



Page 10-11

Canada. Parl. Senate. Standing  
Comm.on Tourist Traffic, 1947.

J

103

H7

1947

T6

A1



TOURIST TRAFFIC



1947

THE SENATE OF CANADA



PROCEEDINGS  
OF THE  
STANDING COMMITTEE  
ON  
TOURIST TRAFFIC

No. 1

---

THURSDAY, JUNE 26, 1947

---

The Honourable W. A. Buchanan, Chairman

---

WITNESSES:

Mr. R. A. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources;

Mr. D. Leo Dolan, Chief of Canadian Travel Bureau, Department of Trade and Commerce.

OTTAWA  
EDMOND CLOUTIER, C.M.G., B.A., L.Ph.,  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
CONTROLLER OF STATIONERY

1947



MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

The Honourable Senators

Bishop  
Bouchard  
Buchanan  
Crerar  
Daigle  
Davies  
Dennis  
Donnelly

Duffus  
Dupuis  
DuTremblay  
Foster  
Gershaw  
Horner  
McDonald (*Kings*)  
McGeer

McKeen  
McLean  
Murdock  
Paquet  
Pirie  
Robinson  
Roebuck  
St-Père (24).



## MINUTES OF PROCEEDINGS

THURSDAY, 26th June, 1947.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 a.m.

*Present:* The Honourable Senators: Buchanan, Chairman; Bishop, Crerar, Davis, Duffus, Gershaw, McDonald (*Kings*), McLean, Murdock, Robinson and Roebuck.—11.

The committee proceeded to the consideration of the Order of Reference of the 27th March, 1947, authorizing the committee to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada.

The official reporters of the Senate were in attendance.

Mr. R. R. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources, appeared and read a brief on National Parks with reference to the Tourist Industry, and was questioned.

Mr. D. Leo Dolan, Chief of Canadian Travel Bureau, Department of Trade and Commerce, appeared and was heard in review of the policy of the Canadian Travel Bureau in connection with tourist traffic in Canada, gave details of the accommodation and services available for tourists, and outlined to the committee the way in which it is proposed that expenditures will be made for the present year.

On motion of the Honourable Senator Murdock, seconded by the Honourable Senator Robinson, the Honourable Senators Bishop and Buchanan were appointed a Sub-Committee to review the evidence submitted before the committee.

On motion 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 this day, and that Rule 100 be suspended insofar as it relates to the said printing.

At 11.45 a.m. the committee adjourned to the call of the Chairman.

Attest.

H. ARMSTRONG,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

THE SENATE,

OTTAWA, Thursday, June 26, 1947.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business and into the activities of the various provincial and other agencies connected with tourist travel, resumed this day at 10.30 a.m.

Hon Mr. Buchanan in the Chair.

The CHAIRMAN: Gentlemen, we have a quorum now. We had a meeting of the committee some time ago, and decided that, because so many committees were meeting, it would not be possible to have ours until some of the work was cleaned up, particularly as the Immigration and Labour Committee were using the reporters. I found out this morning that the reporters were available, and called the meeting. We have asked the Parks Branch and the Travel Bureau representatives to be here and to present statements to us, and it will be a question as to whether we should have Mr. Dolan of the Travel Bureau or Mr. Gibson of the Parks Branch speak to us first.

Mr. Gibson tells me that his statement will not take much time. We probably may find that Mr. Dolan's case will take up a good deal more time. The question is whether it would be better to start off with Mr. Gibson, Director of the Parks Branch. I leave that to the Committee, to decide as to the procedure.

Hon. Mr. MURDOCK: Use your own judgment.

The CHAIRMAN: My own opinion is that it would be well to start off with Mr. Gibson, if he is not going to take up a great deal of time, so I will ask Mr. Gibson to come forward. Mr. Gibson is the Director of the Parks Branch, and he has a statement which he has passed around, so that each of you has a copy. I have suggested to him that he strike the high spots in that statement; then, if we want to ask any questions, we can.

Hon. Mr. DAVIES: I think he should give us a fairly general outline of what it contains. It is very interesting.

The CHAIRMAN: He said it would take about fifteen minutes to read the entire brief. I thought there were some matters in there that he could just touch the fringes of. Go ahead.

Mr. Roy Alexander GIBSON, Director, Lands, Parks and Forest Branch, Department of Mines and Resources: Mr. Chairman and honourable senators: It affords me considerable personal pleasure to appear before this committee of the Senate to discuss the relationship of the national parks to tourist travel, because I know that the senators are very much interested in our national parks, and have shown evidence of that interest.

