as a result of increased activities by the Canadian Government Travel Bureau and, I think, also, through the increased activities of the provincial bureaus, that gap is now being lessened and the situation is now very much better. I went to a lot of trouble to get a great many statistics in that connection, but now I cannot find them when I want them but will supply them later. You will remember in 1948 when, I think, the travel of Canadians outside of Canada was restricted, Americans visiting Canada spent very much more in Canada than did Canadians visiting the United States. In 1950 or 1951 it was very much the other way, but now it is slipping back quite quickly in our favour and perhaps in another two or three years we might catch up.

Hon. Mr. HAIG: Just one other question, Mr. Chairman, along the same line. I understand that American tourists are allowed to bring back from Canada only \$100 worth of goods duty free?

Mr. DOLAN: I think it is the other way around. United States citizens can take back with them as much as they like; they can take back up to \$500 worth but Canadians can only bring \$100 worth into this country.

Hon. Mr. KING: That is at different periods of the year?

Mr. MOORE: Every four months I believe it is.

Hon. Mr. HAIG: I would like to get the answer to my question.

Mr. MOORE: It is every four months Canadians can bring \$100 of American goods into Canada. An American tourist going back to his country from Canada can take \$500 worth.

Mr. DOLAN: A tourist has to be in Canada twelve days before he can take \$500 back. They can take back \$200 after any time at all. A Canadian tourist visiting the States and coming back into Canada is allowed to bring in \$100 of goods free of duty three times a year, but he must be in the United States 48 hours, Senator King.

Hon. Mr. BEAUBIEN: And an American tourist leaving Canada can bring back \$500 into the United States at any time, no matter how short his stay?

Mr. DOLAN: No, Senator Beaubien, an American tourist has to be in Canada twelve days before the \$500 provision applies.

Hon. Mr. DAVIES: Mr. Chairman, I would like to ask Mr. Moore if he has any figures on foreign attendance at the Shakespearean Festival held at Stratford, Ontario, during the past summer. I understand a great many Americans came up to attend it. I wonder if you have any figures as to how many Americans it did attract? You spoke about the encouragement of festivals and other cultural activities in your brief, for the purpose of attracting tourists, and I agree that this is a very important activity.

Mr. MOORE: I am sorry, Senator Davies, I have not got those figures.

Hon. Mr. HAIG: Just let me finish my money question first. What it really means, Mr. Moore, is that Americans visiting Canada have very much more opportunity to take goods back home with them than our people have to bring goods back over here, yet with all that, Canadians spent more in the United States than United States tourists spent in Canada in those two years.

Mr. MOORE: Yes, that is right, sir. That is something that we are all aware of. Mr. Leo Dolan will tell you that the Canadian Government Travel Bureau and all the Provincial travel bureaus are trying to correct that situa-

tion. We realize that is something we must try to correct and, apparently, we are correcting it because the figures are much better now than they have been.

Hon. Mr. HAIG: Would you entertain a simple suggestion: instead of letting a Canadian visiting the United States bring back \$100, let him bring back \$500. Did that ever enter your head.

Mr. MOORE: That, of course, is a question for the Federal Government and the Customs department.

Hon. Mr. DAVIES: You mean you suggest letting the Canadian tourist bring back into Canada \$500 worth of goods duty free.

Hon. Mr. McLEAN: That would make the situation worse.

Hon. Mr. HAIG: We are practically prohibiting American goods coming into this country now, and yet even with that we are spending more with them. In my city, Mr. Moore, there is a tremendous movement to the United States, to the twin cities of Minneapolis and St. Paul, to buy goods. There are hundreds of people, from Winnipeg going down there and buying goods, and I wonder what the reason for it is.

Hon. Mr. BAIRD: They can get cheaper goods there.

Hon. Mr. DAVIES: How far is it away, Senator?

Hon. Mr. HAIG: About 520 miles.

Hon. Mr. CRERAR: I think the matter of exchange has a lot to do with the point raised by Senator Haig. I think this matter of exchange is quite a factor. If an American comes to visit Canada as a tourist for a two weeks' vacation and he plans on buying a Hudson's Bay four-point blanket, for instance, which in Winnipeg is a popular article for Americans to buy and bring back home, he finds that at the present time he has to take \$103 of his American currency to provide \$100 of Canadian currency to buy the blankets. Now, at the earlier period which Mr. Moore referred to, the exchange was in the other direction.

Hon. Mr. HAIG: Right.

Hon. Mr. CRERAR: Our dollar was at a discount with the American dollar, and as a consequence the American tourist then could come over and spend \$100 American to get \$102 or \$103 for \$105 Canadian to invest in his blankets.

Hon. Mr. McLEAN: And at one time he could even get \$110.

Hon. Mr. CRERAR: I think that the reverse holds true. Our Canadian tourist goes to the United States today, and he takes with him \$100 Canadian and he can buy with that \$103 American to spend in the United States. I think this matter of the exchange has been an important factor.

Hon. Mr. McLEAN: Very important.

Hon. Mr. CRERAR: It is a psychological factor in the development of this business.

Hon. Mr. KING: Another thing, Mr. Chairman, during the years when we controlled our travel that did prevent many Canadians going on visits to the United States. After that prohibition was lifted I think there was a movement among Canadians to visit their friends in the United States. I would like to tell Mr. Moore that I enjoyed his brief very much but he failed to mention what the anticipation of his association is as to increased travel when the Trans-Canada Highway will have been completed. What is his anticipation in that regard, when that highway is completed? I believe that the completion of that highway will make available to the travelling public, both Canadians and Americans, a vast new territory.

Mr. MOORE: The Canadian Tourist Association feels that the Trans-Canada highway is going to be a tremendous factor in keeping our own people

in Canada and enabling them to visit all parts of Canada. For instance, at the present time, or until recently, if an easterner wanted to go to Alberta, to the Canadian Rockies, the natural way for him to go was through the United States and then come back into Canada again. Possibly he would get into the United States and that is about as far as he would go and he would then turn back home. But on the completion of the Trans-Canada Highway he is going to be able to travel through Canada on an all-Canadian route. Speaking of Alberta, which I am most familiar with, we have noticed a tremendous increase in Ontario, Manitoba, Saskatchewan cars coming into Alberta. There has been a very, very large increase in this traffic. We have asked a lot of the tourists about their routes and from their replies we find that they are travelling on the Trans-Canada highway.

Hon. Mr. KING: In that regard—you speak of the interprovincial travel within Canada, but to my way of thinking the Trans-Canada Highway once completed and useable, will be one of the great attractions for Americans to come to this country. They will come, I am sure, by the thousands, and travel across that road to see Canada. Is that not in your mind.

Mr. MOORE: Definitely; we are quite sure that will happen. As a matter of fact, when the road through the national park from Banff to Jasper is paved—and the Alberta Government is trying to push the Edmonton to Jasper road, which is more than half done now, and will I believe be finished in two years—that will make a tremendous difference to the bringing in of American tourists into Canada and keeping them in Canada.

Hon. Mr. ISNOR: Mr. Chairman, I should like to ask Mr. Moore one or two questions. He mentioned in his brief certain features which he felt were attracting tourists, particularly Americans, to Canada, but he did not state definitely as to which of these was the outstanding feature.

Would you care to state, Mr. Moore, as to whether your association has made any study of any particular feature which would be regarded as a strong drawing point for the bringing of tourists to Canada? I have in mind, for example, the specials which large department stores put on on Mondays: They feature something to attract customers. Now as a tourist attraction, what is Canada's outstanding feature to attract the American tourist?

After you have answered that, I should like to pursue it a little further, if I may.

Mr. MOORE: As a Canadian tourist association, we haven't given any particular thought as yet to that point; there are many things we feel we have to do towards developing business in general. The question you raise however was discussed at the last convention to some extent.

Hon. Mr. ISNOR: Please don't misunderstand me. I am not asking you to feature specials in stores. I am asking you what Canada as a nation has to offer by way of specials to tourists.

Mr. MOORE: We feel we have very good scenery in Canada and other attractions. Our national parks we believe, are one of the big drawing cards. Speaking mainly from the point of view of Alberta for instance we find Banff, Jasper, Lake Louise and Waterton draw more tourists than most any other location. Fishing and hunting draw numbers of people, but most visitors come to relax, to visit a foreign country and to see something a little different from their own. True, the Americans have their own mountains, but frankly we do not think they are as attractive as ours. The Calgary Stampede is, of course, one big drawing card to Alberta.

Hon. Mr. ISNOR: But that would only draw tourists at a certain season—something like the one mentioned by Senator Davies. What I want to get at is as to whether you have studied the possibility of featuring some particular

item. You answer my question by generalizing, and saying we have this and that. We know of those things. Is it a change in climate, for instance, which attracts people?

Mr. MOORE: You have in mind, Senator, skiing in the winter time?

Hon. Mr. ISNOR: That is one.

Mr. MOORE: We are certainly advertising skiing in the West, and the Canadian Government Travel Bureau is doing it too. We have great hope that the FIS winter sports will come to Banff in 1958, and if that happens it will bring perhaps 40,000 people to Canada and to Alberta in particular. Of course there is skiing in the Laurentians too. We are trying many ways to make the tourist season a little more extensive than just July and August.

Hon. Mr. ISNOR: I do not think I am getting very far with my questions; perhaps it is my inability to phrase it to get the answer I should like to get, and which I think would be helpful from the tourist standpoint. I have always been one of those who has strongly advocated Canada's acceptance of American currency at par. For instance, have you taken any steps to encourage that action, through your association?

Mr. MOORE: Unofficially perhaps, yes; officially no. I think that is the correct answer to your question, sir. We do not think it advisable to express ourselves officially on that point; but when there was quite a differential between Canadian and American currency, we did all we could to try to get operators, wherever possible, to accept American money at par.

Hon. Mr. McINTYRE: Is it not a fact that the travel bureau in each province has to do with the features of that province which attract tourists to it? In other words, is it not a provincial matter?

Mr. MOORE: Not entirely, the Canadian Government Travel Bureau is developing Canada as a whole for instance.

Hon. Mr. McINTYRE: I know that.

Mr. MOORE: I can best only speak for my own province, Alberta.

Hon. Mr. McINTYRE: But it is up to the province and the travel bureau to feature the special attractions of that province?

Mr. MOORE: That is what each province does I am sure.

Hon. Mr. ISNOR: Mr. Chairman, if I may ask one more question, it would be as to whether the association has made a survey or study of the results of the efforts made last year for interprovincial travel as compared with that from the United States. In other words, Mr. Moore has there been considerable increase in interprovincial traffic last year and the year before as a result of the extra effort to bring about that movement?

Mr. MOORE: Yes, Senator; I think that would apply to all Canada. I can best speak for Alberta when I say that we have already tried to make a check at the Saskatchewan-Alberta border and the Alberta-British Columbia border to ascertain the number of visitors coming into our province. We have found that there was an increase. In order to attract more travellers to Alberta in this way we have done more provincial advertising in recent years than perhaps in the past; for instance, Alberta and British Columbia pool some of their advertising, so that in this way Alberta may encourage tourists from British Columbia, and vice versa. I am sure this system will be quite successful as soon as roads between the two provinces are completed.

The CHAIRMAN: There seems to be a silence for a moment. May I take this opportunity to introduce the gentlemen who are with Mr. Moore. They are Mr. Douglas Hains, Chairman of the Conservation Committee of the Canadian Tourist Association and General Tourist Agent for the Canadian Pacific Railway; Mr. Bevis W. Turnbull, Vice-Chairman of the Historical and

Cultural Committee of the Association; Mr. Arthur B. Smith, Manager of the Advertising Branch of the Public Relations Department of the Canadian National Railways; and Mr. D. C. Bythell, Chairman of the Aviation Committee of the Association, and Director of Sales and Advertising of Trans-Canada Air Lines.

Perhaps these gentlemen could come forward at this time, and while the committee may continue to ask questions of Mr. Moore, any questions of particular interest to these gentlemen may be answered by them.

Hon. Mr. CRERAR: Bring them forward.

The CHAIRMAN: Will you come forward, gentlemen.

I should like to mention that we also have with us today an official of the government upon whom the committee leans a good deal, in the person of Mr. Leo Dolan. After these gentlemen have presented their views, perhaps we might call upon Mr. Dolan to express his thoughts on some of the points that have been brought up in the discussion today. If you are through, Mr. Moore, are there any questions the committee wishes to ask any of these gentlemen? I said that one of them was head of a conservation committee; and you have heard from Mr. Moore the purposes of the conservation activities of the Canadian Tourist Association.

Mr. MOORE: Mr. Chairman, may I just file as an exhibit the proceedings of the last annual conference of the Canadian Tourist Association, which has the reports in detail of the various tourist committees.

The CHAIRMAN: I will invite these gentlemen to step up. This is Mr. Douglas McD. Hains (General Tourist Agent, Canadian Pacific Railway); this is Mr. Bevis W. Turnbull (President, Travel Publications Limited, Montreal); this is Mr. Arthur B. Smith (Manager, Advertising Branch, Public Relations Department, Canadian National Railways); and this is Mr. D. C. Bythell (Director of Sales and Advertising, Trans-Canada Air Lines; Chairman, Aviation Committee, Canadian Tourist Association).

Senator Davies had something to say a moment ago about the Stratford Festival, and inquired if there was any information as to how many tourists it had attracted to the country, or anything of that kind. Probably one of you gentlemen can answer that question. It certainly has something to do with the historical and cultural committee.

Hon. Mr. DAVIES: I was wondering whether, when Mr. Dolan came before the committee, he could tell us. It may be that we can get that information from the Ontario Travel Bureau. I know that when a Shakespearean Festival for Stratford was first promoted it looked like a very doubtful effort; but a strong committee was formed; they decided to go ahead; they made appeals for money, and eventually they got enough to warrant them going ahead, and it has turned out to be a big success. Part of the success was due to the fact that it did attract a great many people from the United States. I would like to have some idea of how many it attracted.

Mr. BYTHELL: I can give you a small bit of information on that. I know that a report has been made within my own organization. We have all the statistics on exactly the number of people whom it did attract, and where they came from. I would be very glad to undertake to provide that information either to this committee or direct to Senator Davies.

Hon. Mr. DAVIES: The festival is going to be held again this summer, and I suggest that a very careful count be kept of the number of Americans who come, so that we will have an accurate idea of what that enterprise is doing in the way of attracting tourists.

Mr. DOLAN: The count would have to be kept by the Stratford Festival itself. There is no way that the customs or immigration people can keep track of American visitors who come here to go to the festival, without a further questioning at the border, and I think we ask them enough already at the border without inquiring, "Where are you going? Are you going to see Marilyn Monroe at the Exhibition, or the Stratford Festival?" Generally, the Stratford Festival has been a great success. We have had a great many inquiries about it, and I think it is one of the real ventures established in this country which proves that tourists are concerned with what we like to call our cultural activities.

Mr. HAINS: The success of the experiment in 1953 evidenced the keen interest which was aroused. We are not able to give any specific figures, but sufficient interest was shown to warrant us making specific reference in 1954 to the Stratford Festival. Our traffic people are convinced it is a very potent attraction, not only to our own people but also to people from the United States.

Mr. DOLAN: In our own activities of the Canadian Government Travel Bureau we are carrying notices from month to month with reference to the Stratford Festival and all other events of a similar kind throughout Canada. We have a calendar of special events which comes out of our office week after week and goes to most newspapers and other publications and publicity organizations.

Hon. Mr. DAVIES: I would suggest that during the coming summer you might arrange with the Stratford people themselves to keep a record.

Mr. DOLAN: I think that is a good idea; and if they ask us to give them something we will be in a position to put some pressure on them.

The CHAIRMAN: I understand, Mr. Hains, that you would like to make a statement to the committee.

Mr. DOUGLAS MCD. HAINS, General Tourist Agent, Canadian Pacific Railway: Mr. Chairman and gentlemen of the committee, I think it might be helpful if I could be allowed to fill in very briefly the summary that our president, Mr. Moore, made concerning the work of the conservation committee. It is quite possible that you may be asking yourselves "Why is the Canadian Tourist Association so concerned about conservation?"

I am sure, however, that each one of you will agree that our forests, mountains, our lakes and streams are amongst Canada's greatest assets. They have a two-fold importance—first, they offer a panorama of unsurpassed scenic grandeur, and, secondly, they shelter a bountiful supply of game and fish, as well as upland and game birds. All together, they probably represent our greatest tourist attraction. If these resources are wisely conserved, our tourist industry will continue to grow and prosper. If we allow them to be destroyed by neglect, indifference or apathy, the highly important tourist industry will be very adversely affected.

An amazing number of Canadians are lulled into a false sense of complacency and still believe that our forest wealth is inexhaustible and that our lakes and streams can never be fished out and that our big game is practically unlimited. Nothing is farther from the truth. Nature has literally endowed Canada with a very generous heritage of natural resources but these are shrinking very rapidly and the most careful planning is required to maintain what we have left. The situation is already becoming critical.

The Conservation Committee of the Canadian Tourist Association is an aggressive group of twelve well-informed sportsmen, representing each province of Canada, sincerely dedicated to the cause of conservation. Our efforts are directed towards doing everything possible to assist in the conservation and restoration of the renewable resources of forest, field and stream in Canada.

That we have already achieved a modest degree of success in two years is, I think, evidenced by the following accomplishments:—

Julian Crandall Conservation Trophy

Convinced that an enlightened and well-informed public is a prerequisite to successful conservation endeavours, our committee desired to establish recognition on a national level for those public-spirited citizens who have devoted so much to the cause. Accordingly, we were able to arrange for the presentation of the Julian Crandall Conservation Trophy which is awarded each year to the Canadian who has accomplished most in conservation work. The value of this trophy is \$2,500 and has been exhibited at strategic points across Canada. It has created a profound impression wherever it has been shown and has been widely acclaimed by the press as an important conservation development.

Wolf Killer Badge

Following careful studies which revealed very serious wolf predations, particularly in Ontario, this committee created a Wolf Killer Badge to be presented to anyone killing a wolf by shooting. These kills require to be authenticated by proof of bounty payments. In the first year, we have issued over eight hundred such badges. In addition to being a worthwhile conservation measure, this endeavour has provided outfitters and guides with a new source of revenue, particularly during February and March. A very satisfactory number of U.S. hunters are now coming into Canada to hunt wolves. This shows every indication of developing into substantial revenue.

Arthur J. Grout Wolf Trophy

A second coveted trophy was obtained from Arthur J. Grout of Chapleau and is awarded to the person who, by any means, destroys the most wolves in Ontario each year. I think it is important to point out that we believe in the principle of the balance of nature and do not advocate the extermination of wolves. We do, however, believe in wolf control.

Boy Scout Conservation Badge

Working on the idea that the youth of today has a tremendous stake in the Canada of tomorrow and should be made aware of the need for conservation as early in life as possible, some study has been made on how best to impress the boy with its importance. The headquarters of the Boy Scouts Association was approached and several meetings held with the leading officials of that organization in Ottawa. Our committee suggested that, as an initial step, a conservation badge be added to those now awarded by the Boy Scouts Association. I am very proud indeed to say that this objective is now a reality.

Reward Camps for Boys

In order to encourage and recognize outstanding achievements by the youth of our country in conservation, our committee this year has set up two reward camps—one in the east and one in the west, to each of which four boys will be taken for a two-week period. Boys will be selected on the basis of merit.

It is very gratifying to be able to announce that the province of Alberta has very kindly offered to sponsor the western group while the province of Ontario will look after four boys from the east. During their sojourn at these

camp, the boys will be able to see conservation at close range, and elaborate arrangements are being made for an enjoyable and instructive holiday.

Conservation Course

One of our committee members in New Brunswick, Mr. Phillip Moore, has made representations to the New Brunswick government and, as a result of joint efforts, a short course in conservation and guides training is now being conducted by the University of New Brunswick. This is being well attended.

Example of Practical Co-operation

Probably the most outstanding conservation effort in 1953 took place in New Brunswick. Last summer, ninety-one airplanes sprayed one million gallons of D.D.T. over one million, seven hundred thousand acres of forest infected by the budworm. The cost was shared equally by the federal government, the provincial government and four pulp and paper companies. This, I think you will agree, is a most striking example of practical co-operation backed up by dollars.

We of the Canadian Tourist Association firmly believe that no campaign, no undertaking can be successful without the co-operation, understanding and active participation of an interested, well-informed and determined public. Everybody engaged in promoting Canada's unlimited vacation opportunities must recognize the extreme importance of wise conservation. It is vital to the security and future prosperity of Canada's tourist industry.

The CHAIRMAN: That has certainly been a most interesting and helpful presentation. Are there any questions to be asked of Mr. Hains?

Hon. Mr. KING: Mr. Chairman, I am very fond of fishing, and I think it is extremely important that we conserve our fish in our rivers and lakes. It has occurred to me that some prohibition should be made in the matter of aircraft landing on our lakes for fishing purposes. These airmen come in and land on a lake, have a day's fishing and then fly out. That is all we see of them. They take a lot of fish out of our lakes. I do not know whether the provincial governments have given any thought to this. I cannot see any reason why those who want to come into our country by plane cannot approach our lakes as our own residents do.

Mr. HAINS: I should like to say, senator, that you have touched upon a very important point that has been given anxious attention by a number of sources.

Hon. Mr. KING: I am glad to hear that.

Mr. HAINS: There have been certain flagrant abuses involving planes from other countries, let us say, flying in at high level and landing at some remote lake and taking our fish and game and spending no tourist dollars. I should like to say, however, that it is equally important to remember that the average sportsman coming in from the United States is at heart a most fine sportsman. However, to deal with your point a little further I feel in my own humble unofficial capacity that planes flying in from other countries for the purposes of hunting and fishing in Canada should be accompanied by a licensed Canadian pilot whose responsibility it would be to see that the fish and game laws of our country are not abused.

Hon. Mr. KING: Would that be at their expense or at the expense of our government?

Hon. Mr. HAIG: Some of these private planes have been lost in our part of the country and the government has spent large sums of money trying to locate the lost flyers. For instance, last year some American flyers were lost for four or five days. The men were subsequently found sitting quietly at the edge of a lake waiting to be found.

Mr. HAINS: These flyers now have to file a flight plan showing the exact course they are going to take and the precise lake upon which they intend to land. The time factors are included in this report.

Hon. Mr. HAIG: That would be one way of keeping a check on them.

Mr. BYTHELL: As Chairman of the Aviation Committee could I say a word on this point that has been raised? Our committee has given a great deal of thought to the uncontrolled use of small aircraft flying into Canada for fish and game purposes. We have been working with various government departments in order that regulations may be set up to compel aircraft coming into Canada to check in at certain points. The pilots would be properly instructed at these points as to certain regulations which would help them from becoming lost and becoming an expense to our country. These regulations, if complied with, would also protect our natural resources in the way of conservation.

Hon. Mr. KING: I hope you succeed.

Mr. BYTHELL: I should like to point out that the actual volume of fishing and hunting done by those who fly into Canada by small aircraft is quite small compared to that done by sportsmen who travel by surface transportation, and we have felt that it has been a very grave danger to certain of our lake areas. There have been, as Mr. Hains has indicated, some abuses, but we think they are becoming less and less.

Mr. HAINS: I would like to add to Mr. Bythell's remark, and I agree with him, that the number of foreign aircraft coming in is relatively very small indeed in comparison with the amount of foreign sportsmen that come in and charter our Canadian aircraft.

Hon. Mr. ISNOR: May I ask who your representative for Nova Scotia is?

Mr. MOORE: Burton Tufts.

Hon. Mr. ISNOR: I thought it was Phil Moore.

Mr. MOORE: It is Burton Moore, of New Brunswick.

Hon. Mr. ISNOR: Thank you. I wanted to give credit to Phil Moore, because he is an ardent sportsman.

Hon. Mr. GERSHAW: I would like to bring to Mr. Hains' attention the pheasant shooting which goes on in Alberta, particularly in the irrigated areas. It is quite an attraction for tourists. Hundreds of them come in year after year. They engage their lodgings a year ahead, and spend a lot of money. Lately was a disaster which took the lives of a great number of pheasants, and the local people contributed to restock the areas with pheasants, and this has been carried on largely by the local Fish and Grain Association. It occurred to me that it might be a good subject to explore, to see if it could not be expanded or improved to attract more people in the shooting seasons to those areas.

Mr. HAINS: The western prairies is a very powerful magnet for American sportsmen. There is a very great influx of these people each fall. We in the C.T.A., it must be remembered, are very enthusiastic and work very hard on practically no budget at all. We co-operate with a great many agencies in their endeavours and enlist public support and make representations to provincial governments, and I would be glad to see if the stocking of these pheasants can be expanded in any way. We are at present considering the reintroduction of quail in south western Ontario. So we are conscious of these things, and when we get around to it will certainly do it.

Mr. MOORE: There are thousands and thousands of pheasants hatched at Brooks in the spring each year and released, while the Alberta government travel bureau maintain two men down in that part of the country during the shooting season assisting hunters who come in to find good shooting. We

also have what we call spotters—men we can contact by phone or otherwise to explain to them that a party of four, five or six for instance are arriving asking them:—"Will you please direct them to good locations and see that they get good shooting?". There is more of that being done continuously as we find it advantageous.

Hon. Mr. GERSHAW: I knew you were familiar with it; but they nearly all died about two years ago.

Mr. MOORE: They did; that was on account of floods. In that year, in order that the hunters would not be disappointed we notified as many as we could to let them know they should pause for one year if they were just looking for pheasants, because a dissatisfied customer is not we believe the best advertisement.

Hon. Mr. STAMBAUGH: I would like to direct a question to Mr. Moore. I believe I understand him to say that this association was endeavouring to advance the opening of the school season?

Mr. MOORE: Yes, we were trying to. We were trying to have Labour Day put back to the third Monday in September rather than the first, and to have schools open up on the third Monday instead of the first accordingly. Also have shorter holiday periods during Easter and Christmas, if that was feasible. If it was feasible—I want to stress that. The idea being that in September, practically all over Canada we experience some of our most beautiful weather, and yet the holiday season officially closes after Labour Day. Now, you have all yourselves I am sure—I have—taken a holiday after Labour Day and enjoyed a most wonderful holiday. That is when accommodation is easy, that is when the weather is often better, no mosquitoes, no flies. That is what the C.T.A. has tried to achieve, but we have had very little success with it.

The CHAIRMAN: Are the C.P.R. hotels in the mountain area open earlier this year? Jasper opened on June 5.

Mr. HAINS: We are opening about the 5th, too. It has usually been about the 8th or 9th, I think.

The CHAIRMAN: You have no thought of lengthening the season?

Mr. HAINS: That is not the initial step in support of Mr. Moore's work. After this thing has developed we may go on.