We have a somewhat cheerful report to present this year. After years of depression and years of war, when it was impossible to do more than maintain these outstanding national properties, we were able to obtain additional funds last year to purchase the equipment that was necessary to replace the worn out and obsolete equipment that we had been using. Consequently our standard of maintenance has improved, and we are able to greet the largely increased number of tourists with better-looking properties.

Our difficulties of course, are that we cannot get all the equipment we need; that labour is very difficult to get, with the government rates of wages, which are supposed to be the prevailing rates, but which are never adjusted until the people concerned have been attracted to other enterprises. Consequently we find that although we do get the equipment we sometimes lack skilled operators. We are trying to adjust that through the Labour Department.

Hon. Mr. DAVIES: What kind of equipment?

Mr. GIBSON: Such as road grading equipment, road maintainers and road tractors and bulldozers and the like. As you know, that has become a pretty skilled occupation. Large investments are made in this type of equipment, and you have to pay big wages to get the proper kind of operators. If you do pay big wages, you get the right kind of operators and it pays you to pay the higher rates. Sometimes it is difficult to sell that idea to those who fix these rates, but we are making some progress.

During the war the number of people in the parks was surprisingly large; they stayed for a long period, but of course never approached the million mark which we had before the war. This year, however, we expect to have a million visitors, and would have more if we had accommodation for them.

The CHAIRMAN: What did you have last year?

Mr. GIBSON: Nine hundred and some odd. It is right here in our statement.

Hon. Mr. MURDOCK: Nine hundred thousand?

Mr. GIBSON: Yes. It is on page 12 of the statement.

The CHAIRMAN: Go ahead.

Mr. GIBSON: As the time of your Committee is exceedingly limited this morning, I should probably confine my statements largely to the chief needs of the national parks, which you will find referred to in this statement.

(The statement presented by Mr. Gibson included the following information and suggestions):

One of the chief problems facing National Parks Administration during the reconstruction period has been the improvement and extension of facilities for comfortable travel and accommodation. We are firmly convinced that this is the testing period. On the favourable reactions of this wave of post-war visitors will rest in large measure the future growth of international tourist travel to the Dominion. Consequently every effort has been directed towards providing the most complete satisfaction for our visitors in the matter of good roads, comfortable accommodation, and enjoyable catering and other services. The rates charged are considered fair for the wide range of accommodation available. In addition to hotel and bungalow camp facilities, prominence has been given to the increasingly popular camp-grounds. Those who have been unable to arrange in advance for accommodation at hotels and bungalow camps are being urged to take along their own camping equipment or cabin trailers or to get in touch with those who supply such equipment in the parks. Camp-grounds in the National Parks have been located in the most inspiring surroundings and are equipped with kitchen shelters, camp stoves, tables and fuel. Progress has been made in adding many modern conveniences to these camp-grounds and in some of the larger camps, electricity, running water, and community refrigerators with individual lockers are provided.

A movement that is gaining in popularity throughout the country is the holding of conventions in the National Parks. This season various associations and organizations are holding their annual get-together in Banff, Jasper, and Waterton Lakes National Parks in Alberta; Prince Albert National Park in Saskatchewan; Riding Mountain National Park in Manitoba, and Cape Breton Highlands National Park in Nova Scotia. This field is being constantly studied with a view to its further expansion.

*National Historic Parks and Sites*

The work of preserving and marking historical sites of outstanding national importance in Canada was inaugurated over twenty-five years ago, and is entrusted to the National Parks Bureau of the Lands, Parks and Forests Branch. The Bureau is advised in this important work by the Historic Sites and Monuments Board of Canada, an honorary body whose members, resident in various parts of the country, are historians of recognized standing.

Since the inception of this work the Board has studied the historic background of over 1,000 sites and of these, more than 350 have been selected for marking and maintenance. Many of these are associated with stirring events in the Dominion's early history and include Indian earthworks, villages, and portages; French trading posts, forts, and mission enterprises; sites connected with British exploration, and naval and military operations in the long struggle for the possession of Canada; and others relating to the economic, industrial, and political development of the country. The Board has also selected the names of over 150 outstanding personages in Canadian history for commemoration by the erection of tablets at their birthplaces.

An artistic design of bronze tablet is used for the marking of these sites and each bears a different inscription. The tablet in most cases is affixed to a field-stone cairn or a special design of monument, but in some instances it is placed on an existing permanent structure located on or near the sites being marked.

Among the important items of work proposed for this year, which have been approved by the Historic Sites and Monuments Board are the following:—

1. *Prince Edward Island National Park*—Cut stone monument with tablet to the memory of Lucy Maud Montgomery, author of "Anne of Green Gables" and other novels, which had their setting in this locality.
2. *Saint John, New Brunswick*—Cut stone monument with tablet to commemorate the events connected with the early history of the lumber industry in Canada.
3. *Quebec City, Quebec*—Cut stone monument with tablet to the memory of Louis Jolliet, joint discoverer and explorer of the Mississippi.
4. *Owen Sound, Ontario*—Cut stone monument with tablet to commemorate the work of those who carried out the survey of the Great Lakes 1814-25.
5. *Welland, Ontario*—Secondary tablet to be affixed to the County Court House commemorating the public services of Brigadier-General Ernest A. Cruickshank, former member and Chairman of the Historic Sites and Monuments Board of Canada.
6. *Emerson, Manitoba*—Cut stone monument with tablet to mark the site of Fort Dufferin, headquarters of the Boundary Commission of 1872.
7. *Gleichen, Alberta*—Cut stone monument with tablet to commemorate the public services of Crowfoot, Chief of the Blackfoot Confederacy.

A tabulation of National Parks expenditures and revenue since the establishment of the first National Park in 1886 to the present, showed that the parks apart from their inestimable value as tourist and recreational centres, are making a tangible return on the moneys invested. Moreover in attracting travellers they benefit many places the visitor patronizes on his way to and from the parks.

The total expenditures on parks from 1886 to March 31, 1947, amounted to \$48,042,484.82, with a total revenue in the same period of \$7,775,151.04.

The amount in the main estimates for National Parks for 1946-47 is \$1,821,626. In addition, we have asked for a supplementary vote for the following purpose:

*Reconstruction of Banff-Windermere Road*

The National Park highways in the mountains connect with provincial highways which are, in the main, hardsurfaced. Travellers entering Canada from the United States journey on bituminous pavement to the park gateways. In the case of Banff Park, the road is hardsurfaced from the gateway to Lake Louise, nearly forty miles west; otherwise, the park highways are gravel roads of varying standard which have been constructed over the years and which have been short of adequate maintenance during the period of the war. The outstanding drives in the mountains are:—

1. The Banff-Jasper Highway.
2. The Banff-Windermere Road.
3. The road from Banff to Golden.

Jasper is the largest park and needs development of many facilities which help to make a park more enjoyable for visitors. However, when funds, equipment and labour are limited, priority is given first to the protection of the forests and wildlife; second, to the provision of safe and convenient access. The road which connects Jasper with Lake Louise should be hardsurfaced but as it is impossible to undertake the task this year the general maintenance of the road is being improved by application of dust-layer road oil and calcium chloride. The road from Lake Louise to Banff is hardsurfaced but the Banff-Windermere road, which leaves the Banff-Lake Louise road near Mount Eisenhower is not in good condition and must be rebuilt. This road provides access to Banff and Jasper from the United States Pacific Coast area. It is extremely important from the tourist standpoint and it is also of great interest to Canadian motorists who desire to make a circle tour taking in mountain parks on both sides of the line. The distance from Jasper to Lake Louise on the Trans-Canada Highway is about 150 miles. The distance from Mount Eisenhower junction on the Trans-Canada Highway to Radium Hot Springs is about 70 miles. Mount Eisenhower junction is about 20 miles west of Banff. Lake Louise is about 40 miles west of Banff.

During the depression, the National Parks Vote was considerably reduced. In fact it was less than the amount which was provided in the days before Riding Mountain Park, Cape Breton Highlands Park and Prince Edward Island Park had been established and when we had a great deal less road mileage and fewer park facilities to maintain. In 1946-47 we were able to secure some additional funds to overcome arrears in maintenance and to replace as far as possible obsolete and worn out equipment. Much of what we need is still in short supply. We hope to overcome some of the arrears of maintenance during the current year.

In addition to the public funds already expended, private interests have many millions invested in the varied installations, without which our parks would be greatly handicapped.

The parks are now in better shape to receive visitors. Our principal difficulty is the lack of accommodation for travellers. Some additional bungalow camp concessions have been let but building operations are handicapped because of lack of materials and skilled labour. We cannot in fairness ask priority for the erection of seasonal accommodation when returning service personnel are without homes. However, there will be more accommodation this year and we are improving the facilities on the camp-grounds and encouraging those who can to bring their tents or trailers with them, to camp out under the favourable conditions that are provided in these improved areas. Concessionaires on the camp-grounds rent camping equipment and provide lunch or snack bar service at some places. Preference has been extended to ex-service personnel in the granting of concessions.