Mr. CHAIRMAN: You would not go beyond Labour Day?

Mr. HAINS: No, we might go to September 15.

Hon. Mr. ISNOR: Mr. Hains, you said you had a camp in the west. Have you a camp in eastern Canada?

Mr. HAINS: Yes, it will be in Ontario. We have had most interesting letters from boy scouts, and a lot of them are trying to win this trip into the bush. The Fish and Game Department are going to assign some colourful game warden, and perhaps a forest warden, to go along with the boys, to show them where the best fishing is, and to have flights to see fire patrols at work and bring them face to face with conservation.

Hon. Mr. ISNOR: I was wondering about the east, that is all.

Hon. Mr. HAINS: Next year it will be Ontario.

Hon. Mr. DAVIES: May I ask Mr. Dolan if the Government Travel Bureau has given any consideration to the putting back of Labour Day?

Mr. DOLAN: Not as a department. We started to do some negotiation on behalf of the tourist industry some years ago, and frankly if you want my opinion, we ran up against a stone wall, because the labour organizations of this country do not want to change it, and so the government department was very silent for that reason. We of the fishing industry could certainly make

more money, of that could be done, but any approaches that we have made have been attended with the same success as in the United States, namely, nil. We have done a lot of talking about it but got nowhere, and until you get the labour organizations to agree with the idea, we shall get nowhere with it.

Hon. Mr. DAVIES: And the educational associations?

Mr. HAINS: Yes, and the educational associations. I do not think in Canada we in the tourist industry have done much with the educationalists, because they know pretty well what the feeling is, so that they will not change the school year. It is too bad from the tourists' point of view.

Hon. Mr. DAVIES: It is the same in the States as in Canada

Mr. HAINS: Yes, the first Monday in September. This year I think it falls on the 8th of September. When it falls on the first day of September, as it did a couple of years ago, we will lose millions of dollars, probably 25 to 30 millions of dollars in our tourist traffic.

Mr. MOORE: I think the American tourist authorities are having the same difficulties that we are. They have been trying the same thing.

Mr. HAINS: And with the same success.

The CHAIRMAN: Are there any other questions? I have introduced these gentlemen—I was going to say two or three times—and told you the work that they are dealing with particularly.

Hon. Mr. ISNOR: I think the committee should hear from Mr. Turnbull.

The CHAIRMAN: Have you any other questions?

Hon. Mr. GERSHAW: Let us hear from Mr. Turnbull about the historic sites.

The CHAIRMAN: Mr. Turnbull, when you were dealing with the question of historic sites, I understood you to tie that up with culture. I think this Stratford festival is probably an innovation in Canada and if you have any thoughts on movements of that kind I wish you would advance them to the committee.

Mr. BEVIS W. TURNBULL, Vice-Chairman, Historical and Cultural Committee, Canadian Tourist Association: Mr. Chairman and gentlemen, may I at the outset express my regret in the recent loss of your colleague the late Senator W. H. Dennis of Halifax. Being a Nova Scotian, I knew him very well, in fact I think I can say this, that Senator Dennis was partly responsible for my long interest in matters concerning the travel industry of this country. I remember years ago having a long discussion with Senator Dennis and Senator Isnor and Mr. Leo Dolan. That is quite some years ago. However, gentlemen, to attempt to deal with this matter of historical assets at a gathering like this would only incur your vengeance and I do not intend to do that, but will just say briefly that, and this is something you all know, the greatest assets we have, after the scenery, the beauty, and the fishing and the hunting, are the national parks. An excellent job has been done over the years on the recommendation of the historic sites and monuments boards in Canada, in preserving these major historic sites, some of which are in the national parks. But for many years they were not very well promoted. Now, we are a promotional organization but I would like to say right here for the record, that since the promotion of the national parks and historic sites has come under the jurisdiction of the Canadian Travel Bureau, which I think was about a year ago now, in the opinion of a great many numbers of Canadians, tourists association promotion has been very, very definitely improved. I think the Canadian Travel Bureau are to be congratulated on that. It is all very well to have these great assets but they must be promoted and that is primarily the job of the Canadian Tourist Association.

Now, in addition to those sites I have mentioned there are many others that have been established and promoted to some extent by the provincial governments, but over and above that, there are, stretching from Vancouver Island to Newfoundland today, virtually hundreds of valuable historical places, many of which seem already in fact to have fallen into ruin and many others will go the same way unless something can be done about it.

Now, there are historical societies. Government agencies are interested up to a point. But what is needed now, gentlemen, is a general awakening of the Canadian people, not only those associated with our tourism, towards the improvement of these historical assets not only from the standpoint of promoting the tourist trade, which we are both interested in, but from a cultural standpoint. Now, that is about all I have to say about that.

In Mr. Moore's report, as filed, he covers the happenings of the Canadian Tourist Association's annual meeting in Vancouver last October. I think there are four pages in his brief covering the findings of the historical and cultural committee of the Canadian Tourist Association. I am not going to attempt to cover that now except to give you one or two examples of what can be done.

In the city of Toronto, as you know, old Fort York was one of the most historic places, and it is through the efforts of members of this Association in Ontario that two of those buildings were saved from the wreckers only by a matter of days. The suggestion was made to one of our members some time ago about the home of Laura Secord. By the time it was possible to get around to do something about it, fire had destroyed the home. Now what a valuable asset that was. It is well known that there is a Canadian manufacturer of chocolates who uses her name as a trademark to sell his goods. That has the effect of giving that place, or could have given that place invaluable publicity over the years, but it was all too late.

The John Brown house in Chatham was another case in point. Representations were made by two members of our association in Ontario to the city of Chatham and to others, and, again, almost before the wreckers took in down, it was generally decided to do something about it. I think the province of Ontario was going to help. When they began to investigate it, however, they found that the walls were in such a bad state of repair that it was useless to try to preserve it.

Now, there has to be a general awakening in regard to our historical assets. I am going to sum this all up by saying this. As Mr. Dolan has so often said, the tourist business of Canada today is a battle, and it is a battle for two reasons: one is because of the amount of money being spent in the United States, not only by the United States but by other countries to attract people away from Canada is simply tremendous. We have, to use a military simile, a competition behind our own lines, which was emphasized at the Dominion Provincial Tourist Conference last December, in that there comes into this country every year eighty million American periodicals—eighty million of them. Now, forty million of them, approximately one-half, carry advertising urging Canadians to visit every State of the United States and, in fact, almost every other country of the world. Now, we are fortunate to be situated, geographically, to the north of a fine country of 150 million travel-minded people like the Americans are, but on the other hand it is unfortunate that we have what I term double-barrelled competition to meet. Now how are we going to meet it? There must be a plan in order to meet it, and behind that plan there must be three things—leadership, co-operation and co-ordination.

It was under your auspices, gentlemen, that in 1934 a tourist committee of the Senate was formed—and I think Senator "Billie" Dennis was chairman—which was responsible for the formation of the Canadian Travel Bureau.

I respectfully suggest to you now that again, in 1954, you give the necessary leadership which in this new era will contribute much to arriving at a co-operative and co-ordinated plan to meet this terrific competition.

The CHAIRMAN: Thank you. Are there any further representations to be made? Mr. Smith, have you anything to say?

Mr. ARTHUR B. SMITH: Mr. Chairman, I have followed the discussion with a very great deal of interest. I am here to represent the advertising committee, which was formed some five years ago with the thought and picture that the promotional advertising of Canada might well be illustrated by a triangle. Across its base is the broad advertising of the Canadian Travel Bureau and the transportation companies which operate from coast to coast and feature all parts of Canada. The triangle narrows down to the provincial representatives covering individual provinces; and coming still further down it gets to the localized advertising of, for instance, the oil companies and the department stores who are vitally interested in the tourist industry. The top of that triangle is to our way of thinking the essential job that must be done by the individual operator. There are the large operators: The three transportation companies including Canada Steamship Lines, of course need no guidance from our committee; but the smaller man, with facilities and accommodation for possibly fifty to seventy-five guests, who is dependent upon local printing, needs guidance to improve the quality of his folders and other media of advertising. That has been the responsibility of our committee.

The president in his remarks referred to the report of the committee which was presented for that specific purpose. I was chairman of the committee, and its members were those closely interested in the hotel promotion and travel agent field, the motion picture and still picture field, newspapers and so on. Ten thousand copies of the report have been distributed through various channels. We have had excellent co-operation from the provincial authorities and Mr. Dolan's department. The comments we have received indicate that the committee has done a very good job. As far as the committee is concerned, it has been a rewarding job, for it is felt that as a result of our efforts a definite improvement has been achieved in the smaller operator's folders, and in many respects the larger operator can only be effective when the tourist knows where he is going, the quality of the accommodation and the price he will have to pay for it—and that is what the local operator is selling.

Hon. MR. ISNOR: When you refer to the advertising committee, I take it that includes radio?

Mr. SMITH: This report covers all phases of advertising except television, which was not a factor when the report was issued.

Hon. MR. ISNOR: Yes, but it takes in radio.

Mr. SMITH: Yes, definitely.

Hon. MR. ISNOR: I was interested in Mr. Turnbull's reference to the national parks; and two other gentlemen who appeared before us claimed the parks were an outstanding feature. I am wondering what was the effect of radio broadcasting last year in connection with national parks. Did it have the desired result.

Mr. SMITH: I would think that Mr. Dolan would be in a better position to answer that question.

Hon. MR. ISNOR: If I may, Mr. Chairman, I will ask Mr. Dolan that question.

Mr. Moore mentioned hotel accommodation and standard meals. I wonder if that has been emphasized strongly enough. While I am not an advocate

of the liquor policies, or anything like that, I should like to ask what effect has our Canadian liquor laws had on tourist traffic and have you had any complaints.

Hon. Mr. HAIG: They should be free enough to allow the tourist to get it.

Mr. MOORE: The Canadian Tourist Association, Senator, is doing everything it can to encourage cleaner restaurants, better meals and Canadian distinctive meals. We do get complaints occasionally, and I am sure Mr. Dolan's department also gets them.

Hon. Mr. ISNOR: What kind of complaints?

Mr. MOORE: That the meals are not well served and that some of the restaurants are not sufficiently clean. We are doing our best to encourage members in that direction, and I believe that a satisfactory result is gradually being obtained.

Hon. Mr. DAVIES: Mr. Moore, are there not provincial inspectors whose job it is to see that such places are kept clean?

Mr. MOORE: Yes; there are in my province, and I am sure there are in the other provinces; nevertheless, they can serve more dainty meals and better meals in some instances, especially where some of the smaller restaurants are called upon to serve a quick lunch. We are trying to improve conditions in that respect, and I think with some success. Our "tourist service week" attempts to develop that idea; while in Alberta we have a cooking school run by the Province Institute of Technology and Art, in Calgary, with a view to teaching chefs how to better put up food and serve it to tourists correctly.

As to the liquor laws, that is a somewhat delicate question and one that is perhaps difficult to answer. However, tourist authorities do get a few complaints occasionally from visitors who have not been able to get drinks in cocktail bars as they would like to have done or were unable to obtain drinks served with their meals.

Hon. Mr. DAVIES: Are there many complaints of that sort?

Mr. MOORE: There are I suppose a few across Canada.

Hon. Mr. DAVIES: I don't think we should loosen up our liquor laws just to attract tourists.

The CHAIRMAN: Mr. Bythell, have you anything to say?

Mr. D. C. Bythell:

Mr. Chairman, I have just the briefest comment. I am here representing the Aviation Committee of the Canadian Tourist Association; and I think I should say that air transport is one of the newest and perhaps one of the fastest growing industries in the world today. There is little need for me to remind honourable senators of the tremendous growth that is taking place in this field. Mr. Moore has indicated the general activities of the aviation committee of the tourist association in Canada, and I would just like to add that our object is to use all the resources of aviation in this new and fast-growing industry to help towards the future and the sound development of tourist industry in Canada. Thank you.

The CHAIRMAN: Are you going to ask a question?

Hon. Mr. CRERAR: Yes, and I was going to make a comment, if I may. It is apropos of the point under discussion a few moments ago about restaurants and meals and that sort of thing. I think that is a very vital point. Our tourist business is very largely derived from automobile transportation, and the conditions in some of these restaurants in respect of tourist meals and that sort of thing are just "out of this world". One imagines that probably the people who run them are people who have failed in everything else and thought they might cook meals and attract tourists. The same thing is true of the

service at gasoline service stations. So far as toilet services are concerned they are an outrage in many places. When a tourist from the United States comes into one of these places and is served a badly cooked meal, with some machine blaring noise, he does not find it very attractive.

My suggestion is this,—I do not know whether the Association have had it under consideration or not: that a system might be worked out of grading these restaurants and licensing them, having grades "A", "B", and "C". Today you can pick up in Europe, for instance in the British Isles, a guide which shows places listed with their prices and according to the service they give, so that the tourist knows what he is going to get. If something like that could be done in this country, and if also those places where people get their cars serviced could be improved and licensed, I think it would be a great step forward. Nowhere is there greater need today in the development of our tourist business than in the providing of decent meals and proper amenities for the people who visit us to see our so-called tourist attractions.

The CHAIRMAN: Anything else, gentlemen? I am in agreement with you, senator, there. I think before the session is over, we might do something in that direction. There is, is there not, a National Hotel and Restaurant Association?

Mr. MOORE: Yes.

The CHAIRMAN: We could bring in a couple of representatives of that association and have them talk over this matter of meals and accommodation; and later, when we talk with Mr. Dolan, we will no doubt get some suggestions from him.

I imagine we are through with the delegation from the Canadian Tourist Association. As chairman of the committee, I want to say that we are very thankful to you gentlemen for coming before us and giving us your views, and I hope you do not resent the fact that you have been questioned quite closely on many matters, some of which were not even mentioned in the brief, because you will find that the senators are after information, and we want to know as much about the tourist business as we can, and if possible make suggestions and recommendations that will be helpful to its advance and betterment. We thank you very much, sir.

Mr. MOORE: May I just say in reply sir that the Canadian Tourist Association has been very, very happy indeed to send representatives here and to be questioned, and if we can be of any help in the future, all this committee need do, is ask us. The Canadian Tourist Association believes that the tourist industry is a big industry in Canada and can be made much bigger than it is, and we are trying to do all we can in this connection and all we ask is your help, and everybody else's along the line.

The Committee adjourned until tomorrow at 11 a.m.

MINUTES OF EVIDENCE

THE SENATE

OTTAWA, Thursday, February 11, 1954.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business, met this day at 11 a.m.

Hon. Mr. Buchanan in the Chair.

The CHAIRMAN: Gentlemen, there is a quorum. We will come to order and get going. I think the understanding was that we would hear from Mr. Dolan first.

Mr. D. LEO DOLAN, Director, Canadian Travel Bureau: Mr. Chairman, honourable gentlemen, I am going to keep away as far as possible from the ground that was covered by Mr. Moore yesterday. If you will permit me, I will just tell you some things about our own activities during the past year.

We had in Canada last year a pretty successful tourist trade. The figures I can find indicate that we have had close to 10 per cent increase in the number of visitors who came to Canada in 1953,—which is, I think probably the best showing of any tourist area on the North American continent during that year. 1953 was a spotty tourist year in many parts of the continent. This was due, of course, largely to one of the things Mr. Moore spoke of yesterday—the competition for the travel dollar in the United States by agencies outside of that country, and more particularly, the intense drive which is being made by tourist and travel agencies within the forty-eight states themselves. Perhaps the greatest competition we had last year from the standpoint of expensive visitors was Europe. The second, I would say, would be the Bahamas and the West Indies. There is always, of course, the competition of Florida, which attracts a great many Canadians at this time of the year. I happened to be in Barbados ten days ago, on loan to that government. This committee may be surprised to learn that I am supposed to be a travel expert: apparently they thought I was in Barbados. They told me that 70 per cent of their visitors were Canadians. At the hotel I was staying I would think 80 per cent were from this country. I bring that up because I want to tell the Senate committee this morning that figures given me yesterday by the Dominion Bureau of Statistics indicated that about 25,500,000 Canadian left this country last year, most of them for vacation purposes. We had visitors to this country last year somewhat in excess of 28,000,000. I got these figures, particularly because of some questions which Senator Haig asked here yesterday having to do with expenditures of Canadians outside Canada during the last year and, in fact, the last two or three years.

Two things are responsible for that. The first is the fact that our Canadian dollar is at a premium. When the American dollar was at a premium more money was spent by American tourists in this country than ever before. This was particularly true when the Canadian dollar was pegged at 10 per cent. I would point out that last year more American visitors came into Canada than at any time in our history. We are getting more people into Canada every year due, I think, to the combined efforts of the federal, provincial and private organizations such as the railways, steamships, bus lines and air lines. Our

concentrated advertising program is bringing more people into Canada each year, but last year, as was the case the year before, the per capita expenditure by foreign tourists was not as heavy as in the lush years immediately after the war. The whole tourist market has changed. The tourist does not come to Canada any longer with a hand full of money that he is willing to spend freely. He is doing a lot of "shopping around" and trying to get the best value for his money. The day has gone when the tourist operator could sit back and say, "Well, they are going to come anyway." The fact is that they are just not going to come anyway. The district that does the best promotion work and provides the finest service for the least amount of money is the district getting the most business.

Again may I speak of what I saw a few weeks ago. The Canadian dollar is worth \$1.74 in Barbados. I asked some Canadians who were there on pleasure—I hasten to say I was there on business although it is a rather nice time of year to be there on business—the reasons they were there and they replied that the Barbados had become one of the cheapest islands in the West Indies on which to spend a holiday. They were getting greater value for their money than they would get in Nassau or Bermuda. I hate to make comparisons publicly but I say this for the benefit of the committee, and not in any way to injure the trade in Nassau or Bermuda; I am just stating the facts.

We have concentrated some of our efforts in the last few years on getting more Canadians to see more of their own country. I think in a measure we have been successful in that connection. My colleague here, Mr. Hutchison of the National Parks, will tell you—if he does not perhaps I had better tell you myself—that for the first time in our history we passed the three million mark in visitors to our national parks. I would say, roughly speaking, that about 28 per cent of those visitors were American. This means that the great number of them were Canadians. To me that is a pleasant thing. I do not want to say too much about the national parks because Mr. Hutchison knows more about them than I do. I just try to publicize them, and we have been publicizing them in the hope of getting our Canadian people to see more of the things for which they have been paying and for which our governments, past and present, ought to be highly praised.

During yesterday's discussion one of the senators asked a question to the effect: what do we offer a tourist in the way of a bargain or special rate? Well, Canada does not offer any bargain rates to the tourist. Canada offers the most diversified form of recreational activity of any part of the North American continent. We have a diversity of things to offer tourists. We want to find out from tourists every year what they are thinking and what they want. What do they like about Canada? I am proud to tell you, honourable senators, the last year we serviced in the Canadian Government Travel Bureau more than 430,000 inquiries. Perhaps you will think I am a bit boastful when I say to you that I think that is a record unexcelled by any travel bureau in the world. I know that no travel organization which sends me their records can claim to have serviced that many inquiries. It is pretty difficult to service more than 400,000 inquiries in a year and at the same time give the potential visitors the type of service a federal government organization should give them.

Hon. Mr. BEAUBIEN: What do you mean by servicing?

Mr. DOLAN: Supplying information as requested, Senator Beaubien. You have to be well organized to service that many inquiries. Last year we sent out some 200,000 questionnaires in which we asked a series of questions. We wanted to know whether tourists liked Canada, how they came here, how long they stayed. We are very anxious to find out what they enjoyed the most and how much they spent. I should like to give you one or two results of the questionnaire we sent out. We had a 13.4 per cent return, which is a good

one on a questionnaire. This year we provided postage for a great number of the people to whom we wrote, and that is the reason, I think, we got a better reply from our American visitors than before. In the replies we found 517 complaints about our roads. That was the largest number of complaints we had about any service in Canada.

We had 4,900—nearly 5,000 replies. 517 said they did not like the roads; 143 said accommodations were not as good as they would have liked; 118 did not like our food. Only 101 people complained about prices in Canada. That had a great deal to do, I think, with our dollar being at a premium. Only 39 people complained about our courtesy. 28 said they did not think our scenery was as good as we claimed. Sometimes we do engage in a little superlative writing in our advertising, to keep up with our American brethren, otherwise we would be pushed off the map altogether. About 129 people said that the fishing was not as good as we promised. 21 did not like our hunting. And here is a thing that pleases me, because of a comment made yesterday; only 19 people made a complaint about immigration officers, and only 37 complained about our Customs officers. As a civil servant, I am proud of that, because those are two services of the tourist trade of which we might well be proud; and when, of the 5,000 people who wrote in and only 19 said something critical about the immigration officers, and only 37 about the customs, I think we should be very happy over such a condition.

Hon. Mr. CRERAR: What was the nature of the complaints about our roads?

Mr. DOLAN: Mostly that they were not all-weather roads, that they were rough, that the construction activities on our highways caused them trouble, when making preparations for detour.

Hon. Mr. CRERAR: They complained that the roads were dusty?

Mr. DOLAN: Dusty.

Hon. Mr. BAIRD: Were they complaining mainly of western roads?

Mr. DOLAN: I think I can say quite honestly they were spread pretty well across the country—more in the west than in the east because the western people are embarking on an extensive road program, and when such work is embarked upon you get more complaints because of the construction activities. 2,917 said the roads were all right; 3,802 said our accommodations were all right; 3,851 said there were no complaints about the food; 2,772 said our prices were in keeping with what they had expected. 4,315 of the 5,000 odd said the courtesy of the Canadian people was just what they expected; 2,450 said our scenery was as good as we had claimed. 373 praised our hunting and fishing; 862 made favorable reference to our Customs, and nearly 951 to our immigration.

I give you those figures because by and large the picture is that Canada's recreational industry has moved forward in the last ten or fifteen years, and generally we are giving good service and have improved our food and accommodation and highways. We never had to make much improvement on our courtesy or customs or immigration.

I think I have told you about the visitors to our national parks.

Another thing that I would like to say is that in 1953, having to do with this questionnaire to which I have made reference, we found that 60 per cent of the people who wrote to us last year asking for information actually came to Canada, and 27 per cent came to Canada for the first time. 98 per cent of all the people who wrote us last year generally indicated that the information we sent was satisfactory. 96 per cent of the people we serviced came by motor car. In 1953 we had about 90 per cent, who wrote to us saying they came by motor car, showing that about 3.3 people came per automobile. They stayed for an average of about nine days, and spent \$6.50 per day. Here is

another figure which surprises me: 90 per cent of the people who came to Canada, that is, of the people whom we serviced, said they stayed in paid accommodation and only 10 per cent said that they stayed with friends or relatives. Usually the percentage of tourists staying with friends and relatives is a little higher, so last year was an exceptionally good year from that point of view.

Thirty per cent of the tourists say that they visited our national parks. Some of them undoubtedly visited the provincial parks as well but they were not included in our survey. We found that the best advertising Canada gets is word of mouth. We spend a lot of money on our magazines, newspapers, radio and other things in the way of advertising, but if we can get a satisfied customer in Canada, that is to say, a satisfied tourist, he is just like a satisfied customer going back to purchase goods in a large mercantile organization in Canada.

Last year, advice from friends ran almost parallel with our advertising. About 37 per cent said that they came to Canada because they had received advice from people who had been here previously and they had told them it was a delightful place to come to and enjoy themselves.

Our advertising accounted for about 26·3 per cent—that is, those who had seen advertising—and 21 per cent said they saw an advertisement but they did not say it was one of ours so we do not claim credit for that at all. We simply put it down to advertising but did not credit it to any specific advertisement which they had seen.

I do not think I should worry you any further with any long group of statistics. I would be prepared now—

Hon. Mr. HAIG: Before you leave that point, Mr. Dolan, just in a word would you tell us how you estimate the number of tourists that enter Canada?

Mr. DOLAN: We get that from the immigration and customs officials.

Hon. Mr. HAIG: Supposing that they come in for a day and just wheel around and go back?

Mr. DOLAN: We do not classify that visitor as a tourist.

Hon. Mr. HAIG: Well, on what basis then do you qualify them as tourists?

Mr. DOLAN: All the figures we use are from the Dominion Bureau of Statistics they of course take the short term fellow who stays in Canada not more than twenty-four hours, and the T.V.P.—Traveller Vehicle Permit—tourist who is going to stay in Canada forty-eight hours or more. About 80 per cent of our tourist customers, in Canada, is the fellow who stays in Canada less than forty-eight hours. He represents only 15 per cent of our tourist spending. Most of our visitors are short term visitors, but the large expenditure is made however by the long term visitor to Canada. He is the fellow who comes in with a T.V.P. and represents 80 per cent of our tourist revenue.

Hon. Mr. EULER: How do you know how much a tourist spends in Canada?

Mr. DOLAN: The Dominion Bureau of Statistics have what they say is a complete organization, and they have scientific approach to all these statistics and can arrive at a pretty close figure of what has been spent by visitors in Canada.

Hon. Mr. EULER: I suppose our officials at the border ask the tourist, when he is leaving, how much money he spent

Mr. DOLAN: No, they issue a card at the border to the departing tourist. I think it was really instituted, Mr. Euler, during your time as Minister. It is somewhat similar to this questionnaire which we send out and in which the tourist tells us how many days he was here and what he spent. There are

thousands and thousands of those cards at the Dominion Bureau of Statistics and I would respectfully suggest that some day members of the committee should go over there and see how they operate at D.B.S. and eventually arrive at these figures. I am not a statistician and I would much rather any questions in that regard be directed to the officials of the Dominion Bureau of Statistics. I have often said that from my point of view their figures are a little low and they do not like me for saying that. We broke down some of the inquiries in the questionnaire, and I might say it was only a small operation compared to the Dominion Bureau of Statistics—that the results were nearly identical with the Travel Bureau returns, showing a slight increase in the average expenditure. In our return questionnaire we found that 3,200 motorists stayed in Canada a total of 27,000 days; the total number of persons in those 3,200 cars was 10,000; and we are informed that they spent \$852,262; they stayed an average of 8.6 days per car; showed an average of 3.2 per person per car with an average expenditure per car of \$264.10, and an average expenditure per person of \$83.59, or an average expenditure per person per day of \$9.72.

Curiously enough, while we are a little bit higher, we are not very much higher than the scientific approach which D.B.S. makes in describing the amount of money and the number of visitors coming into Canada. We are perhaps a dollar a day higher. They tell us we get the cream of the crop.

Hon. Mr. DAVIES: Does the Trade Fair bring many Americans to Canada?

Mr. DOLAN: Yes, the Trade Fair does. We use a little line in our advertising in such magazines as *Time* and *Newsweek* saying the Trade Fair is to be held in Toronto at a certain date.