With part of the funds available this year we hope to be able to improve the forest trails which are not only used for forest protection but also by hikers, trailriders, and skiers. It may be possible to build some shelters along these trails and to place them at the disposal of hiking organizations for the summer, and of skiing clubs in the winter.

Some of the provinces are not as adequately represented in the national parks system as others. If these provinces wish to offer suitable areas for inclusion in the national parks system it would be in accordance with the usual procedure to have these areas examined, the cost of development and maintenance estimated, and in due course a recommendation made to Parliament—for national parks can only be created by legislation. However, these provinces benefit from national park activities because many of the travellers to the parks are routed through those provinces, and of course nearly everything that is used in the parks must be imported from adjoining areas.

### *Visitors to the National Parks*

Prior to the war, the numbers of visitors to the National Parks passed the million mark in a single season, and the 1946-47 season once again approached that total. During the war, the restrictions placed on travel by railway and automobile resulted in a falling off in the number of tourists, but nevertheless, a very large number of people—mostly Canadians—utilized the parks and in many cases stayed for longer periods. Since the cessation of hostilities, there has been a marked upturn in park visitors, as indicated by the following statement, which also records the peak years of travel to the parks before the war:

<i>National Parks</i>	1946-47	1945-46	1937-38
Banff .....	246,397	148,113	194,435
Cape Breton Highlands .....	23,896	18,863	20,000
Elk Island .....	39,976	24,939	63,040
Georgian Bay Islands .....	6,591	3,842	7,110
Glacier .....	461	330	1,200
Jasper .....	29,191	16,127	16,083
Kootenay .....	64,530	28,326	64,657
Mt. Revelstoke .....	8,542	6,474	8,271
Point Pelee .....	87,150	59,948	296,338
Prince Albert .....	31,474	18,858	28,846
Prince Edward Island .....	50,281	48,068	2,500
Riding Mountain .....	161,237	108,060	117,253
St. Lawrence Islands .....	15,824	10,809	22,000
Waterton Lakes .....	126,337	46,744	59,520
Yoho .....	23,015	10,868	60,557
Buffalo and Nomiskam.....		(now being abolished)	9,851
<i>National Historic Parks</i>			
Fort Anne .....	8,754	5,544	17,029
Fort Beausejour .....	12,023	5,343	20,000
Fort Chambly .....	22,546	16,203	—
Fort Lennox .....	1,223	655	—
Fortress of Louisbourg .....	4,238	3,126	—
Fort Malden .....	17,335	15,279	—
Fort Wellington .....	5,699	2,594	—
Port Royal Habitation .....	6,025	3,296	—
Totals .....	992,745	602,409	1,008,690

### *Chief Needs of the National Parks*

We have endeavoured to outline briefly the administrative background of National Parks, National Historic Parks, and Historic Sites, and to show what funds have been provided for administration, development, and maintenance.

Under present conditions, appropriations are provided for periods of only one year at a time. Normally the full amount is not available until Parliament has almost completed its deliberations. In the Parks, most of the construction work must be done in approximately the first six months of the fiscal year. Moreover, the actual work must be preceded by engineering surveys in the case of roads, and architectural design in the case of buildings. Estimates covering

the cost of the work must also be prepared. The construction problem is extremely complicated today because nearly everything required in the way of supplies and labour is still in short supply. To make the most advantageous use of whatever funds can be had for development, all plans should be prepared well in advance so that the work may be properly organized. If funds could be had, a program of National Park extension and development over a period of five years would be suggested.

Looking to the future, we will now outline briefly the chief needs of the National Parks system, which are still substantially the same as I explained at a previous meeting of this committee. I would repeat them as follows:

(1) If these outstanding scenic, recreational and educational areas are to fulfill the purpose for which they were established, the forests must be protected from fire, insects, and disease. Similarly there should be a considerable extension of the wildlife policy. A proper balance of wildlife must be maintained and where necessary, as in the case of game fish, the supply must be replenished. Consequently, it is necessary that an adequate scientific staff be maintained to carry on a continuous study of conditions on the ground, and that a sufficient number of skilled and experienced park wardens be employed to ensure that the policies based on scientific investigation and administrative experience are carried out. The public should be informed of these policies and the co-operation of all visitors sought so that these properties may be made use of in such a way as to leave them "unimpaired for the enjoyment of future generations".