I do not know, gentlemen, that I should weary you further. In past years you have been good enough to question me on some of these points; if you have any questions I shall be pleased to answer them.

The CHAIRMAN: On the question of the total movement of tourists into Canada through the various ports of entry, you may recall that we had Mr. Marshall, the Dominion Statistician, before us a year or so ago.

Mr. DOLAN: Yes.

The CHAIRMAN: It was stated then that the people who come from Detroit to Windsor and Buffalo to Welland or Fort Erie, were included in the list of Americans entering Canada as tourists.

Mr. DOLAN: Yes.

The CHAIRMAN: I think also the people moving by bus through the ports of entry were included. Does that situation exist today?

Mr. DOLAN: No; as I understand it they do not include the movement of buses through ports of entry in their compilation of tourist expenditures. They do include them in the list of people entering Canada; I am told they must be included. When a man crosses the border, even though he may stay only an hour or two, for statistics purposes he is entering Canada, and a record is kept; but he is not included in tourist statistics as a spending tourist.

Hon. Mr. BAIRD: What effect are the motels having on the hotels in the tourist business?

Mr. DOLAN: I think they are having a considerable effect on the hotel operations, and the hotel men agree with me. It is the great problem the hotel men have to face today, for the motels have become almost as popular in our country as they have been in Florida over the past two or three years. For instance, I was down in New Brunswick the other day, and I saw a hundred thousand dollar motel operation in the little town of Woodstock. The same is true of London-Toronto area and the province of Alberta, with which Mr. Hutchison is familiar.

Hon. Mr. EULER: Is the tendency in Canada the same as in the United States, that motels charge almost as much as hotels?

Mr. DOLAN: I am afraid that is true. The motels have gained such popularity that they have been able to raise their prices to that of the hotels.

Hon. Mr. DAVIES: But that is not true of the United States, is it?

Mr. DOLAN: No, it is not.

Hon. Mr. BAIRD: It is true of Florida today.

Hon. Mr. EULER: I quite agree.

Hon. Mr. BEAUBIEN: But are the motels still not cheaper than the hotels?

Hon. Mr. BAIRD: Oh no.

Mr. DOLAN: In Florida, for instance, the motels are as "plush" as many of the hotels.

It was pointed out to me the other day that the motels were getting as expensive as the good hotels, except in the area of New England, and this is creating a problem for us in Ontario and Quebec. As my friends in Quebec may know, the Vermonter is a pretty shrewd fellow, and he is keeping his price down. Some of our American friends who come through that area stay in motels in Vermont which they get cheaper than they are able to get in Central Canada. That creates a problem for us in our attempt to keep American tourists in Canada.

Hon. Mr. DAVIES: Is it not true that over the past two or three years in Canada a number of hotels have built motels, or have got control of them?

Mr. DOLAN: That is right, senator. That started in the United States. Several hotel people thought they had better get in the motel business and build a nice motel outside the city, and always keep a "vacancy" sign. "Then, when visitors drive in, we can say 'We have not a room, but we will send you to the Grand Union hotel,'"—which they also own. I know of one or two hotel operators in this country who have recommended similar action to their board of directors.

Hon. Mr. BAIRD: That may be an answer to price increases in the run of hotels.

Mr. DOLAN: I don't know, Senator Baird. But I know that the whole tourist trade of Canada will have to keep its prices strictly in line. As I said in opening, this is no longer a day when the people are not shopping; it is a buyer's market. People are buying where they can get the best price; and if our Canadian hotels or motels will keep their price strictly in line they will have a fine business; if they won't, I would hesitate to make any prediction about what might happen.

Hon. Mr. ISNOR: You analysed those figures—4,915, if I remember rightly—of replies that you had to inquiries made with a view of ascertaining what was the greatest or best Canadian feature attraction.

Mr. DOLAN: Well, not exactly "the best". We tried to find out, first, if our service to the visitor was good, if we were "doing the job"; and, secondly, what the visitor found wrong in Canada, and what he found good. I think I should tell you that any time a complaint comes to us we answer it immediately; and if it is a complaint about hotels, we place that complaint right on the door-step of the hotel concerned. I think we have done a pretty good job in looking after our complaints.

Hon. Mr. ISNOR: Yes. You heard me yesterday ask that same question. I was anxious to find out if possible what was our greatest attraction. In analysing your figures I find that 86 per cent of our replies stated "hospitality and attention" as an outstanding feature. That is, if I am right in my calculation.

Mr. DOLAN: 4,315 out of 4,986. I won't quarrel with you on that.

Hon. Mr. ISNOR: Well, it is 43 to 86.

Mr. DOLAN: Right.

Hon. Mr. ISNOR: 86 per cent is a very large return. If that is so, it indicates to me that you are in a very, very fine position to advertise the feature of "hospitality in Canada". That is what I am trying to develop.

Mr. DOLAN: We try to do that. I brought here some samples of our advertising which the members of the committee can look over at their leisure. We use this theme, Senator Isnor, to try to attract visitors. I have at the moment only three or four copies.

Hon. Mr. ISNOR: You stated that 13.5 per cent return. I think that is exceptionally high. If we get 8 per cent in business we consider that is a pretty good average. I again come back to my suggestion that, because of these figures, you certainly should capitalize that conclusion brought out by our survey.

Mr. DOLAN: I think, Senator Isnor, that if you will take the time to peruse our advertising you will see that we have done that fairly well. We have not tried to exaggerate the obvious, but we have tried to indicate that our people are kind, hospitable and courteous.

Hon. Mr. DAVIES: Is that advertising handled by a Canadian firm?

Mr. DOLAN: Oh, yes, our advertising is handled by a Canadian agency. It always has been, and, I think, always should be.

Hon. Mr. ISNOR: In the matter of exchange, the American dollar is at a discount compared with the Canadian dollar. Do hotels and motels generally exact that discount, and if so, what is the effect on the American tourist?

Mr. DOLAN: Well, we do get 3 per cent or over on our Canadian dollar today. Practically every hotel and similar organization charges exchange to visitors. They discount the American dollar at 3 to 4 per cent.

Hon. Mr. EULER: Do Americans resent that?

Mr. DOLAN: At first, Senator Euler, they did, quite strenuously.

Hon. Mr. EULER: Did that have any appreciable effect on the tourist business?

Mr. DOLAN: I think it did, for a time. It is still a matter of great concern to us in the tourist business, because—I say this without being derogatory—the American is a pretty good buyer, and if he can get 100 per cent on his dollar in areas like New England, which are similar in climate to our Canadian provinces, the "yankee-minded" fellow is going to look at the 3 per cent before he comes to Canada.

Hon. Mr. EULER: Do Canadians generally exact that discount?

Mr. DOLAN: Yes, senator, they do. They had to, because it became quite a burden on small institutions to take the American dollar at par. When it was 1 per cent a great many did. When it jumped up to 3, and now it is between 3 and 4, they have to charge it. It is a matter of good business.

Hon. Mr. BEAUBIEN: Is it not so that the Canadian who goes over to the United States with Canadian money and goes into any store—I am thinking of Manitobans going over to Minnesota—finds that if you want to buy anything in their stores they won't give you any premium on your money?

Hon. Mr. EULER: And even charge you a discount in some places.

Hon. Mr. BEAUBIEN: Or won't take it at all; so that Canadians come back to Canada and they say, "These 'damn Yankees' won't give me my exchange so I am going to charge them the full discount when they come to Canada"?

Mr. DOLAN: There may be a bit of retaliation. I noticed the other day that some places in Florida are accepting Canadian money at par. They felt that that was a great tribute to us. I don't think it was. They advertised the fact quite extensively. It was one of the big department stores on Collins avenue, in Miami.

Hon. Mr. ISNOR: Would you say that this is good business.

Mr. DOLAN: Well, Senator Isnor, they tell me it is a matter of business with them. The operator of an hotel says "I can't stand the 3 to 4 discount. I have got to charge them a premium on their dollar."

Hon. Mr. McINTYRE: Anybody who goes from Canada to the United States with Canadian money, and finds they won't take it at stores or on railways or in electric cars can go to the banks—for instance, the First National Bank in Boston, or any other city—and they will give you the premium on the Canadian money.

Mr. DOLAN: Yes, that is right, Senator McIntyre.

Hon. Mr. STAMBAUGH: I went into the First National Bank at Chattanooga, and they wanted 5 per cent discount.

Mr. DOLAN: The further south you go the more trouble you have. In Syracuse and Rochester they are advertising—and you will see the advertisements in the Ottawa papers by merchants of Syracuse and Watertown—that they are paying a premium on Canadian dollars, to get our shoppers to go down there; and they are going down by the hundreds.

An Hon SENATOR: And that is true of Buffalo.

Mr. DOLAN: That is right.

Hon. Mr. HAIG: They are doing the same thing in Manitoba.

Mr. DOLAN: I imagine they are advertising in Winnipeg newspapers. They advertise in our Recreational Association newspaper. Some of my Civil Service colleagues will remember that. They took eight pages or thereabouts. To confirm what the senator at the end (Hon. Mr. Stambaugh) says,—I tried to pay a hospital bill two years ago in Boston with Canadian dollars. My Canadian money was at a 5 per cent premium, and the New England Baptist Hospital wouldn't take my Canadian money at all. I had a difficult time getting into the hospital. I happened to have American money and American friends, but the hospital would not take my Canadian money even though I assured them it was 5 per cent better than theirs.

Hon. Mr. CRERAR: You should have bought American currency before you went there.

Mr. DOLAN: I did, but I did not have enough. Incidentally.

Hon. Mr. DAVIES: According to this list here it would seem that you have confined your advertising to publications such as *Holiday* and *Esquire* which, for the most part, are read by people in the high income bracket. Those books are expensive.

Mr. DOLAN: That is not a complete list, Senator Davies.

Hon. Mr. DAVIES: There are many people who save up for a two-week holiday who do not read high-class magazines such as these.

Mr. DOLAN: We advertise in all the popular weeklies: *Saturday Evening Post*, *Colliers*, *Time*, *Newsweek* and the *American Magazine*. We also go into all the automobile periodicals. Over a period of years we think we have selected the best of the automobile club magazines. People travel to Bermuda and to Europe by ship, but 90 per cent of the people who visit Canada come on rubber wheels. That is why we have gone into the automobile clubs to advertise. Let us say a man from Topeka, Kansas, wants to come to Ottawa for a holiday. He will go to his automobile club to get information before he

will go anywhere else. After all, he is paying for membership in that club. I think any of you gentlemen who belong to an automobile club, when going on a long motor trip, go to your club to get information. That is why we go to this class of people with our advertising.

The CHAIRMAN: What proportion of the appropriation of the Canadian Travel Bureau is spent on publicity and advertising? I understand you have some radio advertising too, have you?

Mr. DOLAN: Yes. Last year we spent something like \$931,351 out of \$1,500,000 on advertising and publicity.

The CHAIRMAN: Did you spend that mostly in the United States?

Mr. DOLAN: Yes, except one radio program in Canada.

The CHAIRMAN: Yesterday the delegates from the Canadian Tourist Association were urging more interprovincial traffic.

Mr. DOLAN: Yes.

The CHAIRMAN: Would it be right to say that the Canadian Travel Bureau devotes most, if not all, of its activities to bringing people into Canada from outside this country?

Mr. DOLAN: That is quite right. We feel that is the purpose for which the Bureau has been established.

Hon. Mr. HAIG: Hear, hear.

Mr. DOLAN: We do not feel it is our job to act as an interprovincial tourist bureau.

Hon. Mr. CRERAR: Interprovincial tourist traffic does not add one dollar to Canada's autonomy.

Mr. DOLAN: That is right.

Hon. Mr. CRERAR: Have you any data to indicate where American tourists entering Canada come from? Do they come mostly from the northern states?

Mr. DOLAN: Eighty-three per cent come from the northern part and about 10 per cent from California. The northern part would include the New England states. We have not done much advertising in such states as Mississippi and Tennessee, but we have gone into Texas in recent years with considerable benefit. There is a lot of money in Texas.

Hon. Mr. HAIG: I have seen tourists from Texas in Ottawa. I recall meeting four of them on Parliament Hill. The Parliament Buildings were closed at the time to visitors and I took it upon myself to show them around. Incidentally, they have been sending me a present at Christmas every year since.

Hon. Mr. DAVIES: That was certainly a good investment on your part.

Mr. DOLAN: I am glad you mentioned that because last year more visitors passed through our Parliament Buildings than ever before. It is amazing the number of pleasant letters we get about the protective staff of these buildings. They have really done a remarkable job under Colonel Franklin. The way these men look after tourists here during the summer months, and the friendliness of the Mounted Police outside the building, really make for good advertising.

Hon. Mr. HAIG: May I say a word about my experience with respect to these four visitors from Texas. There was the father and mother and son and the son's chum. These boys were in their first year at university and it seems that they had been having quite a dispute as to what our parliamentary system was like. I commenced to tell them that it was twice as good as theirs. They didn't like that too much but at least they understood what our system was all about.

Mr. DOLAN: Well, I have found that you can tell Americans these things and they do not really seem disturbed. I will say that when they discovered that the Yankee dollar was of less value than ours, it was a terrible shock to them. I adopted the attitude, when writing to these people, "I know exactly how you feel because for twenty odd years whenever Canadians went to the States they felt the same way as you do now." It was amazing the number of replies we received stating "We never look at it that way."

Hon. Mr. DAVIES: I did not quite catch your advertising appropriation.

Mr. DOLAN: We spent something like \$930,000. About 65 per cent of this went into magazine advertising and 35 per cent into newspaper advertising. I might say that we compete with agencies in the United States which are spending this year on tourist traffic advertising some \$12 million. I am thinking of tourist bureaus and boards of trade in such states as Florida, California, Maine, Michigan and Minnesota. We are trying to compete with less than a million; and I may say we are doing pretty well.

The CHAIRMAN: In addition to the \$930,000, how much would be spent by the tourist bureau on railway companies, shipping companies—and I do not know whether airlines advertise or not.

Mr. DOLAN: They would spend about \$4 million. That is the railways, bus lines, steamships and airlines in Canada would perhaps between them expend that amount on tourist advertising and promotion.

The CHAIRMAN: I would like to ask another question. Is there any considerable movement of people from the United States into Canada particularly into the skiing areas in the winter months?

Mr. DOLAN: Well, this winter, yes, because for the first time in about three years we have had remarkable snow conditions in the Laurentian Mountains, and there have been poor snow conditions in Vermont, New Hampshire, and other parts of the New England States, and they are coming into Quebec more than they had been in the last five years. That depends entirely on snow conditions. The tragedy of our skiing in Canada, I think, is that with the finest snow conditions in the world, in Banff and other regions in the West, it is a shame that we have not developed more than we have.

Hon. Mr. ISNOR: I want to come back to the observation made by Senator Crerar. The Canadian inter-provincial tourist trade does not bring a new dollar to Canada. I have been accused in this committee, of talking Nova Scotia too much. I want to point out to you, Mr. Dolan, and to Senator Crerar, that the eastern part of Canada is very much interested in the program of inter-provincial tourist trade. We have in Quebec roughly 32 per cent of the population of Canada, and 34 per cent in Ontario; in other words, 66 per cent of the entire population of Canada in those two provinces. We must draw to a very great extent our tourist trade from either the New England States or Quebec and Ontario, and we did last year, we had a very, very large number of tourists from Ontario. I do not want it to go out through the press or in any other way that we are not interested so far as the eastern part of Canada is concerned in our own inter-provincial tourist trade. We want to see the people from other parts of Canada visit the Maritimes.

One other point. If hundreds of millions of dollars are to be spent on building a Trans-Canada highway, surely there must be a reason back of it, and I believe that reason is to encourage travel between the various provinces. I want to put that on record, Mr. Chairman.

Hon. Mr. EULER: That is a provincial responsibility.

Hon. Mr. ISNOR: We do not want to have the thought go out from this committee that it does not affect our economy one iota.

Hon. Mr. BAIRD: I think the point that was made that it does not actually bring in new dollars.

Hon. Mr. CHERAR: Mr. Chairman, I appreciate the point raised by Senator Isnor, but I do submit that if we spend federal money to induce people to go from Ontario to Nova Scotia we do not add one single soo to the value of our economy. If we can spend the money and get people from the New England States to visit Nova Scotia, then what we are doing is definitely adding to our economy, and whether a man in Ontario visits Nova Scotia or not is not really germane to the whole purpose behind this expenditure.

Hon. Mr. EULER: Hear, hear.

Hon. Mr. CRERAR: I suggest that there is no place in Canada that can benefit more from the kind of expenditure we are making in the United States than Nova Scotia and the Maritime Provinces, because of the number of people in the New England States whose forebears came from those provinces, and I would say this—and I think that Senator Isnor will agree with this, at any rate, that there is no part of Canada that offers greater tourist attractions than does the province of Nova Scotia.

Hon. Mr. BAIRD: I object!

Hon. Mr. CRERAR: The objection of Senator Baird is a bit premature.

Hon. Mr. BAIRD: You have never been there.

Hon. Mr. CRERAR: Well, he anticipated what I was about to say. Newfoundland, of course, offers great attractions, but the person who travels to Newfoundland will not travel by motor car, at any rate yet, from the mainland to the island. I suggest to Mr. Dolan, now that I am talking, that it might be worthwhile to give some study to those features. I recall away back thirty years ago, the Canadian National Railways on the west coast developed what they call the triangular tour, that is, the Americans went into Vancouver, travelled up and spent a week at Jasper, went through the mountains to Prince Rupert, and down by Canadian National Steamship back to Vancouver again, and Seattle. That was a very popular tour at that time and brought very definite results, from my own personal knowledge. Take the central parts of Manitoba, you have got the States from the south, Montana, the Dakotas—where there are scarcely any evergreens, and no lakes; and these people love to come up and see fresh water, fish, and evergreen trees, and see the buffalo and the elk and other animals in our national parks; and I know, again from personal experience, that that is definitely valuable and that the expenditure of a comparatively small amount of money in these areas directed to these particular resorts give results; I am convinced of that.

Hon. Mr. McINTYRE: Senator Crerar has not taken into consideration the beauty of Prince Edward Island.

Hon. Mr. CRERAR: We very wisely took steps to see that we did not overlook a very valuable speech you made, Senator McIntyre, in the Senate a short time ago. But when I speak of Nova Scotia, I speak of the Maritime Provinces—Prince Edward Island, Nova Scotia and also New Brunswick.

Hon. Mr. ROSS: The Americans do a lot of advertising for their own country, and a great many people in the United States instead of coming up to Canada will go to the New England States, or to Miami, to California, or to somewhere else, and they are advertising those resorts a great deal, and holding a lot of American money that might otherwise come to Canada. Now, I think advertising in Canada might be very helpful in having tourists spend their money in the Maritime Provinces, or in the Rocky Mountains, or in Banff—places like that; and I do not agree with Senator Crerar in that respect.

The CHAIRMAN: All the provinces are advertising in Canadian publications and Canadian newspapers. The Maritime Provinces are very aggressive in advertising in Canadian magazines and newspapers to try to bring people to the Maritime Provinces. I know that is happening all the time.

Mr. DOLAN: As a federal bureau, Senator Ross, our job primarily is, and we were created for the purpose, trying to direct tourist traffic into Canada. When this Bureau was first established we only had a tourist revenue of \$90,000,000 a year, and we saw it go up to \$290 million because of our concerted drive. I might say that other people came along with us. We did not do it alone. The railways, the steamships, and others were in this too. We are a federal bureau and I have always taken the stand that our first job was to direct people to Canada.

Some Hon. SENATORS: Hear, hear.

Mr. DOLAN: I have taken the stand also that it is the job of the provinces and the transportation interests, the airlines, the steamships, the hotels and others to say we have a great tourist country in Canada, and to urge Canadians to see Canada as well. In our national parks programme we have done that. I think I told this committee a couple of years ago that I thought it would be a questionable bit of—shall I describe it kindly as politics—to start and use this bureau to keep everybody in Canada. The repercussions in the United States under that type of policy, Senator Ross, would be disastrous to the Canadian travel industry. The second thing, and Senator Crerar your comments have brought to my mind something I had intended to tell this committee—I had forgotten it and had it not been for your comment I would not be mentioning it, but we are doing the very thing you suggest. There will appear on the screens in another month the first motion picture of a package tour in Canada. The first film that we made of this series was in the Maritime provinces and it was made there for two reasons: first, it is a beautiful section of Canada—I know, because I come from there—and secondly, it is the easiest area in which to make a film of that type. In this film we are showing a family, which we selected from Quebec, and we show them travelling from Boston right along the Atlantic coast, and some of their travelling through the New England states and right up through New Brunswick, Nova Scotia and Prince Edward Island. We intend this year to make a film which is now being considered, a film depicting the Waterton Lakes area of Alberta, illustrating a package tour in that area. We perhaps will make five films of that kind all together.

Hon. Mr. EULER: Are you going to take Newfoundland into that?

Hon. Mr. BAIRD: You will probably "take Newfoundland in".

Mr. DOLAN: No, I will not "take you in," but we are waiting till the Newfoundland government says they are ready.

Hon. Mr. BAIRD: We jealously guard what we have there and we feel that if we were to sort of open up at the present time we would detract so much from the mainland that they would feel the effects almost immediately on the mainland.

Mr. DOLAN: We appreciate that attitude of Newfoundland very sincerely, Senator Baird.

Hon. Mr. DAVIES: Where do you show these films?

Mr. DOLAN: We have some eighty-nine outlets in the United States where they are screened. As I said, we intend making five of these films and probably we will make more than that number. We intend to call them the Holiday Series.

Hon. Mr. BAIRD: The Holiday Package Series?

Mr. DOLAN: We have just been referring to it as a Holiday Series. I hope that this first film will be received very well. I personally think it is one of the most attractive films that we have made in a long time. Now that I am on the subject I would like to say that all our films are being made with the idea that they can be used on television. All our films will be 16 millimeters and 12 minutes duration.

Hon. Mr. EULER: Do you have to pay to get these films exhibited in the eighty-nine outlets you refer to?

Mr. DOLAN: No, Senator Euler. Unfortunately, however, our Canadian films require the payment of a fee to get on television networks in the United States. I think that is wrong because our competitors are putting them on over here and we are not charging them for it.

Hon. Mr. DAVIES: Are these films produced by the National Film Board?

Mr. DOLAN: We have to go to the National Film Board and they call for tenders for the production of these films. As a matter of fact this film of the maritime provinces that I just mentioned was made by a private firm of Montreal. The National Film Board are so busy now that they are letting out most of their work on travel films.

Hon. Mr. ISNOR: What is the size and length of that picture?

Mr. DOLAN: Twelve minutes duration and 16 millimeters, all in colour.

Hon. Mr. ISNOR: What type of outlets is it screened at in the United States?

Mr. DOLAN: They are screened at outlets at universities, outlets for travel clubs, and in libraries in the United States.

Hon. Mr. EULER: Not at movie theatres?

Mr. DOLAN: We do not go into the movie theatres on this distribution. This is a free distribution which we get through libraries and travel organizations and, I might say, a couple of brewery organizations who use our fishing films probably more extensively than any other outlet in the United States.

Hon. Mr. FRASER: Mr. Chairman, I might ask Mr. Dolan in regard to these films and the other advertising that they pay for, if in it we give sufficient cognizance and publicity to the beautiful sailing and cruising waters that we have in Canada and which extend all the way from Newfoundland to the west coast. I might submit, Mr. Chairman, that I feel that in the past there has been a little neglect in that connection. There are some publications in the United States, publications on the east coast, and one publication printed at Fort Lauderdale, that advertises Canada in their two annual motorboating and sailing issues, and also in a number of very prominent yachting magazines in the United States. In the town where I live we have one of the best yachting harbours on Lake Ontario and I have seen on a summer's evening \$300,000 or \$400,000 worth of American yachts in that harbour. I might suggest, Mr. Chairman, that we bring to the attention of this committee and to suggest to the members of this committee and to my good friend Leo Dolan, that a little more publicity should be given to that branch of the tourist trade or what I would refer to as the yachtman's trade, because the people on a \$100,000 yacht spend a lot of money, and notwithstanding the new province of Newfoundland, the inland waters of the province of Ontario affords the greatest protected cruising area on the North American continent. I submit that for the consideration of the committee.

Mr. DOLAN: I will certainly give it very serious consideration, Senator Fraser. We are open to criticism I must admit. A few years ago we did not do much for that branch of the tourist industry end, as a result of some

prodding from the senator privately and some operators, the Ontario government now has a very wonderful series of books on cruising on the inland waters of that province, compiled in co-operation with the Department of Transport. In addition we have, that is, the Canadian Government Travel Bureau has made some distribution of literature to a great many yacht clubs and sailing clubs in the United States with the idea of having them visit and enjoy the delightful areas that you have spoken about.

Hon. Mr. FRASER: They will be able to make some beautiful shots in those moving pictures.

Mr. DOLAN: When we come to do the motion picture of the package tour of that section of Ontario, we will see that yachting gets a very full and complete coverage.

Hon. Mr. FRASER: My contention is that a picture of a beautiful sailing yacht can only be compared to a picture of a beautiful woman, and I notice you use plenty of those in your publicity.

Mr. DOLAN: I will say, Senator Fraser, that your tastes run to very delightful people and enjoyment of one kind or another.

Mr. Chairman, I would like to have the opportunity of correcting a figure I gave to the committee previously. When I gave it I was looking at the wrong column. We spent in 1953-54, \$931,351 on our advertising and publicity. I was looking at the figure \$890,—

Hon. Mr. BAIRD: You said \$985,—

Mr. DOLAN: No, I thought I said \$895.

Hon. Mr. BAIRD: No, \$895.

Mr. DOLAN: Well, the correct figure is \$931,351.

Hon. Mr. DAVIES: That is the gross figure?

Mr. Dolan: That is the advertising costs last year. We had last year fifty-five magazines and fifty newspapers—that represents close to \$1 million.

The CHAIRMAN: Gentlemen, I would remind you that time is passing; Mr. Dolan has been before us a full hour, and we have some other witnesses.

Hon. Mr. HAIG: I move that we thank Mr. Dolan for the information he has given us, and we hope that his work will be as successful in the future as it has been in the past.

Mr. DOLAN: May I say one word before closing, Mr. Chairman. Despite the reports from Florida that business is a little down—and that is always a good barometer—I learned yesterday morning that for the month of February we had 14,654 inquiries, as against 12,481 for the corresponding month a year ago; in other words, there is an increase of 17·4 per cent in the number of inquiries in 1954. This to me is an outstanding fact. I have always felt that our tourist business was pretty well levelling off, with the promotional activities we have at hand. I hesitate to say it, but it is going to be difficult to do much more promotional work than we have done in the past years; it is for that reason that I don't want to see any heavier burden than that of trying to bring American tourists into Canada.

The CHAIRMAN: Thank you, Mr. Dolan.

Our practice has been to have the representatives of the Parks Department and the Canadian Travel Bureau before us on the same day. In addition to Mr. Dolan, we have today Mr. J. A. Hutchison, who is Director of National Parks Branch, and with him are Mr. J. R. B. Coleman, Chief of the National Parks and Historic Sites Division; Mr. W. W. Mair, Chief of Canadian Wildlife Service; and Colonel C. J. Childe, Superintendent of the National Historic Parks and Sites.

I may say that I called Mr. Hutchison only yesterday and he comes to us on short notice. I suggested to him that in the light of some of the evidence

that had been presented to us by the Canadian Tourist Association that it might be well to have a representative from the Wildlife Service and from the National Historic Parks and Sites Branch here today. I would now ask Mr. Hutchison to come forward.

We realize, Mr. Hutchison, that you come to us on short notice; but if you have a statement to make, you may do so at this time.

Mr. J. A. HUTCHISON, Director of National Parks Branch: Mr. Chairman, and honourable senators, true this statement was prepared in a relatively short time, but it is pretty much along the line of the statements you have had from us previously.

For the sixth consecutive year new attendance records were established by persons visiting Canada's National Parks. During 1953 the total number of visitors recorded during the summer season was more than double the attendance in 1948.

Hon. Mr. EULER: How much is it?

Mr. HUTCHISON: I shall come to that, if I may, Senator.

Consequently, available tourist accommodation was difficult to obtain during the peak of the season. Appropriations provided for the fiscal year permitted many additional improvements in the parks including the improvement and extension of camp grounds and recreational features, and continuance of the improvement of park highways including hard-surfacing of the main avenues of travel.

During the period April 1st to December 31st, 1953, a total of 3,007,670 persons entered the National Parks.

Hon. Mr. HAIG: What are the figures by parks?

Hon. Mr. EULER: And how many were foreigners from the United States?

Hon. Mr. BAIRD: And would you mind giving the names of the provinces in which the parks are location; I am not very familiar with them.

Hon. Mr. EULER: He is a new Canadian.

Mr. HUTCHISON: The attendance at the national parks from April 1st, 1953, to December 31st, 1953, was as follows:

	Canadian	Foreign	Total
Banff (Alberta).....	546,038	70,310	616,348
Cape Breton Highlands (Nova Scotia).....	17,985	15,625	33,610
Elk Island (Alberta).....	173,234	2,148	175,382
Fundy (New Brunswick).....	94,242	13,551	107,793
Georgian Bay (Ontario).....	9,745	4,680	14,425
Glacier (British Columbia).....	549	—	549
Jasper (Alberta).....	80,437	50,685	131,122
Kootenay (British Columbia).....	177,364	47,832	225,196
Mt. Revelstoke (British Columbia).....	13,492	—	13,492
Point Pelee (Ontario).....	204,295	223,193	427,488
Prince Albert (Saskatchewan).....	114,244	4,476	118,720
P.E.I. (Prince Edward Island).....	131,466	15,361	146,827
Riding Mountain (Manitoba).....	445,387	20,082	465,469
St. Lawrence Islands (Ontario).....	24,178	8,759	32,937
Waterton Lakes (Alberta).....	148,291	59,242	207,533
Yoho (British Columbia).....	17,631	4,814	22,444
Halifax Citadel (Nova Scotia).....	55,823	23,693	79,516
Fort Anne (Nova Scotia).....	11,380	7,669	19,049
Fort Beausejour (New Brunswick).....	15,963	5,467	21,430
Fort Chambly (Quebec).....	63,220	4,612	67,832
Fort Lennox (Quebec).....	7,490	1,840	9,330
Fort Louisbourg (Nova Scotia).....	17,798	2,515	20,313
Fort Malden (Ontario).....	10,464	5,226	15,690
Fort Wellington (Ontario).....	5,108	3,022	8,130
Port Royal (Nova Scotia).....	9,460	6,283	15,743
Fort Battleford (Saskatchewan).....	11,030	271	11,301

Hon. Mr. ISNOR: That is a record as far as foreign percentage in Nova Scotia is concerned, is it not?

Mr. HUTCHISON: I rather think so.

Hon. Mr. McINTYRE: It is not as high as Prince Edward Island!

Hon. Mr. HAIG: How many Canadians visited Banff?

Mr. HUTCHISON: 616,348 Canadians.

Hon. Mr. HAIG: And outsiders?

Mr. HUTCHISON: 70,310.

Hon. Mr. HAIG: That includes people coming in by railway.

Mr. HUTCHISON: That is the estimate as close as it can be secured.

Hon. Mr. BEAUBIEN: Is there a charge for admission to all those parks?

Mr. HUTCHISON: In the western parks.

Hon. Mr. BEAUBIEN: There is in Riding Mountain Park, is there not?

Mr. HUTCHISON: That is right.

Hon. Mr. HAIG: Riding Mountain Park had about the second largest number of visitors, had it not?

Mr. HUTCHISON: Yes. Riding Mountain and Point Pelée are fairly close.

Hon. Mr. HAIG: Point Pelée is in Ontario?

Mr. HUTCHISON: Yes.

The CHAIRMAN: Mr. Hutchison, Banff and Jasper are on railroad lines.

Mr. HUTCHISON: Yes, sir.

The CHAIRMAN: And there is a considerable movement on tourists there by railroad. How do you register them? Are they registered when they are moving away from the trains to their hotels, or are they registered on the trains themselves? Have you officials on the trains that register them?

Mr. HUTCHISON: No, sir. We go to the railway companies for their best estimate, and they realize when they provided it that the estimate is on the conservative side—very much down.

The CHAIRMAN: They make an estimate of the number that come in?

Mr. HUTCHISON: Yes.

The CHAIRMAN: I thought you had a system of registering through the National Parks Branch?

Mr. HUTCHISON: It is practically impossible for rail travel.

Hon. Mr. ISNOR: You said there was quite an increase. Will you give us the 1952 figure?

Mr. COLEMAN: The 1952 figure is 2,548,870 as compared to 3,007,670 in 1953; April 1 to Dec 31.

The CHAIRMAN: Honourable senators, Mr. Hutchison has a considerable brief here. In order to save time would it be satisfactory to the committee to have this brief appended to today's report?

Some Hon. SENATORS: Yes.

(See Appendix "A" at the end of today's report).

Hon. Mr. BEAUBIEN: I think what the committee members would like to know is how many people go through our national parks each year in order that we may estimate the value of these parks.

Hon. Mr. CRERAR: Mr. Hutchison, what have been the total expenditures that have been incurred during the present fiscal year in our parks, and the total revenue derived in the parks?

Mr. HUTCHISON: We have in the brief, sir, shown under appropriations that funds totalling approximately \$7,700,000 were made available to the

National Parks and Historic Sites Service for the current fiscal year. I am afraid that our brief does not present the revenue information, but that can be secured quickly for you.

Hon. Mr. CRERAR: I would suggest that that information be secured and incorporated in our report.

The CHAIRMAN: Mr. Coleman, have you some information on that point?

Mr. COLEMAN: I believe in looking at my estimate book this morning that the revenue for last year was approximately \$1 million.

The firm figures are as follows:—

Revenue, fiscal year 1952-53.....	\$ 984,530
Revenue, fiscal year 1953-54—	
Actual revenue to Sept. 30/53.....	\$ 804,148
Estimated revenue for the balance of the fiscal year.....	205,352
Total estimated revenue, 1953-54.....	\$1,009,500

Hon. Mr. HAIG: I think that is pretty good. I did not think there would be any revenue.

The CHAIRMAN: Yesterday mention was made of the wildlife service in the Canadian Tourist Association case. If there are any here who are interested in wildlife, that service of this branch, Mr. Mair is here and would answer questions.

W. W. MAIR, Chief, Canadian Wildlife Service:

Honourable senators,—

Hon. Mr. HAIG: Excuse me, Mr. Mair. Would you kindly tell us in a few words what you do to preserve wildlife throughout Canada.

Mr. MAIR: Mr. Chairman and gentlemen, our work can be largely divided into three parts. Primarily our function in Canada, and the original intent, was to administer the migratory birds regulations, federal regulations arising out of an international treaty. We still carry out that function throughout Canada. We are also the technical advisers for the National Parks of Canada. We carry out all the wildlife research in the National Parks, and offer our findings and our recommendations, and so on, to the National Parks for the management of wildlife. Thirdly, we are responsible for all the wildlife research in the other territories or regions belonging to the federal government under federal jurisdiction. In other words, we do all the wildlife research for the Northern Administration and Lands Branch. The recent expansion of activity in the Northwest Territories is affecting us quite considerably. I do not know if you wish me to go into more detail?

Hon. Mr. CRERAR: That is all I want to know.

Hon. Mr. HOWDEN: How does your department carry on work such as is carried on at Jack Miner's—feeding wild birds that migrate?

Mr. MAIR: We do comparatively little of that. We carry out banding operations the same as they do in the Jack Miner sanctuary. All banding in Canada is controlled by the Wildlife Service. It does not matter whether the work is done by the United States or Canada, all the banding is controlled by our Service. In fact, by far the greater percentage of the banding done in Canada is done by interested co-operators who ask nothing either for their time or for the effort or the actual feed that they put into it.

Hon. Mr. HOWDEN: What is your relationship to Ducks Unlimited—that type of organization?

Mr. MAIR: Purely on a co-operative basis—we find it a very excellent organization. We co-operate very closely with them, and they with us, in the surveys of the waterfowl throughout the year. While we are technically

responsible for the surveys the United States authorities, the Provincial authorities and the Canadian Federal authorities and D.U. work hand in hand. The Federal Department does not contribute anything to D.U. in any way.

Hon. Mr. HOWDEN: I have in mind the feeding of the elk. There is no doubt that large numbers of them starve every year because feed is not available. Does your department feed any animals?

Mr. MAIR: No, we don't, sir, we don't feed any animals other than those which are kept strictly in enclosures.

The CHAIRMAN: In my part of the country, Waterton, there was a movement of some 3,000 or more out of the mountain ranges in the vicinity of Waterton Park—out into the ranches. Now, as soon as they were in the park no one could shoot them. They were not being fed. Well, they went out on the range and started right after the straw stacks on the ranches, and I think the provincial government granted a permit to allow a rancher to kill a certain number, I do not know how many. Inside the park no animals can be killed without a permit, I suppose.

Mr. MAIR: They can be taken only by federal employees—park employees.

The CHAIRMAN: But once they are outside of the park they are out of your jurisdiction?

Mr. MAIR: That is correct, sir, they are provincial property.

The CHAIRMAN: Well, the explanation was, of course, the heavy snowfall on the mountains prevented them from securing their natural food.

Mr. MAIR: That is right.

Hon. Mr. STAMBAUGH: What does your department do to destroy predatory animals, wolves, etc.?

Mr. MAIR: We have carried out predatory control in a number of parks and—if I have Mr. Hutchinson's permission to say this, it is getting into a policy matter, a matter of some concern and interest to us? As you gentlemen will all appreciate very well, the national parks were set aside originally with the viewpoint in mind of maintaining for Canadians representative samples of our flora and fauna for posterity. That was the original intention. The thought originally behind it was that it would be possible to maintain these features in a completely natural state, whether they be trees, flowers or animals, and that such areas not only would be available for observation by tourists and so on, but would also be available for scientific study with the idea in mind of being able to use them as sample spots against which to compare the land that is being utilized, to understand the processes that are taking place.

Now, we have learned from experience that our parks are of such an extent or area that it is not possible to leave them completely untouched because they influence the areas surrounding them, and the areas surrounding them influence the parks, and the mere fact of people moving into the parks influences both the flora and fauna. So it has been necessary in the parks to attempt to maintain them with the minimum amount of interference that is compatible with other interests outside the parks, with agriculture and so on. For that reason we are reluctant to embark on a predatory control program. We have never shrugged off our responsibility in that regard and where we have had these difficulties we have instituted a minimum amount of control in an effort to get the predators down in number so that they can still remain an integral part of our fauna and, at the same time, be compatible with agricultural interests. I think we have to accept the fact that as long as we have predators and we have them in the free state, that on occasion they are going to get outside the park.

Hon. Mr. STAMBAUGH: At the present time it is just a refuge for them, is it not?

Mr. MAIR: I would hesitate to say. I would not go so far as to say it is not a refuge for them because we do take only a limited number of them. But I would say that it is not a refuge for them in that there are just as many predators in areas which are outside of the park. I worked for several years on predator control work in British Columbia and I think I am quite safe in saying that there are just as many or more outside the park as are inside the park. Practically the same thing could be said for most of our western parks where the main problem exists.

Hon. Mr. STAMBAUGH: Well, they cannot be pursued by people living in the areas along the park; they cannot go into the parks after them?

Mr. MAIR: That is correct sir, but I would say that wherever there have been complaints of any serious consequence, we have always co-operated with the provincial department in trying to meet the problem without forgetting our own responsibilities to the Canadian people. As an ex-farmer I appreciate very much what the effect on a farmer would be to lose a beef animal in this particular time. There was a time during the 30's when the farmer did not even bother to pull a beef out of a mudhole because it was not worth the time, but in this particular period it certainly is a very serious matter and we are very much aware of that.

In addition, we have undertaken control of predators in the national parks on account of the rabies situation in the west. As soon as that situation became known we took a very full part in the general programme to combat that disease. We definitely went into fox and wolf and coyote control in an effort to prevent it getting into our national parks and remaining as a reservoir area there where it might break out again.

Hon. Mr. HOWDEN: Mr. Chairman, I would like to mention this incident. A few years ago while I was at the Riding Mountain Park, they were letting out their hay under contract to farmers who were supposed to cut the hay and take it away. That winter about 1,800 head of elk broke out of the park and gobbled up all the hay the farmers had all over that area. If that hay had been put in the park for the elk I dare say that the farmers would have been saved that loss.

Mr. MAIR: I am not perhaps as well qualified to make a statement on that, sir, as are some others who have been with the national parks longer than I have, but my understanding is that these hay leases are of such long standing that certain of the agriculture interests around can be said to depend to some very considerable extent upon them. From the strictly wildlife viewpoint I would be most happy to see the hay stay in the park.

Hon. Mr. HOWDEN: That is what I thought myself, particularly when the elk were starving last fall and winter, and a lot of them did starve.

Mr. MAIR: Since that time the elk have been reduced pretty considerably in number and you do not have the same situation. We have been able to go more extensively into wildlife research, and we now understand more of what is going on and we intend to keep these populations from reaching a point where they become critical.

The CHAIRMAN: A friend of mine from the United States was here with me several weeks ago and he was highly indignant over an article he had read in an American magazine about what he called the massacre of the Canada goose in southern Illinois. Of course, the Canada goose, with the Canada in front of it, we look upon as our goose but if it gets out of the country and if they are massacring it, going beyond the game laws to destroy it, should we become

indignant when, as a matter of fact, we have no control over the goose after it leaves the country and gets into Illinois or some other state? Could you protest or would you venture to do that?

Mr. MAIR: If a very serious situation existed with the migratory waterfowl, we might be within our rights to protest it but certainly our first action, as it was in this case—

The CHAIRMAN: You took that matter up.

Mr. MAIR: Yes, and I will give you some figures on it in a moment, sir. Our immediate contact in the United States is our counterpart, the United States Fish and Wildlife Service. Certainly our first step in any contact on any problem in the United States is to go to that department. We did that in this particular case because we were disinclined to believe some of the inflammatory statements which were made in the article. We have since heard from the Director of the Fish and Wildlife Service. We also have a letter on file from the Director of the Illinois State Game Service.

I shall have to quote the figures from memory, and they may not be quite accurate. The figures show that in the year about which this article was written that instead of there being 200,000 or more geese in that area, there were only 123,000; instead of 100,000 geese being killed, there were somewhere between 25,000 and 30,000; instead of losing four kills for every one recovered, the official figure by the U.S. Federal Service and State Agencies showed there was one loss for every four taken. So by and large this situation was not at all as it was painted. It also appears that the report with respect to sportman behaviour was highly overdone; but we took the attitude that that was a problem of morals and not of wildlife conservation, and it was not within our jurisdiction.

It is my opinion that there will be considerable repercussion from that article.

Hon. Mr. BAIRD: But even 25,000 or 35,000 is a pretty hefty slaughter.

Mr. MAIR: That is true, sir, but it is not out of the way. It must be realized that originally there were very few geese there, and that this sanctuary has been built up and the population is increasing to the point where depredation is taking place; they would like to see some harvesting done. The human population in that area is highly concentrated, being not far from Chicago and other big centres; therefore, the kill is not out of the way.

My understanding is that each individual hunter is allowed to hunt one day and is permitted to keep two geese. In that way the individual is not getting as much game as he gets under the Canadian regulations. It is just a matter of there being more persons to hunt, because of the populated area.

Hon. Mr. STAMBAUGH: Mr. Chairman, I should like to ask Mr. Mair what is the attitude of his department towards protecting the farmers in the flyway area of the ducks in the fall, when they come and feed on the farmers grain crop?

Hon. Mr. HAIG: Do not the provincial game laws settle that matter?

Hon. Mr. ROSS: Yes, surely.

Hon. Mr. STAMBAUGH: I am talking about the migratory birds, about which Mr. Mair knows, and he can answer the question.

Mr. MAIR: It is a rather complex situation; we administer the regulations and we make them, but the regulations are based on the considered opinion of both the provincial and federal authorities.

Every spring, in June, we have a conference in Ottawa which is attended by the provincial authorities, and we discuss these matters. We finally settle

on what seems to be the appropriate basis for the regulations and that goes back to the provincial authorities for confirmation by the province. Finally it comes back to us, and it becomes law.

Hon. Mr. HAIG: But it becomes law through the province?

Mr. MAIR: No, it is a federal law.

Hon. Mr. HAIG: Do you mean to say that the number of ducks we may shoot in Manitoba is not governed by the province?

Mr. MAIR: That is a federal law.

Hon. Mr. HAIG: Manitoba passed it every year, as regards the open season.

Mr. MAIR: They passed it possibly through their own regulations. But that is a federal regulation.

Hon. Mr. BAIRD: We had that controversy about the sea bird.

Mr. MAIR: That is right. It is a federal concern, and the regulation is a federal regulation, and it is enforced, basically, by the Royal Canadian Mounted Police; but all provincial game officers may be made game officers under our Act; and they are, in fact, in all but possibly one province.

Hon. Mr. BEAUBIEN: Does your department handle prosecution for violation, or is that done by the provinces?

Mr. MAIR: Both federal and provincial agencies enforce the law. I should not give away any trade secrets; but occasionally, in the provinces, if it seems like a serious case, they prosecute under whichever regulation would appear to handle the situation most adequately.

Hon. Mr. HAIG: That applies only to ducks and geese?

Mr. MAIR: To all waterfowl.

Hon. Mr. HAIG: That is all?

Mr. MAIR: Yes. We have no jurisdiction over other upland fowl at all; nor do we have over the game animals in the provinces.

Hon. Mr. HAIG: Because I know that in Manitoba they allowed certain elk to be shot.

Hon. Mr. ASELTINE: That is provincial.

Hon. Mr. HAIG: Yes.

Mr. MAIR: I came into this service in 1952, the 1st of August, just at the time the problem really "hit" in Western Canada. Under our regulations permits may be issued to protect crops from migratory birds. In the past all these permits have been issued from Ottawa. The game commissioner or one of our own officers would wire into Ottawa; we would issue that permit through our department, our minister had to sign it, and there was considerable loss of time. Under our regulations certain authority may be granted to other agencies. We have now passed regulations that these permits to stop damage may be issued—in fact, shall be issued—by the provincial game commissioners. We thought that should be so because they are in closer touch with the immediate situation and it cuts down a lot of waste time; and our experience has been that time is the important element in preventing duck depredation. In addition, in the West we liberalized the length of the shooting season, we liberalized the bag permit per day, and we liberalized the possession limit, in an attempt to harvest the waterfowl. The policy of the department is that we believe these birds are here to be used, primarily. We feel that we have two functions: one, to maintain them in the best interests of sportsmen and others here and to the south; second, to attempt to harvest them to the fullest extent concomitant with good management; and we are attempting to do that just as rapidly as we can.

Hon. Mr. ASELTINE: The ducks do quite a bit of "harvesting" for us in Saskatchewan!

Mr. MAIR: Yes, sir.

Hon. Mr. CRERAR: If we are through with the ducks, Mr. Chairman, could the witness give us any information as to how matters are going on in the Wood Buffalo Park? It is supposed to be a sanctuary for buffalo.

Mr. MAIR: The buffalo are somewhat easier to count than ducks, but it is still rather difficult to ascertain their number with great accuracy. As far as we have been able to ascertain the present population of buffalo in Wood Buffalo National Park is between 12,000 and 13,000.

Hon. Mr. CRERAR: They are increasing.

Mr. MAIR: They are increasing but not as rapidly as perhaps we might hope. We have an officer at Fort Smith who has been studying them, and we have quite a few ideas on the subject. The increase, shall I say, is not as large as we would like it to be. It is possible that there may be what we call an ecological ceiling—part of the area will not support more—but we see no evidence of range deterioration or starvation. There is the possibility of disease, but I do not think that has affected their reproductive capacity. There is some harvest of them now. This is a Northern Administration matter actually, and we are watching very closely to see whether the removal of certain groups of animals will affect the reproductive rate.

Hon. Mr. CRERAR: Are these animals pretty free from disease or have you any information on that?

Mr. MAIR: There is a certain amount of T.B. there, as has been known for many years. As far as I am able to determine it is not increasing and, in fact, I think we are perhaps holding our own and we hope the rate will decrease. They are relatively free from disease otherwise.

Hon. Mr. CRERAR: Are the musk-ox increasing or decreasing? I'm away from Wood Buffalo National Park now.

Mr. MAIR: Increasing. They were at an extreme low when complete protection was put on the musk-ox. Recent surveys of the last two or three years, as well as reports from other agencies such as air force and bush pilots, and so on, indicate a definite increase in the number of musk-ox. It is rather difficult to determine exactly what that increase is because there are more people flying more miles. Consequently we are seeing more of these animals than ever before. It is difficult to say how much of this is due to greater coverage, but there is certainly no danger of them decreasing.

Hon. Mr. CRERAR: They breed only every two years.

Mr. MAIR: Yes, that is correct. Because these animals live in such a barren country under harsh conditions and feed the calf for considerable period of time—it is possible this may have inhibited annual reproduction—it has been suggested that if the calves were removed each year under domestication the animals would breed every year.

Hon. Mr. CRERAR: I hope that that will be seriously considered before it is attempted.

Mr. MAIR: There has been some attempt at domestication as you know.

Hon. Mr. BAIRD: The mere fact that a calf sucks from the mother so long keeps the mother from the state of pregnancy.

Mr. MAIR: It appears that is the case. I am prepared to say it would alter if the calves were removed.

The CHAIRMAN: On behalf of the committee, Mr. Mair, I want to thank you for your very good exposition of this subject. I think now we should call upon Colonel Childe, Superintendent of the National Historic Parks and Sites.

Colonel C. G. CHILDE, Superintendent, National Historic Parks and Sites: Thank you, Mr. Chairman.

Hon. Mr. BAIRD: What are you doing, actually, with the sites in Newfoundland, Colonel Childe? Is Geoffrey the representative?

Col. CHILDE: Yes, Geoffrey is the representative.

Hon. Mr. BAIRD: And you are getting after all those historic sites aggressively, are you?

Col. CHILDE: As far as we can.

Hon. Mr. BAIRD: What do you mean, "as far as you can"?

Col. CHILDE: There are a lot of, shall I say, legal difficulties? For instance, we cannot justify the expenditure of public funds on sites that we do not hold, that are not held by the Crown. We are trying to catch up with the backlog in Newfoundland as quickly as we can.

Hon. Mr. BAIRD: You realize the importance of the national sites?

Col. CHILDE: Oh, yes, definitely; but the history of Newfoundland is old, you know.

Hon. Mr. BAIRD: That was what I wanted to know, just what was actually being done.

Hon. Mr. ROSS: There was a home built for Sir John A. Macdonald in Banff during his lifetime. I do not know whether it was ever occupied by him or not, but it still stands there. Has there been anything done to preserve it as a historic site?

Col. CHILDE: No, sir; but I know the house very well, up by the hotel.

Hon. Mr. ROSS: Is anything being done to preserve it as a historic site?

Col. CHILDE: No. Of course, it is privately owned.

Hon. Mr. ROSS: It is privately owned, yes, that is true.

The CHAIRMAN: I remember some years ago being at the Banff Springs Hotel and taken to a building—a bungalow, or something of that character, and was told that building had been erected for the personal use of Sir John A. Macdonald, when the park was first opened there, around that period. I was curious to know whether the building is still there and what was being done about it. Of course, I may have been misinformed about it.

Col. CHILDE: As far as I know, it is still there.

Hon. Mr. ROSS: Yes, I understand it is.

The CHAIRMAN: It might not have been the building; it might have been misrepresented.

Col. CHILDE: Well, that is a Banff local tradition, at any rate.

Hon. Mr. ROSS: I think Mrs. Macdonald lived in it.

The CHAIRMAN: I think it is an interesting historical fact if there is a building there of that character.

Col. CHILDE: It would be very difficult to restore and preserve, it is only a frame building; it was only a summer cottage.

Hon. Mr. ROSS: A summer cottage, that is right.

Hon. Mr. ISNOR: You are doing a very fine job on the citadel at Halifax.

Col. CHILDE: I am glad you think so; a lot of money has been spent there, but nearly 80,000 people visited there last year.

Hon. Mr. ISNOR: I wish to express our appreciation for your coming here.

Col. CHILDE: Thank you, sir.

Hon. Mr. CRERAR: I have just one observation to make. In this business of historical sites, I think we must maintain a proper perspective and proportion.

I recall that 65 years ago I drew water from a little well fed by a spring. That, to me, is a very definite historic site, but I would not suggest that it be immortalized by a monument or a tablet.

Hon. Mr. BAIRD: Who ever suggested it?

The CHAIRMAN: Has the Historic Sites Commission any strong objections against the origin of historic sites? I will tell a story about that. I remember we had two notable places in the area where I lived. One was named "Slide Out" and the other was named "Whoopup", and it was proposed that they should be set aside as historic sites, but one of the early members of the Historic Sites Commission objected because they were whisky trading posts, and although they are not recognized they are looked upon as being very historical nevertheless.

The Committee adjourned to the call of the Chair.