A considerable sum will have to be spent on the improvement and extension of forest trails, lookout systems, telephone and wireless communication, wardens' cabins, firefighting equipment, and all other features which form part of a modern forest protection service.

Warden schools should be extended and there should be provision for training recruits for the warden service. In this connection we might get valuable help by co-operating with some of the high schools and universities.

(2) It should be easier for those of limited means to find suitable accommodation in the National Parks. Private capital seeking adequate investment returns does not readily enter the accommodation field in some of the National Parks. The season in most cases is too short. If necessary, therefore, the Government should erect accommodation and lease it to concessionaires, preferably returned service personnel, who are qualified to provide the service. Community centres and family camps should be established on camp-grounds or at other suitable places in the parks to provide entertainment and recreation at low cost. In this connection certain educational features could be worked into the programme, and activities such as hiking with nature guides could be considered. Scientists visiting National Park areas for various studies could be relied upon to give lectures.

Where natural conditions lend themselves, the development of winter sports should be encouraged. Winter sports development would extend the season for those who cater to the travelling public. National Parks should provide for the growing trend of the "any season" holiday.

(3) The main highways leading to the National Parks and the main highways in the parks should be greatly improved by widening and hard-surfacing and by the provision of new bridges where required. A substantial program has been outlined and engineering studies have been made.

(4) It will be necessary to extend and improve municipal services where there is a permanent resident population. Additional administration buildings are needed. Recreational features will have to be developed to take

care of the increasing influx of visitors. There should be an interchange of personnel between Head Office and the field so that each will understand the viewpoint and problems of the other. The services given by Information Bureaux in the parks should be improved. Sufficient numbers of competent resident engineers should be appointed. Salaries and wages should be brought in line with the remuneration offered by private enterprise.

(5) Substantial appropriations should be provided for the improvement of Historic Parks and the restoration and marking of Historic Sites.

(6) To make the National Parks system more truly representative, we should have large National Park areas located conveniently to the chief centres of population. An international memorial park and a national zoological garden have been recommended. The Province of New Brunswick has had under consideration the setting aside of an area for a national park in that province.

(7) More adequate arrangements should be made for the dissemination of information about the National Parks. We try to answer our correspondence promptly and in an adequate and friendly manner. The shortage of stenographic staff has made it necessary to depend more and more on folders which answer most of the questions usually asked. We continue our efforts to make these outstandingly attractive.

We are working in closest possible co-operation with agencies which can promote the fullest enjoyment of our National Parks. The support which we receive from the Canadian Travel Bureau, the National Film Board, the Canadian Exhibition Commission, the public transportation companies, and from provincial tourist and travel bureaux is cheerfully acknowledged.

Any statement of this kind about the National Parks would be incomplete without a word of grateful appreciation of the excellent assistance which those who are promoting a better understanding of Parks and Parks' problems receive from the daily press and the other periodicals of our own country and for that matter from similar media in the United States and other lands.

We find that by supplying public men, members of service clubs, and other public-spirited individuals and organizations with information about our National Parks, we are able to promote a better knowledge of these great areas and a sympathetic appreciation of the holiday advantages which they have to offer.

May I conclude with the remark that Canada's varied and remarkable facilities for recreation must be regarded as a natural resource to be developed under wise guidance for the benefit of the greatest possible number of people. They are a natural resource, even as our mines, forests, and farm lands are natural resources, yet they possess one outstanding difference—they are not exhausted by use. Scenery, climate, beautiful surroundings, and wildlife can be "sold" over and over again; can be drawn upon in perpetuity without any impairment of the original capital provided adequate maintenance, supervision, and protection are continued.

The CHAIRMAN: Are there any questions that the committee would like to ask of Mr. Gibson? He has only touched upon those recommendations respective to the park, but has given us a lot of other information in the statements. Therefore I think we have the basis for asking some questions.

Hon. Mr. CRERAR: Does the area that you mentioned in Elk Island include the full area

Mr. GIBSON: Yes.

Hon. Mr. CRERAR: There is one other question that I should like to ask. When I left the department there was a good deal of concern over what the timber

wolves were doing to the buffalo in the Buffalo National Park in the northern part of Alberta and part of the Northwest Territories on the south side of Slave River. Can you give us any information on that?