APPENDIX

NATIONAL PARKS OF CANADA
ACTIVITIES AND DEVELOPMENT DURING 1953

(Information provided by J. A. Hutchison, Director, National Parks, Department of Northern Affairs and National Resources, Ottawa)

Introduction

For the sixth consecutive year new attendance records were established by persons visiting Canada's National Parks. During 1953 the total number of visitors recorded during the summer season was more than double the attendance in 1948. Consequently, available tourist accommodation was difficult to obtain during the peak of the season. Appropriations provided for the fiscal year permitted many additional improvements in the parks including the improvement and extension of campgrounds and recreational features, and continuance of the improvement of park highways including hard-surfacing of the main avenues of travel.

Park Attendance

During the period April 1 to December 31, 1953, a total of 3,007,670 persons entered the National Parks. This figure represents an increase of 458,800 or 18 per cent over the corresponding period in 1952 and establishes a new all-time record. The largest increases were recorded in Banff, Elk Island, Jasper, Kootenay, Point Pelee, Prince Edward Island and Riding Mountain Parks. Details of attendance at the various parks and comparative figures for 1952 will be found in the schedule to this report.

Appropriations

Funds totalling approximately \$7,700,000 were made available to the National Parks and Historic Sites Services for the current fiscal year. Of this amount more than \$1,000,000 was allotted for the construction and improvement of park roads, bridges and trails and an additional \$200,000 was allocated towards hard-surfacing of roads and streets within townsites. An amount of \$80,700 was provided for publicity and information purposes and \$230,000 was made available for the continuation of improvements to the Halifax Citadel and Fortification Walls and Dufferin Terrace at Quebec City. Additional appropriations were obtained to provide for improvement of townsites, campgrounds, trailer parks, parking lots and the extension of facilities for recreation including the provision of portable bathhouses, playground equipment and camping amenities.

Highway Improvement

The highway improvement program during the past season, though not as extensive as that of the previous year, resulted in improvement to about 120 miles of Park highways and roads. Of this total 15 miles were re-surfaced with gravel, 8 miles with plant mix asphalt and the remainder was either gravel or crushed stone surface-treated with asphalt.

In Jasper Park, 28 miles of the Banff-Jasper Highway was surface-treated with asphalt and chip-sealed. In Riding Mountain Park 33 miles of highway No. 10 was similarly treated, and in Prince Edward Island Park 10 miles of the Dalvey-Stanhope and Rustico New London Bay Highways were surfaced with asphalt and stone chips.

The greater part of the gravel surfacing was carried out on the Banff-Jasper Highway in Jasper Park where seven miles were reconstructed. Smaller stretches of gravel surfacing varying from one-half a mile to 3 miles were completed in Banff, Prince Albert, Point Pelee and Fundy Parks.

In conjunction with Trans-Canada Highway construction at Banff, improvements were made at the Eastern Gateway. There are now two lanes for vehicles entering the Park for the first time and a third for passing traffic already licensed. A fourth lane accommodates outgoing traffic.

Tourist Accommodation

Much needed additional accommodation was provided in several of the parks during the past season, chiefly by private enterprise, the most notable being the opening of the new Jasper Park Lodge replacing the one destroyed by fire in 1952.

The cabin development acquired by the Department last year in Elk Island Park has since been completed and following a call for tenders has been licensed to a concessionaire. This development contains nineteen fully serviced cabins. Other accommodation provided during the year included the following:—Yoho Park, three cabins; Kootenay Park, nine bungalows and a duplex; Banff Park, an eight-unit motel; Prince Albert, two cabins and a nine-unit motel; Riding Mountain, three bungalows and a twenty-four room lodge. Progress was also made in the construction of a four-cabin development in Mount Revelstoke Park.

Public campground facilities were further extended to improve conditions for those travelling with trailers or carrying their own camping equipment. Additional kitchen shelters, water, sewer and electrical connections for trailers, enlarged parking space and barbecue pits were provided in a number of the Parks. New campgrounds were established at Bow Summit in Banff and at the western end of the Cavendish Section of Prince Edward Island Park. In Waskesiu Townsite in Prince Albert Park, campground facilities were extended to provide for fifty-eight portable cabins. In Elk Island Park a two-acre addition to the Sandy Beach campground was made and additional campstoves, tables, and other features were provided. The Headquarters campground in Fundy Park was enlarged to accommodate an additional fifty cars. This site now contains a new comfort station, a large Community Kitchen and a three-hole barbecue pit. A new campground is under construction at Point Pelee Park. Water and sewer disposal systems are already installed, together with facilities for fifteen trailers. This development will be completed for the 1954 season.

Recreational Facilities

New recreational facilities completed this year included three boating piers in Riding Mountain Park; five portable bathhouses and playground equipment installed at Point Pelee; and a museum operated by private enterprise which opened in Banff. This museum provides free admission and contains a notable collection of Indian and historical exhibits.

Conversion is now complete from sand greens to grass greens on all eighteen holes of the Waterton Lakes course. Also at Waterton, the showing of films in an outdoor theatre received a great deal of favourable comment. At Elk Island a new bowling green and three new tennis courts were added to the existing facilities. Additional features provided throughout the various Parks included such installations as swings and teeter-totters at Fundy Park, and five new wells and twenty-five campstoves and shelters at Point Pelee.

In all parks a determined effort was made to provide additional parking space in connection with the playgrounds and recreational areas. Waterton Lakes and Jasper both report efforts to provide better skiing facilities for the coming winter, such as better access roads to skiing areas, more clearing on slopes and the cutting of new trails. Improvements also were made to existing ski slopes and facilities at Mt. Norquay in Banff Park.

National Historic Sites and Parks

At the Fortress of Louisbourg archaeological excavations have resulted in complete demarcation of the original foundations of the hospital building. Parts of these foundations were restored. A cut-stone monument was unveiled at Port Royal marking the site of Scot's Fort established by Sir William Alexander's colonists in 1629. A legal survey of Halifax Citadel has been made with the view to its establishment in the near future as a National Historic Park. Extensive restoration work has been carried out on the ramparts of the Citadel and some of the modern structures which intruded have been demolished. A start has been made on the complete restoration of Dufferin Terrace at Quebec City. This restoration has been made possible through a three-way agreement between the Department, the City of Quebec and the Canadian Pacific Railway.

Sport Fishing

During 1953 the activities of the limnologists in the Canadian Wildlife Service included Yoho Park, where a complete survey and investigation was made of all fishing waters, with lesser activities involving Banff, Prince Albert Riding Mountain, Elk Island, Prince Edward Island, Fundy and Cape Breton Highlands Parks. During the year, direction and technical advice was furnished to Fish Hatchery personnel in Banff, Jasper and Waterton Lakes Parks.

Further studies and investigations were made in the life history of the dolly varden trout in an attempt to collect this species for rearing. Promotion of the creel census programme was advanced during the year, considerable success being obtained in all Parks.

Plans for 1954-55

Departmental estimates for the fiscal year 1954-55 make provision for additional development as well as maintenance of the National Parks. Of the total estimate of \$7,966,555 the amount of \$1,119,332 has been allotted for the construction of roads, bridges and trails, and the sum of \$580,000 for the hardsurfacing of roads.

Road construction projects for the fiscal year 1954-55 includes an amount of \$602,353 for reconstruction of a portion of the Banff-Jasper Highway in Banff National Park (Mile 0 to Mile 10) and \$25,000 for the reconstruction of the Mount Norquay Road. In Cape Breton Highlands Park an amount of \$350,000 has been allotted for the plant-mix surfacing of the Cabot Trail (Miles 0 to 18.5, from Park Entrance to Neil Harbour). In Fundy Park amounts have been set aside for the continuation of the construction of the Shepody Road (\$20,000), Forty-Five Road (\$10,000) and Herring Cove Road (\$10,000). In Jasper Park major repairs and the laying of asphalt bound base of the first twenty miles of the Jasper-Banff Highway will be undertaken (\$53,000) and 7.7 miles of the same highway (miles 48.3 to 56) will be constructed with asphalt bound base at a cost of \$148,000. In Mount Revelstoke Park, the sum of \$80,000 has been set aside for the construction of a parking

area and a new access road from the City of Revelstoke. In Waterton Lakes Park, resurfacing of 2 miles of the Chief Mountain Highway will be carried out in addition to seal-coating of the Akamina Road.

Other projects of interest will include the construction of a trailer Park at Tunnel Mountain Campground in Banff Park; replacement of the Whirlpool bridge at Mile 15 on the Jasper-Banff Highway, in Jasper Park for which \$100,000 has been included in the estimates; construction of a golf course club house at Waterton Park for \$40,000; and the erection, in Yoho Park of a steel truss bridge at Mile 4 from Yoho on the Yoho Valley Road. Provision is made for the erection of a Museum building, at Baddeck, N.S., to house the Alexander Graham Bell relics and there will be a continuation of renovation and repairs to the Halifax Citadel, at an estimated cost of \$100,000. Other works will include repairs to the fortification walls, at Quebec, restoration and repairs at Dufferin Terrace, P.Q. and other National Historic Parks and Sites.

Improvements to existing recreational features in several National Parks are also planned, and provision has been made to carry out extensions to municipal services in Park townships.

Attached will be found a list of the National Parks of Canada, their location and area.

COMPARATIVE STATEMENT OF VISITORS TO THE NATIONAL PARKS
FOR PERIOD APRIL 1 TO DECEMBER 31

	1953	1952	Increase or Decrease
NATIONAL PARKS—			
Banff.....	616,348	539,147	+ 77,201
Cape Breton Highlands.....	33,610	35,372	- 1,762
Elk Island.....	175,382	134,870	+ 40,512
Fundy.....	107,793	101,139	+ 6,654
Georgian Bay Islands.....	14,425	9,417	+ 5,008
Glacier.....	549	866	- 317
Jasper.....	131,122	102,570	+ 28,552
Kootenay.....	225,196	170,175	+ 55,021
Mount Revelstoke.....	13,492	14,041	- 549
Point Pelee.....	427,488	307,741	+ 119,747
Prince Albert.....	118,720	105,034	+ 13,686
Prince Edward Island.....	146,827	122,290	+ 24,537
Riding Mountain.....	465,469	389,163	+ 76,306
St. Lawrence Islands.....	32,937	42,541	- 9,604
Waterton Lakes.....	207,533	195,562	+ 11,971
Yoho.....	22,445	40,681	- 18,236
Sub-total.....	2,739,336	2,310,609	- 428,727
NATIONAL HISTORIC PARKS AND SITES—			
Fort Anne.....	19,049	20,449	- 1,400
Fort Battleford.....	11,301	11,259	+ 42
Fort Beausjour.....	21,430	23,249	- 1,819
Fort Chambly.....	67,832	76,032	- 8,200
Fort Lennox.....	9,330	9,668	- 338
Fortress of Louisbourg.....	20,313	18,729	+ 1,584
Fort Malden.....	15,690	14,132	+ 1,558
Fort Wellington.....	8,130	8,562	- 432
Halifax Citadel.....	79,516	41,031	+ 38,485
Port Royal Habitation.....	15,743	15,150	+ 593
Sub-total.....	268,334	238,261	+ 30,073
Grand Total.....	3,007,670	2,548,870	+ 458,800

1953-54

THE SENATE OF CANADA



PROCEEDINGS
OF THE
STANDING COMMITTEE
ON
TOURIST TRAFFIC

No. 2

THURSDAY, FEBRUARY 18, 1954

The Honourable W. A. Buchanan, Chairman

WITNESSES:

HOTEL ASSOCIATION OF CANADA

Mr. Dalton J. Caswell, Executive Chairman, Sundridge, Ontario.

CANADIAN RESTAURANT ASSOCIATION

Mr. C. H. Millbourn, President, Toronto, Ontario.

Mr. Jack Sim, Vice-President, Ottawa, Ontario.

Mrs. F. G. Montgomery, Managing Director, Toronto, Ontario.

ONTARIO TOURIST COURTS ASSOCIATION

Mr. F. W. Butler, Director, Ottawa, Ontario.

MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

Baird,	Davies,	King,
Basha,	Duffus,	*Macdonald,
Beaubien,	Dupuis,	McIntyre,
Bishop,	DuTremblay,	McLean,
Bouchard,	Fraser,	Pirie,
Bouffard,	Gershaw,	Roebuck,
Buchanan,	*Haig,	Ross,
Crerar,	Horner,	Tremblay—(24)
Daigle,	Isnor,	*Ex officio member.

ORDER OF REFERENCE

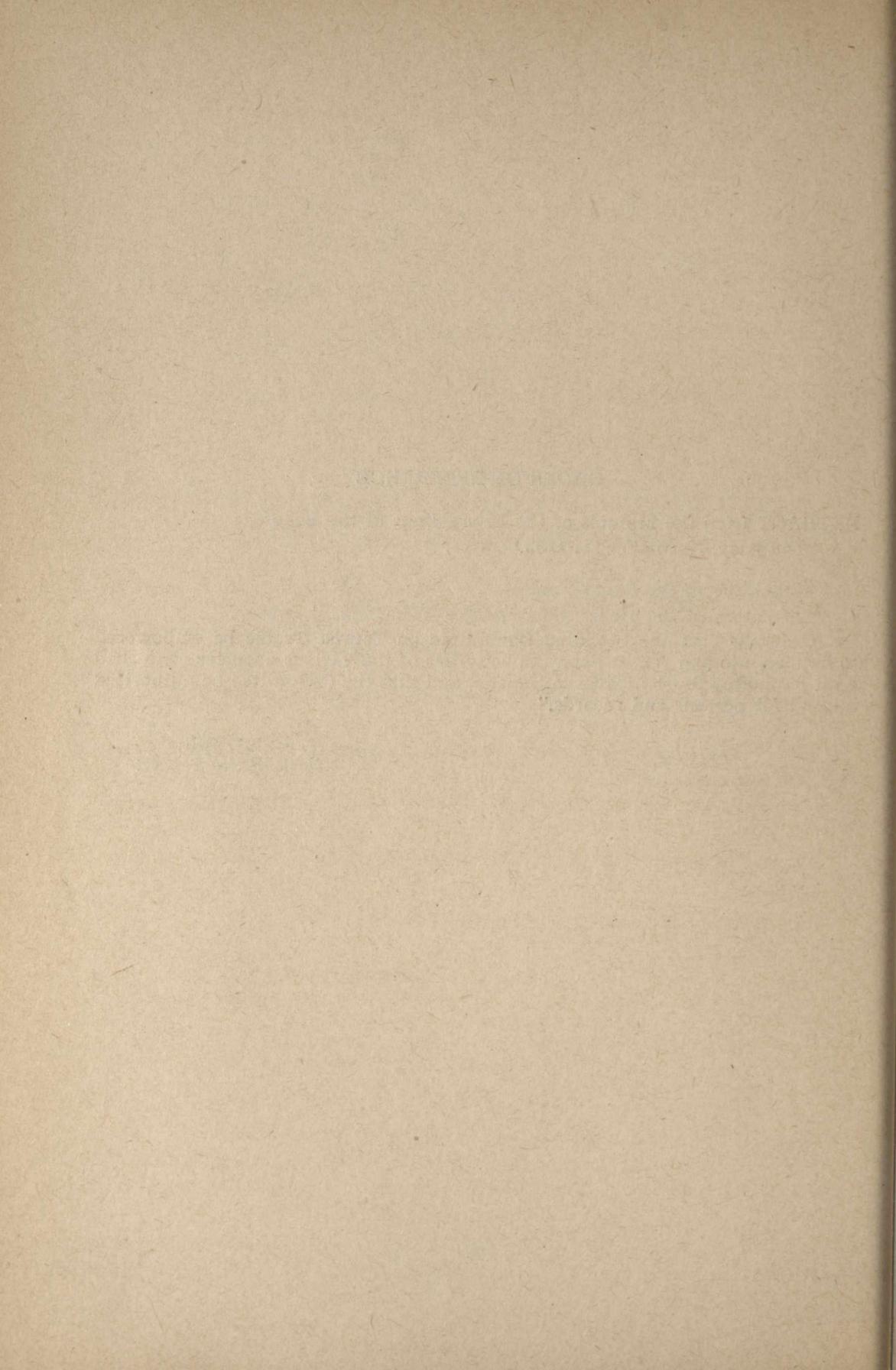
EXTRACT from the Minutes of the Proceedings of the Senate,
"Thursday, November 26, 1953.

With leave of the Senate, and—

On motion of the Honourable Senator Buchanan, it was—

Ordered, That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada, and that the Committee be authorized to send for persons and records."

L. C. MOYER,
Clerk of the Senate.



THURSDAY, February 18, 1954.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 11.00 A.M.

Present: The Honourable Senators:—Buchanan, Chairman; Baird, Basha, Beaubien, Bishop, Crerar, Davies, DuTremblay, Gershaw, Haig, Isnor, King, McIntyre, McLean and Ross. 15.

The official reporters of the Senate were in attendance.

The Committee proceeded to the further consideration of the order of reference of Thursday, November 27, 1953.

The following witnesses were heard with respect to the efforts made by their Associations to promote tourist travel in Canada:

Mr. Dalton J. Caswell, Executive Chairman, Hotel Association of Canada, Sundridge, Ontario.

Mr. C. H. Millbourn, President, Canadian Restaurant Association, Toronto, Ontario.

Mr. Jack Sim, Vice-President, Canadian Restaurant Association, Ottawa, Ontario.

Mrs. F. G. Montgomery, Managing Director, Canadian Restaurant Association, Toronto, Ontario.

Mr. F. W. Butler, Director, Ontario Tourist Courts Association, Ottawa, Ontario.

At 1.00 P.M. the Committee adjourned.
Attest.

JAMES D. MACDONALD,
Clerk of the Committee.

TABLE OF CONTENTS

CHAPTER I. THE HISTORY OF THE UNITED STATES FROM 1776 TO 1865. 1

CHAPTER II. THE HISTORY OF THE UNITED STATES FROM 1865 TO 1898. 15

CHAPTER III. THE HISTORY OF THE UNITED STATES FROM 1898 TO 1914. 35

CHAPTER IV. THE HISTORY OF THE UNITED STATES FROM 1914 TO 1918. 55

CHAPTER V. THE HISTORY OF THE UNITED STATES FROM 1918 TO 1921. 75

CHAPTER VI. THE HISTORY OF THE UNITED STATES FROM 1921 TO 1929. 95

CHAPTER VII. THE HISTORY OF THE UNITED STATES FROM 1929 TO 1933. 115

CHAPTER VIII. THE HISTORY OF THE UNITED STATES FROM 1933 TO 1945. 135

CHAPTER IX. THE HISTORY OF THE UNITED STATES FROM 1945 TO 1953. 155

CHAPTER X. THE HISTORY OF THE UNITED STATES FROM 1953 TO 1961. 175

CHAPTER XI. THE HISTORY OF THE UNITED STATES FROM 1961 TO 1969. 195

CHAPTER XII. THE HISTORY OF THE UNITED STATES FROM 1969 TO 1977. 215

CHAPTER XIII. THE HISTORY OF THE UNITED STATES FROM 1977 TO 1981. 235

CHAPTER XIV. THE HISTORY OF THE UNITED STATES FROM 1981 TO 1989. 255

CHAPTER XV. THE HISTORY OF THE UNITED STATES FROM 1989 TO 1993. 275

CHAPTER XVI. THE HISTORY OF THE UNITED STATES FROM 1993 TO 2001. 295

CHAPTER XVII. THE HISTORY OF THE UNITED STATES FROM 2001 TO 2009. 315

CHAPTER XVIII. THE HISTORY OF THE UNITED STATES FROM 2009 TO 2017. 335

CHAPTER XIX. THE HISTORY OF THE UNITED STATES FROM 2017 TO 2021. 355

CHAPTER XX. THE HISTORY OF THE UNITED STATES FROM 2021 TO THE PRESENT. 375

MINUTES OF EVIDENCE

THE SENATE,

OTTAWA, THURSDAY, February 18, 1954.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business, met this day at 11 a.m.

Hon. Mr. BUCHANAN in the Chair.

The CHAIRMAN: Gentlemen, we now have a quorum so I will call the meeting to order. At the outset I want to report to the committee that I have received a letter from a gentleman at Burritt's Rapids who has been reading the reports of our meetings. He complains in his letter that Canada is not spending enough money in promoting tourist traffic and he urges that more funds be allocated for this purpose. There is no need to read the letter.

We have had a number of complaints throughout the years about the services rendered by our restaurants, hotels and motels. The committee left with me the matter of preparing for our meetings, and I decided that after the two sessions of last week it might be well to bring in representatives of the Canadian Hotel Association, the Canadian Restaurant Association and the Ontario Tourist Courts Association. We have with us this morning Mr. Dalton J. Caswell, Executive Chairman of the Canadian Hotel Association; C. H. Millbourn, President of the Canadian Restaurant Association; Jack Sim, Vice-President of the Canadian Restaurant Association; Mrs. F. G. Montgomery, Managing Director of the Canadian Restaurant Association, and Mr. F. W. Butler, of the Ontario Tourist Courts Association. I would ask Mr. Caswell, the Executive Chairman of the Canadian Hotel Association to come forward. He has not prepared any brief. I told him when talking to him that he would likely be asked questions on many subjects, and to be prepared the best he could to answer such questions. I warned him that some of the questions might be in the nature of criticism.

Dalton J. CASWELL, Executive Chairman, Canadian Hotel Association: Mr. Chairman and honourable gentlemen, first of all on behalf of the motels of Canada I want to express our very sincere appreciation and thanks for your kindness in inviting our association to be represented here today. We are eager to answer your questions and to tell you of our interest in the tourist traffic of Canada. Naturally we are exceedingly interested in this subject. We are one of the largest industries in the Dominion of Canada, and we have a great effect on the economy of this country. Honourable senators may be interested in knowing that during 1952, which is the last year we have any statistics for, we did over \$390 million worth of business. We are one of Canada's largest employers of labour and in 1952 we paid out salaries of over \$88 million to our employees. For the most part that amount does not include food and accommodation which the majority of those employees received from our hotels. We are a most important industry to any community, whether it be Ottawa where we pay over \$1½ million annually to our hotel employees or whether it be the smallest community.

It is well-known that communities today throughout the world are regarded to a high degree by the type of hotel accommodation they provide. We are particularly proud of the fact that the upgrading in hotel accommodation and service rendered to the travelling public during the past ten years has

reached a higher level than ever before in the history of the Dominion of Canada. It is with a great deal of pleasure that I come here today to answer questions you may direct at the hotel industry. I understand from your chairman there has been some criticism of hotel service. I feel that to a large degree much of this criticism emanates from the fact that those who criticize do not know the answers. We do not mind criticism, we are happy to have any constructive criticism. But I want you to appreciate, gentlemen, that the hotels, although many of them are simply organizations catering to just the business man or the commercial man, are certainly to a large degree interested in tourist traffic. I will tell you the main reason for that. Of over 5,000 hotels in the Dominion of Canada less than 200 of them are in the 100 room or over category; in other words, out of 5,000 and some hundred hotels, we only have a little over 150, to be exact, that have 100 rooms or more. Hotels like the Royal York Hotel, Toronto, the King Edward Hotel, and the Mount Royal Hotel, Montreal, their big business is convention business, and were it not for those hotels, cities would not be able to attract the business they have been able to through the convention dollar. You might be interested to know that the Royal York Hotel, Toronto, did the largest amount of hotel business in Canada in the year 1952 and in each successive year, and Montreal came second. That is simply because of the hotel work they get from conventions. But you are interested in the tourist business. The small hotel has not the facilities for the convention business; the operator of the small hotel finds that because he is located in a comparatively small community, the number of commercial men and business men that stay with him are almost in the minority—at least, in the small number. He is definitely interested in the travel business, that is, travelling by automobile from town to town, and to a large degree he definitely depends on the tourist business which comes each year; he is just as interested in the interprovincial business as he is in the American tourist business, because to him it is all business, and it is, shall I say, making people conscious of travel.

We appreciate that there have been some criticisms directed towards hotels because, it is said, we have not kept pace with the demand for accommodation, and that people today find it more and more difficult to stay in hotels. Gentlemen, the reason to a large degree for that has simply been a matter of economics. The cost of operating hotels, like every other business, has sky-rocketed. In most of the cities, purchases, labour, and the cost of operating, generally, is 200 to 300 per cent higher than it was ten years ago, and the cost of building, in the same vein, has risen until it is two or three times what it was before. We used to estimate the building of a 100 room hotel, very luxuriously, from \$4,000 to \$5,000 a room. We base the cost of construction on the overall number of rooms we have, and a 100 room hotel could be built for \$400,000, and you could get a beauty for \$500,000. Today we estimate that it will cost anywhere from \$12,000 to \$20,000 a room for a 10 room hotel, and that is a conservative estimate. As you can see, that is a terrific increase, especially when you are trying to get your return back on that amount of investment. And the handicap has not been just the cost, the handicap has been the unavailability of funds with which to build additional accommodation. Now, in almost any other business, except perhaps the business which caters to the travelling public—the hospitality business—I don't care whether it is a hotel, motel, restaurant or tourist operator business, but almost in any other business, the banker or mortgage company will finance any addition to a building for upgrading, without any difficulty at all; but unfortunately, the hotel business, and the travel business, is not in that position. The reason it is not in that position is that Canada has been expanding

so fast industrially, as you gentlemen probably know better than I do, that funds can be invested in operations and businesses which can say, "Gentlemen, we have a guaranteed return for the next 15 years—we are going to produce aluminum, or a food product, or an automobile, and we know from past experience and from the statistics that we have before us that for the next 15 years we are going to have an ever-increasing demand for our product; we can give you a return on your money". But in our business, fortunately, we are not able to make it definite, and so today money is invested elsewhere at even less than we would pay for, because the public wants a sure thing. In the paper only this morning, I noticed that the latest issue of Alcan was picked up at $4\frac{1}{2}$ per cent.

Hon. Mr. BAIRD: 50,000 at $4\frac{1}{2}$ per cent.

Mr. CASWELL: Yes, at $4\frac{1}{2}$ per cent. As a result, we have been asking the governments, provincially and federally, to give some backing to this business in order to make money available to the business so that additional hotels, tourist associations, motels and restaurants can be built, so that there will be money available to us, even if we have to pay a little higher rate of interest, which we can do. We don't mind them screening us, they can screen us as often as they like. But if any of your recommendations, gentlemen, toward improving and increasing the accommodation for the tourists in Canada can be carried to the government so that favourable consideration will be given toward financing better accommodation, it will naturally improve the tourist business of Canada. That will certainly be a step in the right direction.

Gentlemen, I would be very happy if you would like to direct any questions to me and I will be glad to do the best I can to answer them.

The CHAIRMAN: Mr. Caswell, does your association represent all of the hotels in Canada or just a proportion of the hotels?