Mr. GIBSON: Senator Crerar, we have pursued the studies which were started in your time. Lately there has been used a device called a "coyote getter", which was invented in the United States. It works in the fashion that when the wolf bites into it he delivers a lethal charge into his own mouth and it kills him. This contraption is safer than the putting out of pellets of arsenic, which we tried for a while. We do not poison any predators except where our wardens certify that there are too many. We believe that there should be a certain number of predators in order to maintain a balance of wild life. When we are told that there are too many predators we endeavour to reduce their number by shooting, snaring or trapping, and, as a last resort, by poisoning. In the latter case we only allow the poison to be put out where our wardens can provide absolute supervision and remove the carcasses before other animals eat at them and are themselves destroyed. Any poisoning that is done to predators is done under most careful supervision. We are not convinced that there are too many wolves in a great many portions of that large park. It is 17,300 square miles, as you know, and is not fenced in and the animals wander away over a lot of the southern part of the Northwest Territories and the northern part of Alberta and British Columbia, and if there is some loss of animals, which are protected, I might say that it is not always four legged wolves that get them.

Hon. Mr. DAVIES: Mr. Gibson, you spoke about improvement of municipal services where there are permanent resident populations. Have you villages and towns in these parks?

Mr. GIBSON: The town of Banff, as you know, is in the Banff National Park and the town of Jasper is in Jasper National Park.

The CHAIRMAN: There is a permanent population in Waterton Park too.

Hon. Mr. DAVIES: I had heard of that before but I did not know about the others. I understand the senators get their places free in Waterton Park.

Mr. GIBSON: Not that we have noticed.

The CHAIRMAN: I would like to have that understanding but I haven't. Mr. Gibson, do you keep any record of the tourists that come from the United States to the parks? Do you keep a record on that basis?

Mr. GIBSON: Yes, we can supply that information to the committee. During wartime our visitors were largely Canadians, but the minute the restrictions imposed during the war were moved, why, the Americans started coming in in great numbers. Last year only 22 per cent of the visitors were from the United States but this year we anticipate that 50 per cent of the visitors will be from that country.

Hon. Mr. McDONALD (*Kings*): Mr. Gibson, do you enjoy the fullest co-operation from all the provinces of Canada?

Mr. GIBSON: Yes, it affords me a great deal of pleasure to testify to that. I might say that that will probably come under Mr. Dolan's presentation because he arranges the conferences that we have here every year to discuss tourist problems. The provinces participate and so do the national park representatives.

Hon. Mr. McDONALD (*Kings*): In some cases the improvement of the roads leading to the park is very important, is it not?

Mr. GIBSON: Senator, we are glad to hear you say that because we need the funds for the roads, not only in every park but leading to every park.

Hon. Mr. McDONALD (*Kings*): Have there been any steps taken for the landing of light aircraft?

Mr. GIBSON: That is a rather complicated question. The people who reside in the national parks as well as a great many of the people who go there, do not favour the establishment of any air strips in the parks for the purpose of the sightseeing tours over the parks because they claim that it makes too much noise and creates a certain amount of hazard.

Hon. Mr. McDONALD (*Kings*): I was thinking more particularly of the people who would like to come to the parks but cannot take the time to do so by automobile or train and who could fly in in many cases with their own private planes. I think that the desire to travel in that way will increase as time goes on.

Mr. GIBSON: Yes senator, I was going on to say that as far as private access to the park by airplane is concerned we are in touch with the Department of Transport. Their officers make the investigations then the Air Transport Board awards a concession—they call it a charter—for a certain man to operate between some point outside and some point inside the park. In some instances we have sufficient safe landing places in the parks and in other places we will have to establish them. As far as the availability of funds is concerned, it is pretty much in the same category as the improvement of the park roads. We have made our suggestions to the Department of Reconstruction and Supply and they are on what they call the “shelf of projects” and will be brought down as conditions permit the carrying out of the enterprise. It all depends a great deal on employment in the area and the availability of equipment.

Hon. Mr. McDONALD (*Kings*): Will you excuse me for asking one more question, please? Has any progress been made in establishing a park in Blomidon in the Evangeline land of Nova Scotia?

Mr. GIBSON: We have not made any progress in that but it has been noted as a project to be considered.

Hon. Mr. DAVIES: Is it not just a C.P.R. project that is there now?

Mr. GIBSON: Yes, it is a C.P.R. project that is in the land of the Evangeline now.

The CHAIRMAN: Is the Dominion government contributing anything towards the building of permanent highways to the parks? For instance, do they make any contribution in the road from Calgary to Banff?

Mr. GIBSON: The question as to whether or not the Dominion should assist the provinces in providing access to national parks is one of those big problems involving Dominion-provincial financial relationship. I do not know what view will ultimately be taken, but the need for the improvement is obvious. I might say that a number of the provinces are doing considerable work, but whether they will get aid from the Dominion to further improve these roads, in view of the improved financial consideration which they are receiving from the Dominion, is something which I would not be prepared to pass judgment upon.