Mr. CASWELL: To a large degree, all of the large hotels in Canada. Our association is composed of the provincial hotel associations in Canada and in most cases seventy-five to eighty-five per cent of the hotels in the provinces would belong to that provincial association.

Hon. Mr. DAVIES: When you mentioned the figures on the cost of building hotels, you were referring to hotels built in the big cities?

Mr. CASWELL: No sir, not only in the big cities. I just completed a hotel in a small city of 50,000 population, and the room cost of that hotel amounted to \$13,500. True, they are fairly luxurious rooms, but that is an indication of what it cost to build a hotel even in a small city like Sudbury with 50,000 population.

Hon. Mr. ISNOR: Do you classify your type of business? I am wondering whether you know what percentage of your business could be classified as coming through tourist channels.

Mr. CASWELL: No, I am afraid I could not give you that information at all. I can only say this, and that is that in June, July, August and September, approximately 4,000 hotels of the smaller class in Canada depend on receiving eighty per cent of their revenue from the tourist business.

Hon. Mr. ISNOR: That is eighty per cent for three months?

Mr. CASWELL: No, for four months.

Hon. Mr. CRERAR: What explanation can you give for the increased capital cost of hotels?

Mr. CASWELL: Just the same explanation that is given for the increased cost of building homes. I mean to say from the statistics which are published by the various governmental bureaux, a five-room home which was built ten years ago at a cost of approximately \$5,000, would cost \$12,000 today.

Hon. Mr. CRERAR: What explanation do you have for the increased operating costs?

Mr. CASWELL: Increased operating costs, sir, is something which we do not altogether criticise. For example, when I started in the hotel business back in 1925, there was no such a thing as regular hours. I went to work at 6.15 in the morning and if I got through at six or nine o'clock at night, it was all the same. There was no such a thing as a five-day week.

Hon. Mr. CRERAR: Did working like that do you any serious damage?

Mr. CASWELL: Personally?

Hon. Mr. CRERAR: Yes?

Mr. CASWELL: No, I do not think so. I do not think it did me any damage at all. But today our employees work a maximum of 48 hours per week, six days a week, and in our unionized areas the 42-hour week is in effect and our agreements call for 40 hours per week by next year. Salaries in the hotel industry have also increased in line with increases in salaries elsewhere. Our salaries have perhaps trebled, and maybe even more than that. Costs of materials, linens, cutlery, etc., are about three hundred per cent higher. I used to buy the very best of Simmons' mattresses for \$18 each, and today I pay \$52 wholesale for the same mattress. So from that it is not very difficult to realize why operating costs have increased.

Hon. Mr. CRERAR: Mr. Caswell, would you say that in the operations of your hotels the law of diminishing returns is commencing to operate?

Mr. CASWELL: Yes, that is quite true, sir, unfortunately. What we call the cream days for the hotels to some degree is over. In 1952 we had an occupancy of fifty-eight per cent in the Dominion of Canada, and sadly, the two hundred hotels of one hundred rooms and over went up as high as seventy-nine per cent occupancy, which may be explained by the fact that the accommodation they provide is in many cases superior to that provided by the smaller units, and also to the fact that they are able to attract more convention business, as well as weekend business. The majority of our hotels today, catering to the business man, are operating with three good days a week at the most. In other words, they get a Monday, Tuesday, Wednesday of good business; Thursday night it starts to fall off, and Friday, Saturday and Sunday they are right off. That pulls down the over-all occupancy, and accounts to a large degree for the fact that room rates have had to go up. We often ask ourselves what happened to that \$2 hotel room. The room is still there, and in many cases it is perhaps a much better room than it was in the past, but the \$2 is not the same \$2. It just does not go as far. The rate has had to go up again and that also accounts for the fact that it is a little more difficult for us to make expansions. Return on investments as an industry averages a little better than 3½ per cent, and that is not too good.

Hon. Mr. CRERAR: Do you see any prospect of this law of diminishing returns being reversed?

Mr. CASWELL: I would just say that because of increasing costs the building of additional hotels has been limited; very few hotels have been built in the Dominion of Canada over the past ten years. Therefore, the existing hotels are going to do what up-grading they can, and they are going to have to be aware of the competition they are receiving from other businesses providing a similar accommodation. As long as they are on their toes and give increasing service—because the public is ever demanding—they will do well. For instance, ten years ago a radio in every hotel room was an exception; today the public want not only a radio but a television in every room. As long as we can keep step with the demand for accommodation, and as long as we can give them not only as good service as somebody else but in many cases a little bit better, I think the hotels will do a good business.

Hon. Mr. CRERAR: And as long as the customers are willing to pay the price.

Mr. CASWELL: The price, like anything else, will depend entirely on the economy of Canada. If labour and material costs go down, certainly room prices will go down; but if labour and costs keep increasing then the room rates will be bound to increase.

Hon. Mr. CRERAR: Do you find that the motels are cutting into the hotel business?

Mr. CASWELL: Yes and no. For example, in the large centres, where as I have said they do a large convention business, the motels have not done them serious harm, as they are not competitors. But in the smaller centres, depending on the demand on the hotels, and if the hotels are aware of the competition that is coming into their community and make an additional effort to make their accommodation more attractive to the automobile traveller, then I think they will be able to stand on their own feet.

I should like to say that the new type of hotels that are being built in some of the large centres are what is known as motor hotels. I do not say that just because I have built one, but I built it because it is my belief that they will meet the demands of motor travellers. The motels came into California about eighteen years ago, and they were regarded then as a wonderful thing; but the public have become more demanding. Finally, they said "Where do we eat? Where do we get our morning paper? Who calls us if something goes wrong at two o'clock in the morning?" Today the motor hotels allow you to park your car at the door, you need no bell hop, and you have a telephone in your room, a coffee shop service, a dining room, beverage room and everything by way of hotel service, plus motel accommodation. More and more of such motor hotels will be built in the province of Ontario and throughout the Dominion of Canada.

Hon. Mr. CRERAR: Is your organization interested in the restaurants?

Mr. CASWELL: No, the restaurant association is represented here today.

Hon. Mr. DAVIES: Mr. Caswell, I travel around Ontario a great deal by motor in the summer time, visiting smaller cities such as Chatham, Brantford, Kingston, St. Catharines, and I must say that the hotels in those cities have over the past five or six years improved immensely.

Mr. CASWELL: I fully agree with you.

Hon. Mr. DAVIES: The mattresses are very good but the pillows are stuffed with the same awful packing they had twenty-five years ago.

Mr. CASWELL: The main reason perhaps is that the pillows last longer than the mattresses, and perhaps it has not come to the hotelman's attention that they should be changed. I am a pillow crank myself—I like a reasonably soft pillow. But I would point out that the life of a mattress in a hotel is about ten years while the life of a reasonably good pillow would be fifteen to eighteen years. On top of that the same pillow can perhaps be re-covered; and when a hotel is being renovated the manager naturally looks around to see what things he can make use of and not discard entirely. The pillows are re-covered. Perhaps he hasn't slept in one of his own beds for a while, and does not realize that the pillows need changing.

Hon. Mr. DAVIES: I overcome the difficulty by carrying my own pillow with me.

Mr. CASWELL: At the expense of wasting your time, perhaps I may digress a little to tell you of a lady who carried her own bed.

In the new hotel we have in Sudbury—and pardon the plug, gentlemen—we have put in a very luxurious honeymoon suite. It is a lovely room with nylon drapery, a dressing room for the bride, a little dressing table, a beautiful

bed extending out from the corner with satin bedspread and a nylon canopy at the top, with draperies coming down. We recently had a Rotary Convention in Sudbury and needed all the accommodation we could get. There was a gentleman, who was doing some special work for the International Nickel Company, who had with him his mother, a woman of seventy years, staying at the hotel. I asked her if she would mind moving into the honeymoon suite to provide more accommodation for Rotarians. She agreed. Upon meeting her in the coffee shop the next morning I asked her how she slept. She said "Very well; I travel with my son all the time, and as I can't sleep in a strange bed, I carry my bed with me." The son added that his mother carried a sleeping bag with her, and found it very comfortable.

That would have been the end of the episode, but after the mother and her son drove off in their car, I took a pass key and went to the honeymoon suite. I walked into this beautiful room through its nylon drapes which are very sheer to make it more interesting for the bridegroom; and there on the top of the beautiful bed with its satin spread and satin canopy over top was the lady's sleeping bag, without even the blankets on the bed being disturbed. She had crawled into the sleeping bag and there she had slept in all its glory.

Hon. Mr. KING: What is the effect of the exchange? I believe it is $3\frac{1}{2}$ per cent today.

Mr. CASWELL: Well, believe it or not, it does not seem to be making too much difference. I might say that perhaps this is the reason, that the hospitality industry—the hotels, motels and restaurant people—have been extremely careful about not extracting the last cent or per cent from the American who comes into their place; and this, to the extent that, if they feel they have to charge it, they get the daily report from the bank and post it up. Invariably you will find they do not ask for one fraction of a per cent more than the actual exchange is; and when the exchange varies to the point where it is only 1 or $1\frac{1}{2}$ per cent, you find the majority of them—and this occurs even when it is as high as 3 per cent—taking the dollar at par, particularly the resort association group, where they are catering to people who come for a week or ten days. Many of these are still accepting the American dollar at par, and in all cases they have tried to be extremely careful about not letting the American feel touchy. There has been very little criticism from the Americans, largely because of the very careful manner in which the Canadian business man has endeavoured to handle it.

The CHAIRMAN: Do you classify your hotels in any way, such as Class "A" and Class "B"?

Mr. CASWELL: No, not in the Dominion of Canada. We do not as a dominion association. In some provinces, because of the liquor regulations, there is a slight classification. Actually it does not mean too much. But I mean hotels are run in three classes. "Food, beverages and hotels" are classified as hotels; "beverages and food" alone, which previously had rooms; and those which have rooms not rentable to the transient but to weekly business, are classified as "tourist".

The CHAIRMAN: There is nothing to indicate that such-and-such a hotel is a Class "A" hotel?

Mr. CASWELL: No. We believe it should be. We are strongly in favour of it being so. The Government of Ontario decided to set up a classification by legislation, and did commence classification, but unfortunately—I assume because of politics—they said they would start off with everybody, no matter how bad, getting one star. So the man with a place at the side of the road and an outhouse about fifty feet away got one star, and the Royal York got

one star; and the better accommodation types complained right away, and to save itself, the government did not follow up classification. And though the Association has again recommended this change, to date the government have not been convinced.

Hon. Mr. KING: The hotels in the provinces now that have cocktail bars, do they find it a necessity to have a bar of that kind in a hotel if they can get it?

Mr. CASWELL: I would not like to say it is a necessity. I would like to put it this way: that the hotel men, having experienced the privilege of having cocktail bars in hotels, found that definitely it adds to the grace of living in those hotels, and improves the conduct of the persons who patronize that room. You appreciate, I am sure, that to a large extent there are two classes of people who drink: in other words, labour, largely, drinks beer; the so-called white-collar class drinks spirits; and cocktail lounges to a large degree have endeavoured to be furnished, as the name implies, as lounges or parlours, not luxuriously, but most comfortably; and people, I am convinced, will behave just according to the type of accommodation you give them. Put them into a nice place, and they act accordingly; put them into a rough-looking place, they are inclined to act the same way. But certainly it adds to the grace of living, to the service that you can render in a hotel. And just don't forget one thing, that cocktail lounges, just the same as beverage rooms, have added revenue to the hotels which in their turn they have been able to use to upgrade the hotel.

My friend over here suggested that in centres like Kitchener, St. Catharines, Chatham and other places the hotels are much better than they were three to ten years ago. He is absolutely right. I do not think anybody travels across Canada and spends more time in hotels than I do, and I am satisfied that in every location where they have had the privilege of selling beverages in the hotels the majority of the money has been used to put back in the hotel—not into the beverage room, but in the hotel all through. And if you have money to provide better accommodation, you provide it, and if you provide better accommodation you get a better and increased trade.

Hon. Mr. ISNOR: I was interested in the reply you made to Senator King with regard to your method of handling exchange. Do you adopt the rate exchange of the bank at any particular stage?

Mr. CASWELL: No. When the exchange became favourable to Canada—I cannot recall the date, but it seems to me it must have two years ago—we immediately suggested to all our members that this be watched very carefully, and that they would be very wise to, shall I say, accept the money at par, and that in any cases where they found they had to make a charge, if the exchange got out of line, say up to 5 or 6 per cent, they should watch it, they should be extremely gracious about it, and if there was any argument, endeavour to explain why it was necessary to accept that exchange. I think that it has been because of that careful handling over the last two years that the American who patronizes Canada—and there is a large repeat business—has been able to see the Canadian side of the picture. As a result he is more satisfied that the differential is only charged where it is reasonable to be charged.

Hon. Mr. ISNOR: Then public relations are good in that respect?

Mr. CASWELL: Yes.

Hon. Mr. ISNOR: You mentioned something about 58 per cent occupancy?

Mr. CASWELL: Yes, senator.

Hon. Mr. ISNOR: I think the level is 65 per cent, is it not?

Mr. CASWELL: That we need, do you mean?

Hon. Mr. ISNOR: Yes.

Mr. CASWELL: Yes, to give you a good return. It is because of the fact that we have been operating for over two years on an average of 58 per cent that our returns are so low.

Hon. Mr. ISNOR: No one has asked you anything about the falling off in the serving of meals in your dining rooms. I think you referred to that point yourself by saying that those who criticize are not in a position to know.

Mr. CASWELL: There are two features to that. One is that the hotel men had to change their thinking as to the operation of hotel dining rooms. Many years ago hotels operated what was considered a formal dining room. They served three straight meals a day, with breakfast until 9 o'clock, lunch from 12 o'clock to 1.30 and dinner from 6 to 7.30. As a result these hotel dining rooms had to draw their trade entirely from the hotel guests. I mentioned that over 4,000 hotels have less than 100 rooms. Hotels with only fifty or sixty rooms do not have enough guests to draw from for their dining rooms. Despite this fact hotels have been obliged to operate dining rooms and as a result these rooms have become a financial as well as an operating headache. They have had to have two or more people in the kitchen and two or more people in the dining room just to serve perhaps only ten or twelve guests. In many cases they were losing so much money in the dining rooms that they lost interest in this service, and as a result they served poor meals.

In the last six to eight years hotels have adopted a different attitude, realizing that the eating habits of the public have changed. Many people want to eat their breakfast in a hurry, eat a light lunch and enjoy a leisurely dinner. For this reason hotels now endeavour, if possible, to operate two eating rooms, one a coffee shop and one a dining room, or a combination of both. They try to locate the coffee shop close to the street in order to cater to outside patrons as well as to hotel guests. As a result hotels have been able to bring their dining rooms to a point where they can break even financially. As soon as the hotel owner finds he is not operating his dining room at a loss he becomes more interested in the dining room service.

I believe I read a report from one of your Senate committee meetings which contained a criticism of the fact that many meals at banquets are not what they should be. I believe one senator suggested that perhaps as hotels have a monopoly on banquet accommodation they do not care particularly what type of meal they give. That is not entirely the case at all. It is again a case of trying to ascertain how far the dollar will go. Unfortunately most hotels are not able to carry a large enough staff to cater to banquets. Even large convention hotels have to hire part-time help. This is true in the case of the Royal York hotel in Toronto. This help is not available on the basis of being paid for the number of hours worked. They would in the old days but they will not any more. They have a minimum rate. They figure the inconvenience coming from home and the waiting around in the hotel and the time they actually work and so on. So you will usually pay a part-time employee to serve one banquet the same rate you will pay an employee for a full day's work, and in no case less than 50 per cent of what the full-time employee gets for a full day's work. As a result of all this the hotel owner finds he cannot give the type of meal some people expect for \$3.00. The important thing as far as we are concerned in the industry is that what we give is hot, good and tastefully served with first-class service. If we can do that we feel we are giving good service in the manner of banquets. The old days have passed where hotels could serve filet mignon for \$2.50, and this is not just due to the present-day cost of filet mignon but to the cost of the service as well.

I think the same honourable senator neglected to remember when he talked about this subject that hotel banquet halls sit idle three and four days

a week. As a matter of fact, the banquet hall does not bring in any revenue from the point of view of accommodation. The sole revenue is derived from so much a plate. Of course, if the hall is used for the purpose of holding a meeting a certain charge is made.

Hon. Mr. ISNOR: I might say that I was not the senator about whom you are talking, but I think in fairness to that senator who did make the criticism I should say that I believe he was interested in arriving at a helpful solution. I think he was wondering as to whether you were high-pricing yourself out of that trade. In other words, he was wondering if you increased your volume would you not be better off?

Mr. CASWELL: Hotels have certainly given this subject a great deal of study, and as a result the smaller hotels of 100 rooms, for example, consider the banquet the meeting business on the basis of attracting more patrons to their rooms. In other words, they put in a banquet hall because they feel it is a "must" in order to get their rooms filled. They are certainly trying to do everything they can to keep their prices and service in line. They realize that if they can keep their banquet rooms and meeting rooms filled it will result in increased patronage of their regular rooms. Most of the criticism as to our banquet-room service comes from service clubs. The reason for this is that in almost every case service clubs enjoy a minimum rate on their meals. This is true whether they are using a room in the Chateau Laurier or a fifteen-room hotel. They enjoy a minimum price for their meals, but they give no guarantee to the hotel as to the number of people who will be attending their luncheons. Perhaps they will have sixty on one day and only thirty-nine on the next, but the hotel still has to make arrangements to serve sixty people. I can be very honest in saying that no hotel ever considers catering to a service club is a profitable venture. They cater to service clubs on the basis of good will in the community, and they are trying to do a good public relations job. These service clubs usually meet weekly and as a result they demand a greater variety in their menu than other groups demand. I do think that the hotels are doing a reasonably good job in the manner of providing means to service clubs. As I say, it is on the basis of providing good will in the community.

Hon. Mr. BAIRD: I understand the hotel of the future is going to do away with banquet halls, and so forth.

Mr. CASWELL: They will as much as they can. Again it will depend entirely on where they are going to draw their trade from. In other words, if they are in a location where they can fill their rooms and operate a good dining room and coffee shop profitably they will do so rather than have a banquet room sitting idle part of the week. As I have intimated, banquet rooms are difficult to operate. It is only used occasionally and part-time help is required when it is used. I believe that if the banquet room is necessary to keep the ordinary hotel room occupancy up, then the banquet room will be a "must" in the hotel.

Hon. Mr. BAIRD: Take for example the Mount Royal Hotel. It was financed some years ago, and it flopped, and it has been re-organized, I think, three times since. If that institution were to be built at the cost you have given, that is, \$12,000 to \$20,000 a room, you just could not operate. In other words, the future of these modern hotels is non est.

Mr. CASWELL: Well, I would say it certainly looks very limited.

Hon. Mr. BAIRD: Quite. In other words, you would not want people to put money in adventures of that nature.

Mr. CASWELL: I was not referring to the \$500,000 room hotel. Quite frankly, that type of hotel is only going to be built where they can prove the return, and therefore they will raise the money. I was referring to the

small communities throughout Canada, where they require good hotels of, shall I say, 25 to 100 rooms, and where those hotels can operate on small revenue; their operating cost is not so high, and those hotels could make a good return, if they were able to either modernize the present hotel they have or build an addition, or build a new one, and the very fact that in many cases they have received extra revenue through the sale of beverages and have used it to renovate the hotel, they have improved the hotel accommodation throughout.

THE CHAIRMAN: Mr. Caswell, this is a tourist traffic committee of the Senate. What we are trying to do is to improve the movement of tourists into Canada. Have you any thoughts in that direction, of things that might be done that have not been done to bring tourists into Canada? Another question, before you answer that, is this. Has the movement of tourists into Canada in recent years prompted some of the improvements that have been made to hotels, that is, new hotels or the betterment of existing hotels? Has the tourist traffic prompted those expenditures?

MR. CASWELL: Yes, very much so, sir, perhaps for one reason more than any other, and that is that the tourists travelling, making over-night stops, to a large extent will ask to see the accommodation before taking it and before registering. That is something which has happened only in the last ten years. Previous to that, the tourist registered, took a room when he was shown it, and if he didn't like it you didn't know much about it, he just kept it, registered for it, and had it over night. But today he comes in and asks you for accommodation, and you say yes, and he says, "May I see it?" Now the hotel men became very conscious, as did other people in the business, about tourists asking to see accommodation, and sometimes after seeing the accommodation not accepting it. So the hotel man decided that if he was going to cater to that business he would have to have better accommodation. The demands of the tourists have been very plain—almost telling the proprietor that it was not good enough. And the accommodation did change for that reason. I can also say that as a result of that fact, perhaps only in the last ten years have hotels become particularly conscious of the vast amount of tourist business. The tourist, perhaps even more than the business man is more demanding as to the service he wants, because he travels perhaps for only a two week period in a year, and for the rest of the year he dreams of the things he will get in accommodation from hotels and motels, and consequently he is asking for better accommodation all the time; so the hotels have to meet this competition by better accommodation.

THE CHAIRMAN: Have you any thoughts as to what we as a committee might recommend for the development of the tourist traffic in Canada?

MR. CASWELL: Well, the only thing I can say is this, Senator Buchanan, that when I compare the expenditures which some of the small states across the line make, such as Florida, to attract tourist traffic to their country, with the expenditure that the Dominion of Canada makes as a dominion, it just doesn't seem to add up. You only get what you spend in return. I do not like to harp on Florida, but there is a state which had no business at all in the summer time, and I have been there both summer and winter, and many of their places today in the summer are just as busy as in the wintertime, and not because as it is sometimes said, they cut the rates in half, because the rates in winter are terrifically high, but it is because of the extensive promotion it has given to the tourist business. Even today if you pick up your Ontario papers, you will find that they are filled with Florida advertisements.

Hon. Mr. DAVIES: Only the large ones.

Mr. CASWELL: Yes, that is right, and the Toronto papers, but they are being circulated in Ontario and Quebec.

The CHAIRMAN: Gentlemen, we have had interesting evidence from Mr. Caswell, and a lot of good questions. Two other associations are represented here. I do not wish to try to curtail the questioning, but if there are more questions to ask Mr. Caswell please ask them now, and if not we will call the representatives of the other associations.

Hon. Mr. ISNOR: I should like to ask one question: You mentioned that 18 years ago southern California started a motel, and you also mentioned about the grade in Canada as compared with the States. It is largely because of the grading of the motels in the States that they have been so successful, is it not?

Mr. CASWELL: Both by their states and associations, yes. Perhaps their associations over there have been more conscious of it than we have, and their Better Motel Association are extremely careful as to their membership, and as a result of their success other motel operators have done a better job in their building. The same applies to their hotels.

Hon. Mr. ISNOR: Would you say in future that the motel is likely to have a greater effect on the tourist trade than the ordinary hotel?

Mr. CASWELL: No. Perhaps we shall hear from the president of the Motel Association, who is here today, and I am a member as well. I would say that the motels of Ontario and Canada will to a large extent, just as they are becoming in the States, pass out of the picture, and the new ones will be motor hotels, because as I said the travelling public want more than a place to sleep in today. I know some of them in Ontario are becoming conscious of that. Certainly in the next ten years that is what will be built.

Hon. Mr. DAVIES: Mr. Caswell, you said that you thought we were not spending enough money. Are you aware that we spent \$931,000 in advertising in the States alone?

Mr. CASWELL: Yes.

Hon. Mr. DAVIES: That is a lot of money.

Mr. CASWELL: Not for Canada, sir. We could bring in three times the business we get now, if we could sell Canada over in the States.

Hon. Mr. DAVIES: You think the appropriation in magazines and newspapers in Canada could be increased to the profit of Canada.

Mr. CASWELL: Absolutely, sir.

Hon. Mr. CRERAR: I should like to ask one further question. The Tourist Bureau had some complaints from American tourists, mainly I believe about the quality of service they have had in some hotels that they stayed at—not very extensive, but some. Does your association do anything in grading the service that hotels give so that an incoming tourist might have available to him, as between two hotels in a town, for instance, grade "A" and the other grade "B"?

Mr. CASWELL: We do not grade it to that extent, Senator. In our directories we try to give a true story of what the hotel has to offer in the way of accommodation, the rates and the services to be expected, so that if anyone travelling carries one of those directories he would have a pretty complete picture of what he could expect in any one of these hotels. The same sort of information you will find is published by the Motel Association. Any one provided with this information would have a reasonably fair idea of what accommodation they could expect before they decided to go and stay at one. However, the criticism has not been entirely in that line, but it has been rather more a criticism of personnel. In Canada, unfortunately, we have not

too much in the way of facilities for training hotel personnel. What we are in need of in Canada is a university to train hotel personnel. Mr. Dolan's department does direct to us copies of criticisms that he receives which affect the hotels, and they are immediately passed on to our membership and we urge them to endeavour to take care of it. For example, Mr. Dolan occasionally gets a criticism that a tourist goes to a hotel but cannot get accommodation, the clerk tells him that there are no rooms and does not bother any more about it. We suggest to the members of our association that they go a little further on behalf of a tourist whom they cannot accommodate beyond just telling him that the hotel is filled up, and try to get him a room some place else, and even try to get him one comparable to the one that you would sell him, or better.

Hon. Mr. CRERAR: Thank you.

Mr. CASWELL: I would like to thank you for your kindness to me today and to suggest and hope that the hotels of Canada may have an opportunity of appearing before you in another year. I might say that had we been aware of the fact that we were going to be invited before your Committee, we could perhaps have made a little better presentation to you and brought before you a few more facts and figures and our thinking along the lines of the tourist industry. We do feel, and we say this very seriously and conscientiously, that there is a terrific travel market to be tapped, not only in the United States and Canada, but elsewhere, and that not nearly enough money is being spent by the Federal government to attract tourists to Canada. After all, we can only get back in proportion to what we spend. We find that in the hotel business and I am sure that it applies to the tourist industry generally.

The CHAIRMAN: Now, gentlemen, we will hear from the Canadian Restaurant Association. Mr. C. H. Millbourn, the president, is here; Mr. Jack Sim, vice-president of the same Association is also here, and we also have the pleasure of the presence of Mrs. F. G. Montgomery, managing director of that Association also.

Mrs. Montgomery is the first lady ever to appear before this Committee and we welcome her for I know we are going to obtain from her some information on food, and particularly on foods especially prepared for the tourist. At least, I think that is what we are going to hear from her about.

First of all, we will ask Mr. Millbourn, the president, to make a statement if he has one to make.

Mr. C. H. MILLBOURN, President, Canadian Restaurant Association: Honourable senators, Chairman and Gentlemen, when the Senator invited us to appear before you last weekend he suggested that you have a few questions that you would like to ask relative to the restaurant industry and the tourist industry in Canada.

We did not prepare any brief, sir. We are very happy to be here, and we are quite prepared to answer to the best of our ability any questions pertinent to our industry. I would like to say that some of you may wonder just what the Canadian Restaurant Association is and whom we represent. We represent in excess of 1,350 of what we feel are the best restaurant operations in Canada. Our membership extends from St. John's in Newfoundland to Victoria in British Columbia, and even into the United States where we have two or three members south of the border. We have been in existence for ten years; we are now celebrating our tenth birthday. Our objectives are to better the operation of restaurants generally throughout the country, improve food and the standards of service, and I think that we have done a very outstanding job in the ten years that we have been in existence.

You mentioned, Senator, when you spoke to me over the telephone that you had received a considerable number of complaints through the different

agencies about food and service in some of the restaurants in Canada. Our experience has been that we now receive less of these complaints, from our sources of information, than we did four, five or six years ago.

I do not think there is anything further I have to say. As I mentioned, we prepared no brief to present but we will do our best to answer any of your questions.

The CHAIRMAN: Mr. Millbourn, do you rate your restaurants in any way by giving them a classification?

Mr. MILLBOURN: We do not, and, of course, we could not rate any of those outside of our own association. We would have no authority to do that. There is no rating done, to our knowledge, except in one city in Canada, and that is a civic rating and, I am sorry to say, it has not worked out very successfully. It has not been maintained. Some of the resorts and summer hotels did have a grading until last year, I believe, when it was discontinued by the Ontario government. I am referring to Ontario resorts and hotels.

Hon. Mr. BEAUBIEN: Has your association found that restaurants, belonging to your association of course, in Canada, as a whole, will charge all that the traffic will bear?

Mr. MILLBOURN: No, I do not think so, Senator. I think that, generally speaking, restaurant prices may be considered moderate in view of the advances in the prices of raw materials, foodstuffs and wages. I can repeat just what Mr. Caswell said here this morning. His remarks apply to our own business also, as far as costs and labour are concerned, the cost of material, equipment and so forth. Certainly, our costs have increased percentagewise far more than the selling prices of our meals.

Hon. Mr. DAVIES: What is the policy of the restaurants in your association with regard to crockery, and I refer to cracked and chipped crockery? I have heard a lot of complaints about chipped and cracked cups, for instance. There are doctors on this committee who know much more than I do in regard to the danger involved in using this damaged crockery, and a lot of people believe that cracked and chipped cups can be germ carriers. I know that I for one would not drink out of one of these cracked cups and if one was presented to me in a restaurant I would get up and walk out. I would like to know what is the policy of the restaurant association with regard to that. It must be expensive, I know, to throw out these cracked and chipped cups but in the interest of the health of people I think that is what should be done.

Mr. MILLBOURN: I think it is a danger too. I quite agree with the Senator and I am sure that most city or provincial by-laws governing the operation of restaurants require that chipped and cracked chinaware be removed from service. I will agree with you also that it is not done as strictly as it should be. I will also agree that this damaged crockery can carry bacteria and germs. The good operators will see that the cracked chinaware is removed from service as soon as it is called to the attention of somebody designated for that work.

Hon. Mr. KING: Mr. Chairman, may I ask the witness what is his reaction to small stores, particularly drug stores who operate a semi-restaurant business. Does that affect you seriously?

Mr. MILLBOURN: It affects us, and I may say that our association does not agree with it, though we may be divided on the question; however, I think most of us would agree that a dining-room or a dining counter should be apart from any other operation. We do not think it should be in a tobacco shop where there may be sandwiches served along one wall. We do not think it should be in a drug store as such, unless it is partitioned off from the store.

Hon. Mr. KING: It should be in a room by itself.

Mr. MILLBOURN: A room by itself.

Hon. Mr. KING: I would think so.

Mr. MILLBOURN: That is our opinion.

Hon. Mr. BAIRD: Are Murray's in your association?

Mr. MILLBOURN: Murray's are members of our association, yes.

Hon. Mr. ISNOR: I was under the impression that the Department of Health in the provinces had supervision over restaurants.

Mr. MILLBOURN: They certainly do, sir. Whatever city you are in—

Hon. Mr. ISNOR: I am from Halifax.

Mr. MILLBOURN: —the Department of Health has, as a rule, a food service division, which is specially set up to control restaurants, hotel and food service operations.

Hon. Mr. DAVIES: That is quite true, but unfortunately sometimes the inspectors are very casual about their work. It really devolves, don't you think, upon the proprietor of the restaurant to see that the public are protected?

Mr. MILLBOURN: Yes.

Hon. Mr. DAVIES: I think on the whole the Canadian restaurants are very well run, but there are some in which one finds a lot of chipped crockery, which is most objectionable.

Hon. Mr. CRERAR: May I ask the witness a question, based on a personal experience? It seems to me there is a little more to the running of a restaurant than just the quality of the food and the service. I recall having gone into a restaurant in Portage la Prairie, Manitoba, which is a fair sized town, to get an evening meal. This restaurant was recommended to me as being perhaps the best in town. The surroundings were clean, and although it was not of high standard, it was good average. But the restaurant had a machine which I believe is called a juke box, which was continually blaring out the most raucous sounds one could ever hear. One party of four asked that it be turned off, and when the request was not complied with they got up and drove on to Winnipeg where they thought they could get better service.

The point I am making is that there is a little more to running a restaurant than providing good food and good service. Your organization would do an excellent service culturally for Canada and for the comfort of restaurant patrons, if it did away with juke boxes.

Some Hon. SENATORS: Hear, hear.

Mr. MILLBOURN: I think we would agree with you on that point, Senator. The type of place you refer, to even though the food was good and nicely set up, probably catered to the teen-age group rather than the adult group.

Hon. Mr. BEAUBIEN: In other words, it was no place for older people.

Mr. MILLBOURN: The operator would sooner lose the Senator's business and the group of four than lose the business of four hundred teen-agers which keep up his restaurant.

Hon. Mr. BEAUBIEN: It would be all right for a young fellow like me.

Hon. Mr. DAVIES: On the other side of the picture, I should like to say I drove back from Florida last year, and I have decided that the standard of food and service in Canadian restaurants is superior to that of those in the United States. On my way from Washington I dropped in at Harrisburg, which is a big city. The dining room was closed—it was quarter to nine and we were a party of five—so we went to a restaurant, and I must say that it

was terrible—I have never seen anything like it in this country. I don't think we have anything to be ashamed of in our Canadian restaurants as compared with those in the United States.

Hon. Mr. ISNOR: Mr. Millbourn, would you subscribe to the thought expressed by Mr. Caswell as to exchange?

Mr. MILLBOURN: I was very much interested in listening to Mr. Caswell on that point. I can only speak for the 1,300 members of our association across the country who accept U.S. funds at par. But there is a limit to how much we can absorb: One or two per cent, yes, but when it goes to 3½ per cent or 4 per cent, that is a different story. If you accept that rate of exchange at par, there goes your profit on the entire meal. During the heavy tourist season, the four months mentioned by Mr. Caswell, there is of course heavy tourist business in the restaurants, and it may represent 35 per cent of your business during that period.

Hon. Mr. ISNOR: That is extra business.

Mr. MILLBOURN: No, not always extra business; at the same time that you are getting the tourist business, your regular Canadian customers are on vacation somewhere else. Those are the regularly accepted vacation months for Canadians as well as American travellers, and Canadians do not stay home just to visit their every-day restaurants. While that trade may represent 35 per cent of your volume, at the end of the day your cash register may contain 75 per cent of your take in American funds, because you have to hand out Canadian currency in change.

Hon. Mr. ISNOR: I have heard that statement before. Why do you have to hand out Canadian change?

Mr. MILLBOURN: You don't have to, sir, and in many cases we don't do it. If the tourist proffers a ten-dollar bill and he is on his way back to the United States, he will ask you to give him his change in American bills; but where he is just coming into Canada, he often asks for Canadian funds, for he may be here a week or ten days. Supposing his bill comes to a dollar, we would charge him the discount on the dollar—say 3 per cent—and give him \$9 in American funds, but he is still going to lose 3 per cent all along the line every time he changes a dollar bill.

Hon. Mr. ISNOR: But is it not going to create a bad feeling.

Mr. MILLBOURN: No. We exercise great care in handling the matter that way.

Hon. Mr. ISNOR: I should like to say that I have always been a strong advocate for the acceptance of American funds up to a certain point, though the people near the border may differ from me. He used the argument that you use; that is, that you cannot accept a \$10 or \$20 American bill and give back the change in Canadian money on a dollar sale. But I say, if anyone wants to overcome that, all he has to do is to keep \$20 on hand in American funds, and replace it as it is used up.

Mr. MILLBOURN: That is right.

Hon. Mr. ISNOR: Because you are creating good will, and surely when you get 20 per cent profit in exchange for a sale, you are making more than enough to allow for that 2 or 3 per cent discount. I think it is good business to promote that kind of thing.

Hon. Mr. BAIRD: You gave me to understand you were not making 20 per cent profit, that it was probably about 4.

Mr. MILLBOURN: Yes. Did you infer we were making 20 per cent profit?

Hon. Mr. ISNOR: I would infer that the average retailer throughout Canada is making 20 per cent.

Hon. Mr. BAIRD: But he is in the restaurant business.

Hon. Mr. ISNOR: I know he is in the restaurant business.

Mr. MILLBOURN: That is right.

Hon. Mr. BAIRD: To go a little further to illustrate my argument. I went in a restaurant and had three eggs, instead of the two I usually have, and the bill was 60 cents. I thought that was rather steep for three boiled eggs, probably just mediums.

Mr. MILLBOURN: You got toast with it?

Hon. Mr. BAIRD: I got nothing,—only abuse.

Hon. Mr. DAVIES: What is the word,—“lip”?

Hon. Mr. BAIRD: Do you think that on that basis he would make 4 per cent, or 40 percent? Eggs cost about 50 cents a dozen.

Mr. MILLBOURN: Strictly on a food-cost basis it would yield more than that. But that does not take care of the overhead.

Hon. Mr. BAIRD: In other words, you think the overhead is so great that you have to have profits of that nature,—the difference between your gross and your net?

Mr. MILLBOURN: Generally speaking, yes.

The CHAIRMAN: Mr. Millbourn, there is one question I want to ask that I think will have to be answered by Mrs. Montgomery. We hear a lot about tourists being provided with distinctive Canadian food, dishes.

Mr. MILLBOURN: That is right.

The CHAIRMAN: It would be an attraction to a lot of tourists if they could get these distinctive Canadian dishes, like pea soup in Quebec. I suppose Mrs. Montgomery can be questioned on that.

Mr. MILLBOURN: She can. She is fully qualified.

The CHAIRMAN: Are there any more questions of Mr. Millbourn? We have this lady with us, and I do not know whether she will object or not, but she is probably an authority on the matter, so we might discuss it with her.

Hon. Mr. CRERAR: Hear, hear.

Mrs. F. G. Montgomery, Managing-Director, Canadian Restaurant Association, then rose to address the committee.

The CHAIRMAN: Mrs. Montgomery, you might tell what has been done in that direction about all these particular Canadian dishes.

Mrs. MONTGOMERY: Senator Buchanan and members of the Senate: If I might take just a moment before I start telling you about the Canadian cuisine we are trying to develop, I would like to tell you one or two things about our Association. Some of the questions that have been asked prompted me to do this. I would just like to say that we are a very aggressive and progressive organization, and we work very closely with Departments of Health at all levels, provincial and municipal. We work with Departments of Labour on the same basis. Our objects at all times are to improve upon present health and sanitary regulations. In some places across Canada our members have practically written into the law improved requirements. The same has applied in some areas as regards labour. At the present time we have a brief before the Department of Labour in Ontario demanding an upgrading of regulations and of minimum wages and so on.

We are at all times working towards better things for the industry, all of which we think will reflect in better service, in better food, and a better all-round appreciation of the industry.

Our work is completely on a voluntary basis. We are supported by membership fees, and each year we have a large annual convention, which supplements our revenues for services to our members. Our services are mainly educational, in that we provide them with all the information we can to help them improve their restaurant operation, their personal relations, their public relations, and everything about their business,—help them to do a better job.

In our membership we are discriminatory. We do not take anyone into membership; and frequently it happens that if there is doubt about a prospect we go directly to the Department of Health and ask whether or not the restaurant has a reasonably good record. That is the basis upon which we accept those membership. That accounts for the fact that we have possibly less than 10 per cent of the food services across Canada. There is no discrimination as to size. One restaurant in British Columbia has only nine seats, but I can assure you it is not going to be nine seats for long, because it is really going ahead. From that we go to the largest in Canada.

To get to the matter of cuisine: that is another thing. Both through our own association and through the Canadian Tourist Association, with which we are affiliated, I have had the honour to chair a committee in the Canadian Tourist Association known as a Committee on the Canadian Cuisine. The work of that committee is an extracurricular activity with us all. We all have full-time jobs that are very demanding, and the work we have done on this committee has been extra. Three years ago we put out this "Guide to Canadian Cuisine", in which we included many basic recipes,—basic recipes like for making vegetable soup, for chicken soup, and for pea soup, and so on; and we encouraged the people who use the book to make their own variations from these basic recipes. In other words, this book was developed for the smaller operators, both restaurant and others, who possibly would not have good basic recipes and were making things "by guess and by gosh", as was so often done in the years gone by.

Just this year we put out a supplement to this little book, of regional and provincial recipes.

Hon. Mr. BAIRD: Excuse me: is that why the meals in restaurants taste alike?

Mrs. MONTGOMERY: But they don't, sir. This booklet has from five to ten recipes from each province. Some of these were obtained through the provincial tourist departments, some through members of our committee. Actually it is a small effort, but we hope that it is the beginning of a very big effort in encouraging our restaurants, hotels, and tourist resorts to feature regional foods. For instance, in the Lake Superior area, for goodness' sake play up the Lake Superior whitefish and make it the very best we can; in Quebec, feature your pea soup and the maple syrup and your cheese and so on; and really tell the story in your merchandising and so on. Try to put over these regional facts. Because after all the tourist who comes to Canada from the United States is not looking for southern fried chicken, he is looking for all we have in Canada that may be a little different from what he gets at home.

The CHAIRMAN: Are the restaurants adopting these new recipes and promoting them and featuring them?

Mrs. MONTGOMERY: I might say that this little booklet has only been out since the tourist convention in October and the provincial departments of

travel and publicity have purchased enough of them for distribution to their entire memberships in the hope that they will be used extensively this coming season. We in the Restaurant Association, through our bulletins, are trying to encourage our own members to use them too. We hope that this is something that will develop and prove of great interest to the tourists.

The CHAIRMAN: You must have a good cook in the kitchen too.

Mrs. MONTGOMERY: That is very true. We are encouraging the use of limited menus. We are advising restaurant operators not to have menus that will paper the wall, but to keep them short and make everything on them good. Mr. Chairman, I am quite prepared to answer any questions now.

Hon. Mr. BAIRD: By putting out this booklet are you hopeful of more or less standardizing the meals that are to be served?

Mrs. MONTGOMERY: Oh, no I would not say that. We just think, for instance, that if you put a good basic stocks in your vegetable soup you will have good soup.

Hon. Mr. BAIRD: What you mean is that if a person goes down to that paradise, Newfoundland, he will expect to be served codfish?

Mrs. MONTGOMERY: Yes, perhaps codfish tongues. Mrs. Frost's restaurant in Newfoundland is well known. Mrs. Frost is a very good member of our Association and comes to our conventions each year. I met John Fisher coming out of a station recently and he said "I was very disappointed when I went to Mrs. Frost's restaurant, because they did not serve fippers."

Hon. Mr. BAIRD: That is probably the greatest delicacy in the winter season in Newfoundland. People who can eat that can eat anything.

Mrs. MONTGOMERY: Last year I completed my tenth trip from coast to coast in Canada and I want to say that from my personal observations, the improvement in our restaurants over the past five years has been fantastic. This committee I have been serving on in the Tourist Association has access to travellers' comments on meals. We have been getting these comments for the past four years now and it is amazing how each year the complaints are becoming fewer and less severe. They are not anything like they were a few years ago. We know that there is a lot of room for improvement and we are working towards it all the time, but we do feel that very progressive steps are being made.

Hon. Mr. BEAUBIEN: Is your Association doing anything, say, in Newfoundland—

Hon. Mr. BAIRD: We do not have to do anything in Newfoundland.

Hon. Mr. BEAUBIEN: Or in Nova Scotia, Prince Edward Island or in British Columbia to teach people how to cook fish properly? There is no better food in the world than fish, but I have found that in these provinces where fish is the predominant food the people do not know how to cook it properly.

Hon. Mr. BAIRD: You are certainly not speaking on behalf of Newfoundland. Fish is deliciously cooked by Newfoundlanders.

Mrs. MONTGOMERY: Yes, something is being done. We have opened a school in Vancouver for this purpose. We do not have a school in the Maritimes, although in Nova Scotia they are giving short courses in cooking to people who cater to the tourists. There is one very contentious point with respect to our fishing industry. I think it is extremely shameful that the best products of our fishing industry are shipped to the other side of the border. I know so many instances. Three years ago I was at Atlantic city and was served the most delicious lobster when I was with a party at a restaurant convention. One of the party said, "Where do these delicious lobsters come from?" The waiter said, "Well, they are from Nova Scotia."

But we go to Nova Scotia, and we don't get lobster like them, and we do not get them at Prince Edward Island. We go to the west coast, and we do not get the best fish. The same applies to Lake Superior. They tell us at the head of the lakes that it is hard for us to get the best fish, they send it across the line.

Hon. Mr. McINTYRE: Do you mean lobster in the shell or in the can?

Mrs. MONTGOMERY: Lobster, anyway.

Hon. Mr. McINTYRE: You can get all the lobster you want in the can from Prince Edward Island, but in the shell you can only get it in May and June in some sections of the province, but you can always get it in the can.

Hon. Mr. HOWDEN: You can't get Lake Winnipeg white fish in Winnipeg.

Mrs. MONTGOMERY: And that is true of our really top products of our fisheries, and so on, we just don't have them here; and that is one of the reasons our American friends complain about the service of fish and so on, that they get in the Maritimes and British Columbia. I think it is really pathetic and is something that we should not have to contend with. Surely a reasonable supply could be kept for home consumption?

Hon. Mr. BEAUBIEN: I would suggest that if you have any of those spare recipes on cooking fish, you send one to the chef of the parliamentary restaurant.

Hon. Mr. BAIRD: While we are on the subject of cooking fish. Over in the west block, there is a department where you can get recipes and where the meals they serve to different people, are tops. They have an experimental place there. My wife took some recipes home from there, and they were excellent. It must be the Department of Fisheries.

Mrs. MONTGOMERY: Yes, Miss Helen McKercher, she is the chief economist in the department, and is very very competent; she does an excellent job.

Gentlemen, I would just like to say, too, that in our educational program we really do a lot at our annual convention. Each year our convention is held in Toronto. Our show is held in the Automobile Building in the C.N.E. grounds. There will be most interesting programs and exhibits this year and plans for the improvement of foods in restaurants. We bring speakers to the convention at considerable expense. I want to convince you that we are really trying hard, and it is paying off.

Hon. Mr. BAIRD: You feel you are getting somewhere, anyway?

Mrs. MONTGOMERY: Yes, we do, indeed. Mr. Leo Dolan has been our guest speaker. John Fisher was our last guest speaker, and he told us that five years ago he had been at a convention, and he said, "I congratulate you people, when I look around and see the type of show you have and the progress you have made, I find that I must change my tune entirely." He was so impressed, that following the show he devoted his Saturday night broadcast to the convention—and as you know, that he is heard right across Canada—about the progress we had made in the improvements in food, all of which we were extremely pleased about.

Hon. Mr. ISNOR: I think you are doing a fine job, but I do not think you are being fair to the Maritimes when you referred to the lobsters as you did. The same thing has been said for years about Sunkist oranges in California. When I travelled through California I saw oranges, and picked them up and thought that they were first rate but speaking to native Californians they would tell me that the best oranges are shipped out of the State, and the domestic grades kept for local consumption. I think that as good lobsters are served in the Maritimes as are served in Cape Cod or any other place. I do not think it does your association credit to say otherwise, and I am

not being critical. I think it would be better if you were to canvass your restaurants, particularly in the Maritimes, urging them to serve more lobsters and more fish, more local foods. I think if you pursued that line you would be doing really good work. I remember in 1934 when I came to the first Tourist Association meeting we stressed the point that we should encourage the serving of fish to a greater extent, and they did. I think your restaurant association is doing good work but I would like to see it do a little more along the lines I have just suggested.

Mrs. MONTGOMERY: Mr. Caswell mentioned this morning that the Canadian Hotel Association receive these tourists's complaints. We get them also, and I have one we received yesterday afternoon just before I left Toronto to come here. It came from an American tourist who is complaining about the fact that he had been for two weeks in the Maritimes, most of the time in Nova Scotia, and he continued to say that he just never seemed to be served a lobster over three-quarters of a pound, and that the quality was not as good as that served in the New England States.

Hon. Mr. ISNOR: A pound and a half lobster makes a very fine dish.

Mrs. MONTGOMERY: Yes, it does, but a three quarter pound one is mostly shell.

Hon. Mr. MCINTYRE: Most lobsters caught in the Maritime provinces which measure nine inches and over are shipped to the United States alive. From nine inches downwards they are all canned. In Halifax, Charlottetown, and mostly throughout the Maritimes, one has to serve canned lobsters when lobsters are not in season. When they are in season you can, of course, buy them in the shell. Most of the canned lobsters sold in the United States are packed in the Maritime provinces although many are sold in Canada, but our biggest market for canned lobsters is the United States.

The CHAIRMAN: I do not want to hurry the committee along. We have been hearing very interesting evidence all morning and we have enjoyed it, particularly Mrs. Montgomery's answers to questions.

We have another witness from another association to hear from yet. However, if you have any more questions to ask of Mrs. Montgomery go ahead.

As there are no more questions, I wish to thank you Mrs. Montgomery.

I would suggest that we now call Mr. Butler, who is director of the Ontario Tourists Courts Association. Some questions have been answered in the past about the operations of motels, tourist courts, and I think it might be well to hear from a representative of an organization which, while it is an Ontario organization, might be able to give us some enlightenment on the operation of motels in connection with the tourist business. Mr. Butler, will you come forward please?

Mr. F. W. Butler, Director, Ontario Tourist Courts Association:

Ladies and gentlemen, it is a privilege to be called before you to answer any questions you may have about the motor courts. While I do not represent the Canadian Motel industry, I can speak quite fully of the industry in Ontario, and I think it applies generally throughout the Dominion of Canada.

As we know, the motel industry is comparatively new, having started to any extent after the war. It is suffering from many headaches and pains, which I think may be the reason why it is faced with some criticism.

One of the most serious problems of the industry is the lack of experienced or trained personnel in the operations of the motel. While there is a school associated with the University of Toronto for the instruction of people, very few seem to take advantage of it. Most motels are a husband and wife operation, and while they may employ someone to do the cleaning and manual labour, the management and the meeting of the public is the work of the husband and wife.

I would be pleased to answer any questions the committee may have to ask.

Hon. Mr. BAIRD: Why is it that motel prices have gone up and are now in line with hotel prices?

Mr. BUTLER: One reason for it would be the lack of experience in the operation of such accommodation. A good many of them, particularly in the strictly tourist areas seem to fluctuate in price in keeping with the supply and demand.

Hon. Mr. BAIRD: Would it be that many of the motels are today being owned by hotels?

Mr. BUTLER: No, I think very few are owned by hotels; in fact I know of only one or two. Another reason for that situation is the problem of expansion by reason of the difficulty of getting capital. One has to borrow on short-term mortgages, of perhaps three years, and at a heavy interest rate. It is what is termed risk capital, and is hard to get. Those who do get it have to make the business pay in order to safeguard their own investment of perhaps \$20,000 or \$30,000.

That is one of the headaches connected with the betterment of motels today. There would, I think, be better services to the travelling public, and the return to the motel would be increased, if money could be obtained at the normal interest rate and for the usual term.

Hon. Mr. BISHOP: Do most of the motels operate only in the summer, or do some carry on all year?

Mr. BUTLER: There is an ever-increasing number of them operating the year round, particularly in cosmopolitan areas such as around the cities of Windsor, London and Niagara Falls. The motel which operates strictly for tourist traffic is a four-month seasonal operation.

Hon. Mr. ISNOR: Is that type of motel a member of your association?

Mr. BUTLER: Yes; as far as our association is concerned, any motel is eligible for membership which provides a very rigid standard of quality—it must be well run, well managed and give a high calibre of service. They don't just take anyone. The association demands standards comparable to the American Automobile Association and other larger associations in the United States.

Hon. Mr. ISNOR: I understood the chairman to say that your association covered Ontario only?

Mr. BUTLER: Yes.

Hon. Mr. ISNOR: Does the province of Ontario make any advances to the motels by way of financial assistance?

Mr. BUTLER: There is no financial assistance.

Hon. Mr. ISNOR: Through the Tourist Association or otherwise?

Mr. BUTLER: Yes. There is one province, I think, in Canada. I don't know whether it is Prince Edward Island or New Brunswick, that assists motel operators in establishing or renovating.

Hon. Mr. ISNOR: Nova Scotia does.

Mr. BUTLER: Yes. Just the one that I know of.

Hon. Mr. BAIRD: What do you think of the future of the motel business?

Mr. BUTLER: Well, the future of the motel industry looks to be quite bright. I do think—and I will go along with Dalton Caswell—that their method of operation and their services have to be improved tremendously. The idea that a fellow just wants a bed is, in the not-too-distant future, "out": he demands more service now.

Hon. Mr. BAIRD: In view of the money you charge him, he is due it.

Mr. BUTLER: Yes. I can say "yes" myself.

Hon. Mr. BAIRD: Quite.

Mr. BUTLER: I think that motel prices in a good many cases—in the resort areas, in the tourist areas that are strictly on a short operation, just a seasonal operation,—their rates, in my opinion are, and I think a good many of the real standbys in the tourist industry feel that those rates are a little high.

Hon. Mr. BAIRD: Do you not think that the motel business has been established because they had lesser rates to begin with,—their rates were below the hotel rates?

Mr. BUTLER: No, I don't think the motel has actually taken anything away from the hotel. Mind you, the motel industry just grew up with the automobile industry. That is when travel started. It is only since the war there has been this terrific movement of people on the roads.

Hon. Mr. BAIRD: At the start the rates per day were very much less.

Mr. BUTLER: Well, of course, their accommodation was very much less too. When they originally started all they had in a room was the bed, and today they have amenities that compare in accommodation to the best hotel there is. They are giving the service.

Hon. Mr. BAIRD: But they do not have the overhead.