Hon. Mr. GERSHAW: Will the project at Gleichen, Alberta, with regard to the erection of a stone monument be gone ahead with?

Mr. GIBSON: Yes sir, this year.

Hon. Mr. CRERAR: With respect to the matter of roads we did have arrangements with the provinces starting in 1936, which arrangements lasted up until the outbreak of war. As I recall it the federal government appropriated a couple of million dollars each year. That money was spent with the provinces who contributed a like amount and was spent on roads that both governments agreed to. As a result of that there was a substantial amount of hard-surfacing done to the roads. In other instances a great deal of work was done to roads leading up to the parks such as the road leading to the Cape Breton Highlands Park. I hope that sometime in the near future that some similar scheme might be worked out again.

Hon. Mr. McDONALD (*Kings*): Was that in connection with all the provinces?

Hon. Mr. CRERAR: Yes.

The CHAIRMAN: Were the engineers of the Department of Mines and Resources associated with the provincial highway engineers? The road from Pincher Creek to Waterton is now in a primitive condition and I had often wondered if the engineers of the Department of Mines and Resources had approved of the type of highway that was constructed.

Hon. Mr. CRERAR: No, the construction of the roads were under the provincial governments—the Department of Public Works. The truth of the matter is that we are only learning now in this country how to build roads properly. In early years efforts in building permanent roads of a hard-surface type were not very effective. In other words, there was a tendency to stretch the money as far as possible and do a rather imperfect job insofar as permanency was concerned. One thing I think we have got to face in the future is the fact that the building of good roads in Canada—and when I say good roads I mean roads of a hard-surface nature—is going to be a very important matter.

Hon. Mr. DAVIES: And a very costly one too.

Hon. Mr. CRERAR: Yes, it will be a costly one, of course.

The CHAIRMAN: Mr. Gibson, in relation to accommodation in these national parks you referred to cabins, and you make the suggestion that the government itself might build the cabins and then lease them. At the present time is it not a fact that tenders are offered and the concessionaire builds the cabins?

Mr. GIBSON: That is true, and they give a share of the postings to the dominion government.

The CHAIRMAN: Has that system proved to be satisfactory?

Mr. GIBSON: I think the main difficulty is that in order to attract the class of clientele that pays the highest rates, they may have to make a pretty big investment, and it is difficult for them to get the material they need. This results in delays in providing accommodation no matter how energetic the concessionaire may be. We envisage that we must have some scheme of providing accommodation at lower rates to the people. The concessionaires that we have now build their own places and must charge rather substantial rentals. We are hoping that it may be possible to have the rates reduced, so that more people can visit the park.

The CHAIRMAN: Is there a shortage of accommodation in the parks?

Mr. GIBSON: There is a shortage, all the time during the tourist season.

The CHAIRMAN: During the peak of the season?

Mr. GIBSON: During the whole tourist season, which is about two and a half months.

The CHAIRMAN: Is your camp grounds accommodation sufficient?

Mr. GIBSON: We have improved the camp grounds, and we have devised a new procedure there. In the large camp grounds we allow a concessionaire, who is always a returned soldier, to provide tents, stoves and blankets, and even to run a snack bar, for the convenience of people who go to the camp grounds and do not bring with them their own camp accommodation. Some people arrive there without making reservations, and without accommodation; they may go to the camp grounds concessionaire, who fits them out with a tent, blankets and a bed if they want one. We of course supply the place where the cooking is done; we have shelters with stoves, and we supply the wood for them. We also supply running water, and in some camp grounds we even have refrigeration; the locker is supplied, and it is refrigerated.

The CHAIRMAN: I have another question which I would like to ask Mr. Gibson, but first, are there other members of the committee who would like to ask him about the parks? I would like him to say something briefly about traffic over the Alaska Highway, and to tell us something about what is being done in the way of providing tourist accommodation along the way. If there are no further questions on the parks, will you tell us about the Alaska Highway?