Mr. BUTLER: No, the overhead in the operational hotel is not there. But then, again, it is increasing all the time. There are motels now that are operating with telephone service, a service which keeps a 24-hour shift on duty all the time, and they give a limited room service. They have ice available; and they operate coffee shops; some operate dining rooms or restaurants. So, as their services increase, naturally their room rentals increase, because something has to offset the overhead. But I do believe, as I said before, that in the future more of the motels, if they are going to survive, will be the ones that extend a little more service to the travelling public. The big advantage of the motel to the vacationist—that is, the person who has a two or three-week's vacation—is the fact that he can drive his car right up to the door, and he has just got to unload his luggage. His wife can be in shorts, and go in in any way she likes. Whereas they cannot waltz into the lobby of the Chateau Laurier hotel looking like that. They must be dressed up. That is where the motel industry came in. I do not feel that the motel industry is actually taking much away from the hotels.

The CHAIRMAN: Mr. Butler, do you receive many complaints from American tourists to the effect that the charges imposed at motels or motor courts in Ontario are heavier than they are across the line in northern New York state? They compare the facilities that are offered in their country with the facilities offered here. I had a complaint brought to my attention the other day that charges in northern New York state for very good motels are moderate as compared to the prices charged for inferior motels in Ontario. Do you run into many complaints of that nature?

Mr. BUTLER: No. The chief complaints that come to our association regarding rates come from around the Toronto area during the Canadian National Exhibition, or when something special is on. Many operators take advantage of the fact that there is something special on and realizing that accommodation is in demand, they charge higher rates. Our association has done practically everything in its power to try to prevent this sort of thing. In fact, the membership around Toronto that we have is very aware of the fact that our association does not tolerate excessive rates for special occasions. Some operators have boosted the rate from \$7 to \$12 on special occasions. Our association is trying to eliminate that sort of practice. The association tries to educate the operators to conduct their business as any other type of business is conducted, and that is in a businesslike way. A lot of the trouble has been due to the fact that many inexperienced people have gone into the motel business. Many operators run their business on a part-time basis, and this of course does not produce the best results. Some people who have retired have gone into the motel business, but you can't retire and run a motel.

The CHAIRMAN: Are there any questions to be asked of Mr. Butler?

Q. Thank you very much, Mr. Butler.

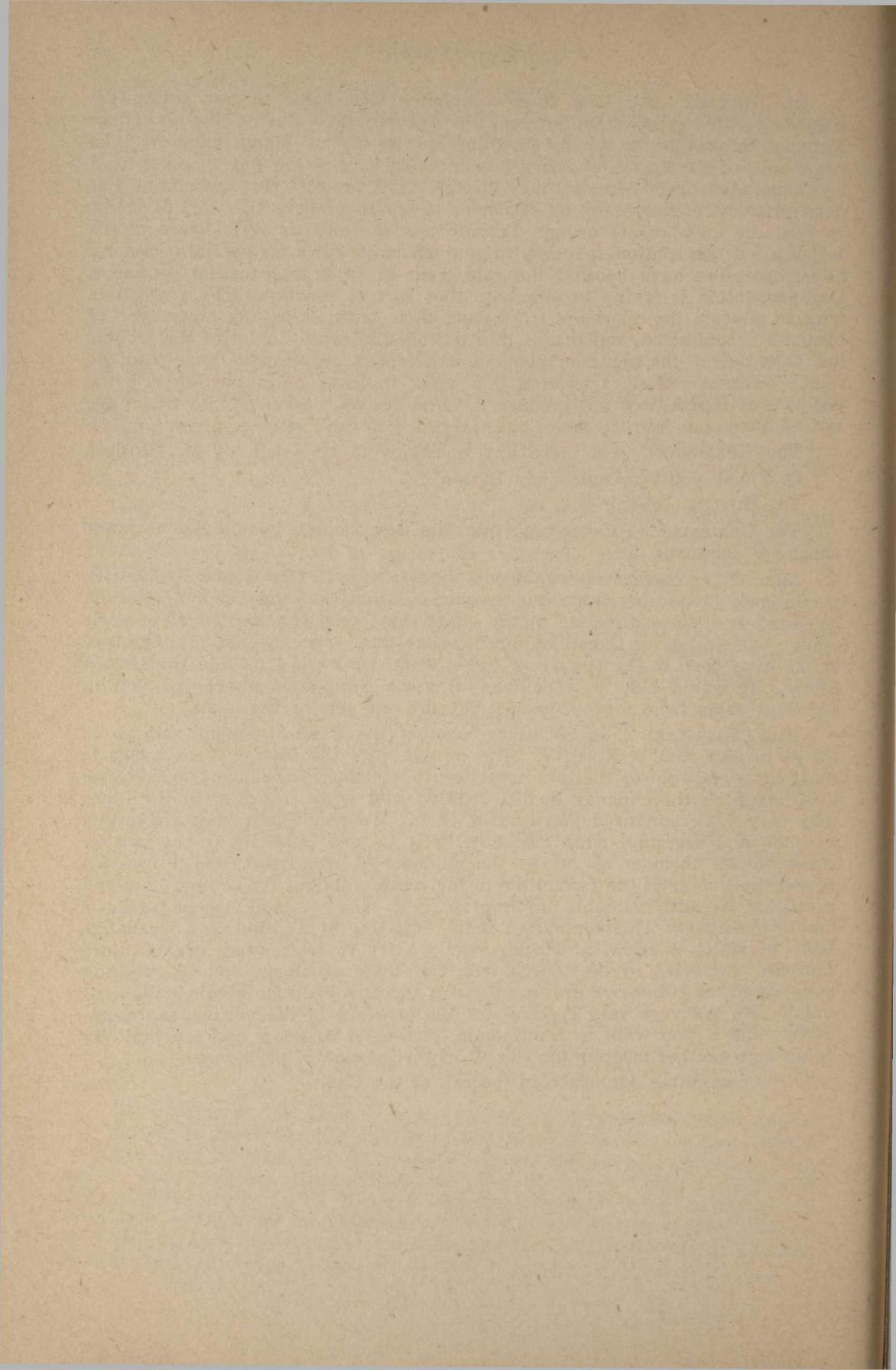
Mr. BUTLER: Thank you, sir.

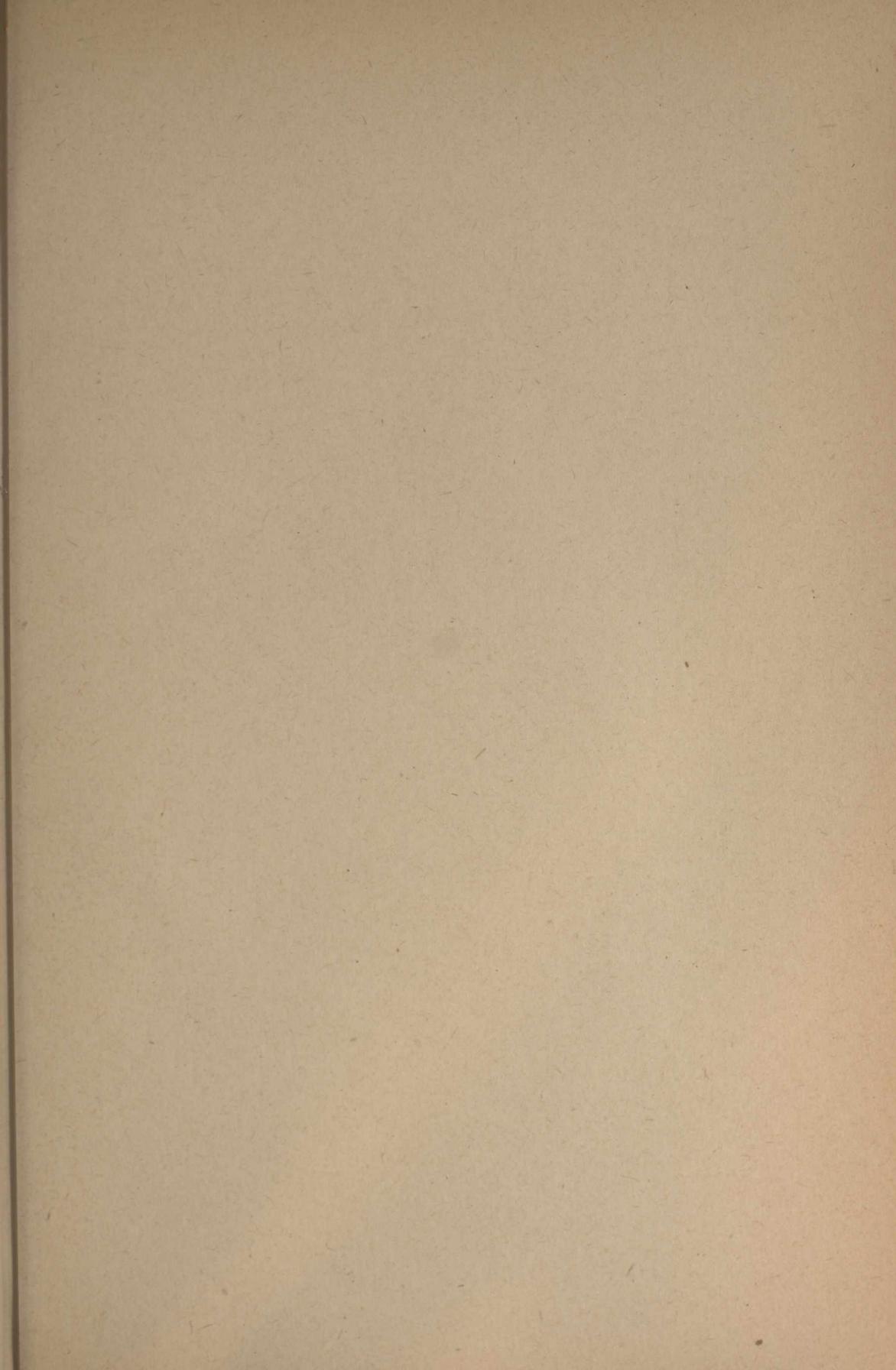
The CHAIRMAN: I understand that Mrs. Montgomery would like to make one more comment.

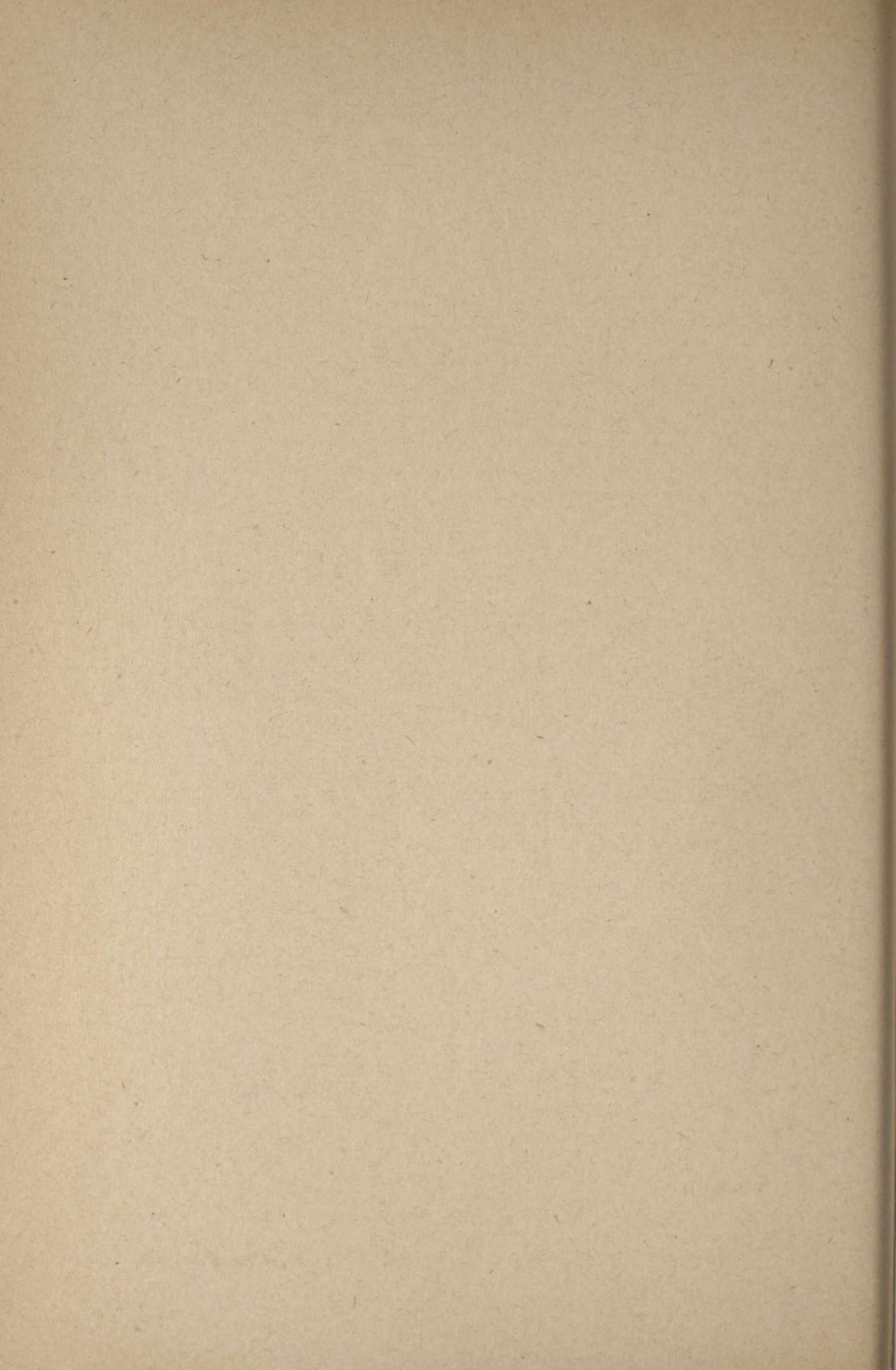
Mrs. MONTGOMERY: I would just like to ask if this Senate committee would look favourably upon our recommendation that the Bank of Canada be asked to issue a directive to the effect that American tourists have their money exchanged for Canadian funds before they cross the border, the same as we have been in the custom of doing when we have gone into the United States. It would help to eliminate all these complaints about not getting sufficient value from money when it favours one side or the other.

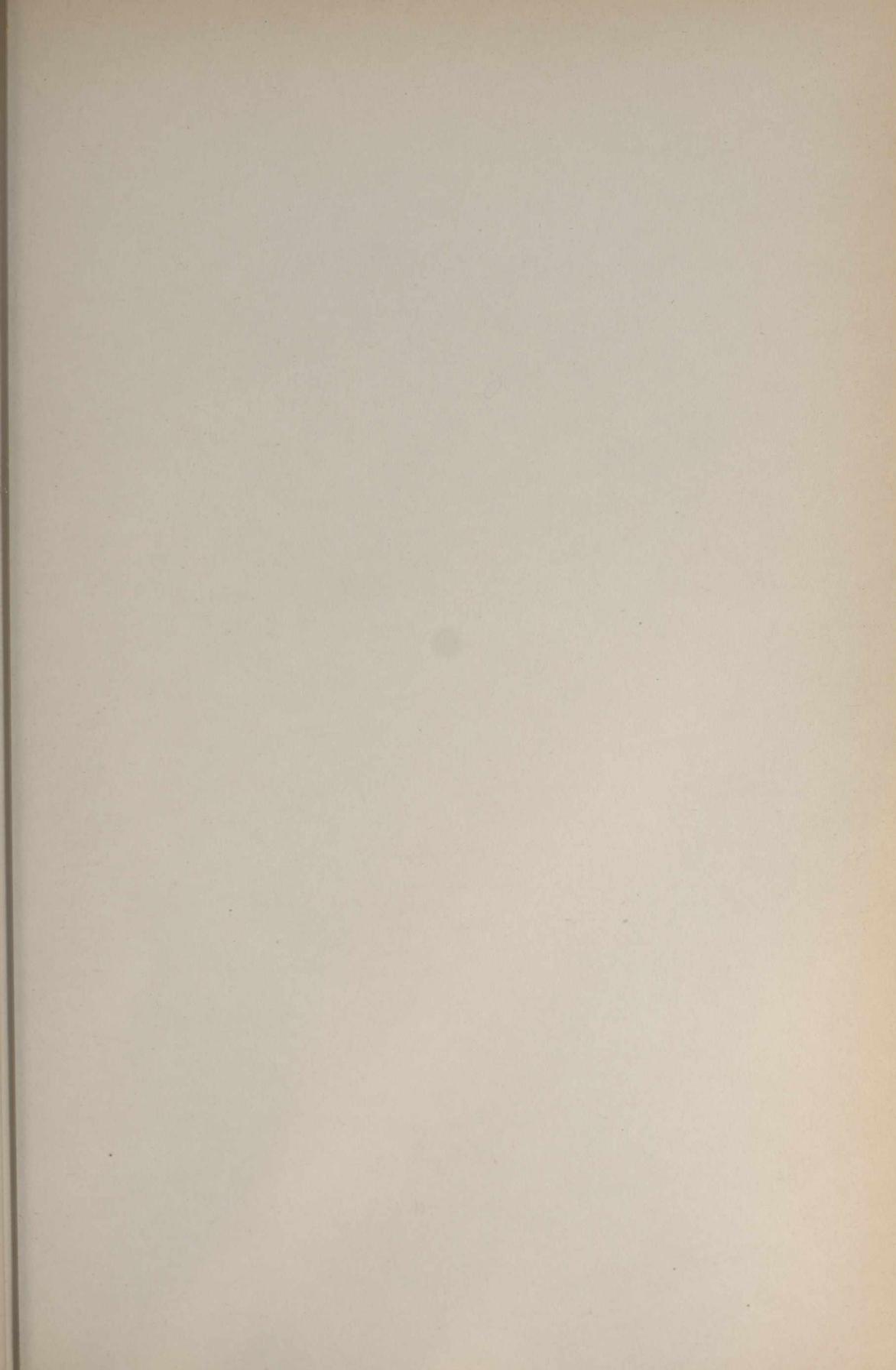
The CHAIRMAN: I do not know whether the Bank of Canada can go so far as to give such a directive. The trouble with the matter of exchange is that our friends across the line have been accustomed for so long to enjoying a premium on their money in this country, and when things went the other way they were surprised and critical of it. We shall keep your suggestion in mind and ascertain what might be done to give publicity to the matter. Now we are through as far as the evidence is concerned, and I want to repeat the thanks of the committee to the representatives for coming here and providing us with valuable information, and also for standing up under a fire of questions. This committee is the only one of its kind in a legislative body of which I know, and each year we try to learn from organizations that are interested in the tourist industry, their problems, and to get their suggestions, and then we fire questions at them in order to obtain enlightenment. We are very very grateful for the presence of the various representatives, and if you want to come again, please let us know and we shall try to arrange another meeting for you at another session of parliament.

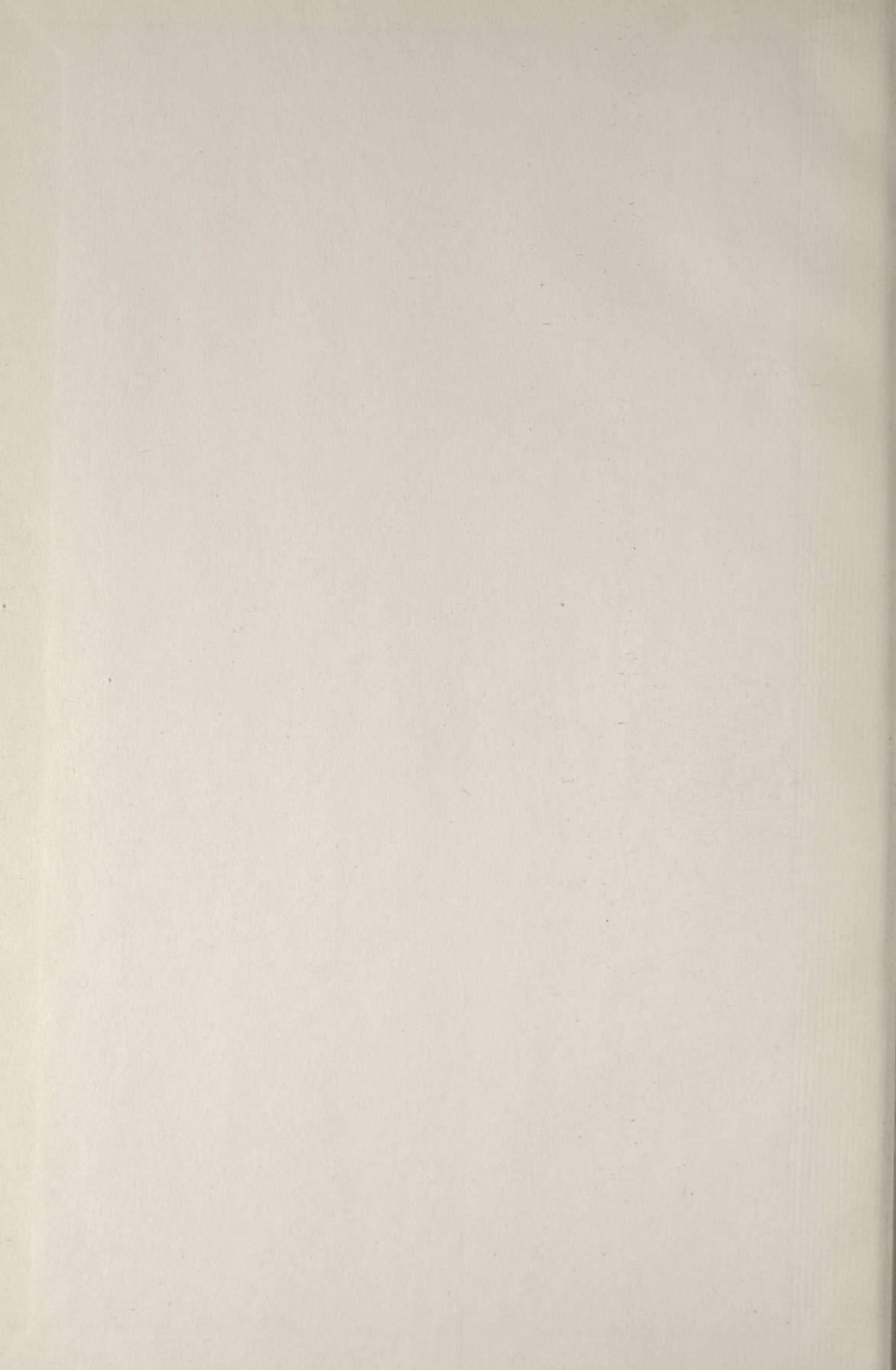
The committee adjourned to the call of the Chair.

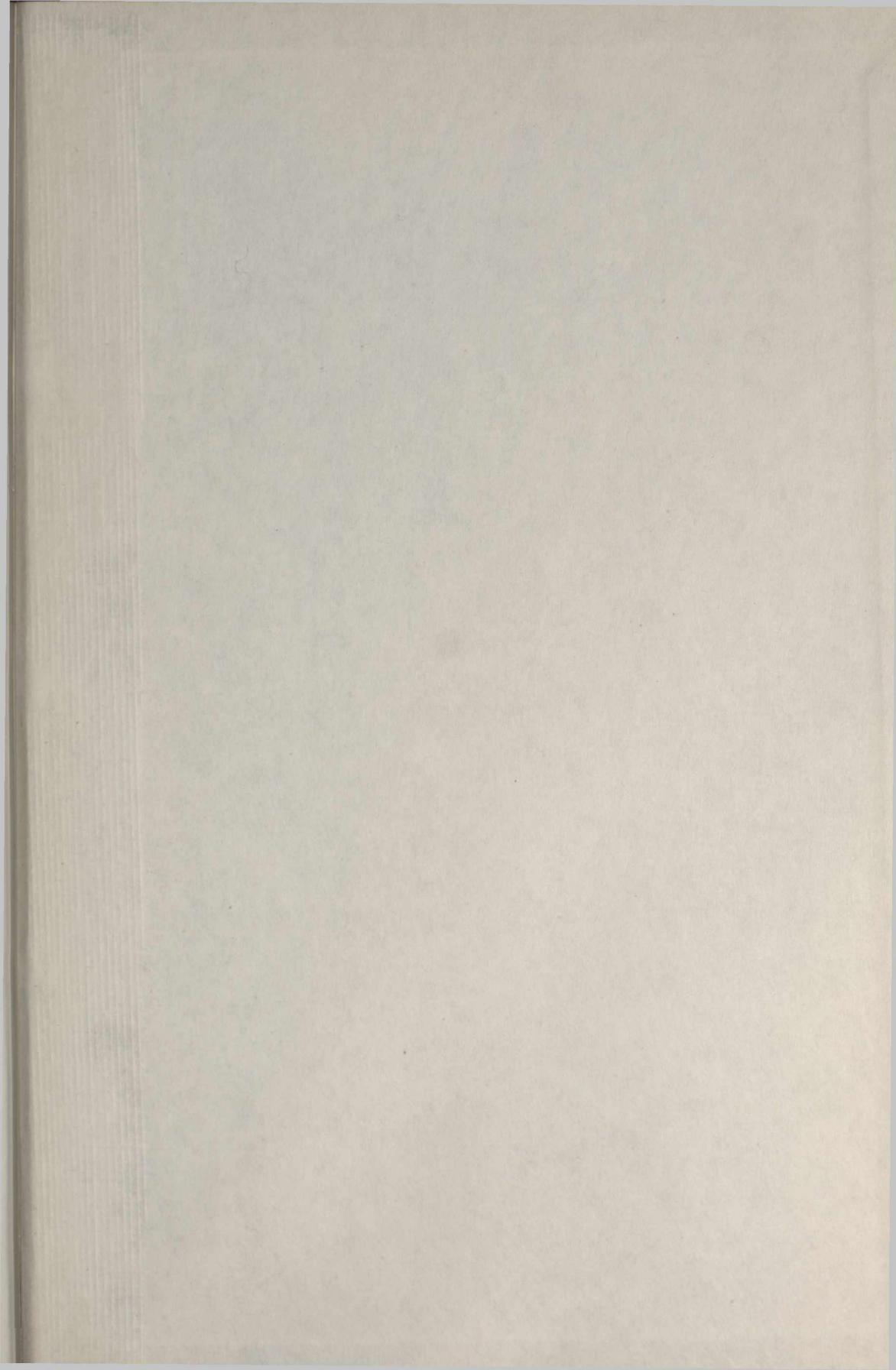












BIBLIOTHEQUE DU PARLEMENT
LIBRARY OF PARLIAMENT



3 2354 00507 405 2



LIBRARY OF PARLIAMENT