Mr. GIBSON: I believe that each member of the committee, Mr. Chairman, has been furnished with a copy of our circular which we distributed to those who asked for information about the Alaska Highway. We have tried to answer most of the questions asked. The amount of accommodation available along the highway is given on page 8 of the literature. We have had to warn everyone that ordinary tourist travel on the Alaska Highway cannot be permitted this year because there is not sufficient accommodation to look after the people who want to travel it. There is a surprisingly large amount of travel right through to Alaska, particularly by service personnel who have become a bit unsettled in their present surroundings and think that perhaps the land of opportunity lies further north, and they have decided to go to Alaska. As long as these people have a vehicle that is roadworthy and are supplied with sufficient funds and anything else they need to see them through to the end of their journey, the permit is issued by an officer of the police at Edmonton who handles these matters.

The CHAIRMAN: What is the condition of the road?

Mr. GIBSON: The road needs a lot of gravel in many places; and, as you know, during the wintertime the snow is shoved off into the ditches, and in the spring there is quite a drainage problem; they have to attend to that and to the spring freshet, which means all the bridges have to be checked. The army is in charge of maintenance operations on this road, and it is quite an expensive undertaking.

The CHAIRMAN: Do many people apply to travel over the road that are not given permits?

Mr. GIBSON: At the beginning there were quite a number. Here again we had the co-operation of the press. We sent out our circular and the press commented favourably upon it, and said that it was reasonable that we should warn people not to attempt this trip until there was more accommodation along the way. I think that has had more to do with the falling off of the number of requests from people who were going up there purely for a trip more than anything else. Also, people have written to those whose names appear on our circular, and they in turn have written back telling of the difficulties that must be met. As you know, it is quite a problem even to get to the Alaska Highway from Edmonton.

The CHAIRMAN: If there are no other questions, gentlemen, we will call on Mr. Dolan. Thank you, Mr. Gibson.

Mr. Dolan is Chief of the Canadian Travel Bureau, of the Department of Trade and Commerce.

Mr. Dolan, the committee would like you to review the tourist traffic and development of last year; tell us something about your plan of expenditure for this year and what you anticipate.

Hon. Mr. ROBINSON: The committee is interested, I think, in hearing Mr. Dolan on the question of the Dominion-Provincial Conference held last fall.

Mr. D. LEO DOLAN: Mr. Chairman, and honourable senators, last year after I had been before your committee, the suggestion had been made that we needed closer co-operation between the provinces and the federal tourist organization. That suggestion was put into practice, and in October last year we had the first

Dominion-Provincial tourist conference in Ottawa. My Minister, Mr. MacKinnon, called a conference, and all the provinces of Canada were represented, together with the large transportation interests, the National Parks Branch, the representatives of bus lines and of steamship lines. The report of that conference has, I believe, been sent to the senators. If not, I can see that it is. It was a successful conference from all standpoints. We met here for three days, and it was decided at the meeting last year to make it an annual gathering. We were so pleased with the success of the conference that by unanimous decision the members who were represented wanted to make this an annual event, so that each year we could review the tourist season of the previous year, and lay our plans for the approaching tourist season. I think we got closer together in a co-operative way with the provinces, the transportation interests and the parks than at any time since I have been in Ottawa—a matter of fourteen years.

The results of the conference have shown themselves in our advertising programme of this year. We were able to place before the provinces our programme from a federal standpoint. That enabled the provinces to gauge their media and to decide the places in which they would use this media. The results, I would say, have been almost phenomenal. As a result of our advertising programme this year—and I am speaking solely of the Canadian Travel Bureau—we have had approximately 170,000 inquiries come into us up to yesterday; in fact, the figure is 170,344. All the provinces have reported from time to time that they have had the same success as shown by the advertising programme.

Another angle which we approached co-operatively was in connection with our literature. We discussed with the provinces one or two programmes that they might launch, in so far as their brochures, booklets, pamphlets, maps and so on with the result that the tourist literature of the provinces shows, this year, I think, a vast improvement over what has been put out in previous years. I am sure all senators have had an opportunity to see copies of the new type of literature which the Canadian Travel Bureau has issued. To not appear too boastful, I think I can say that it is a decided improvement over anything we have ever issued in the past. In servicing the inquiries we have had better co-operation from the provinces and transport interests and Mr. Gibson's organization. Unfortunately, the only dark part of the picture is that we never anticipated we would have in less than six months more inquiries come into the bureau than we had in any pre-war year. The highest previous year we ever had was 106,000 for twelve months; this year we have had 170,000 in less than six months.

I was interested to hear Mr. Gibson talk about his problems of getting equipment and so forth. I have not been able to get a staff that could possibly handle inquiries efficiently. We started in the month of January, and the number of people who inquired about Canada was 587; in February there were 1,155, in March 1,588, April 1,978, and in May 1,387. They are falling off now but our daily average of inquiries is 675. While in Maine recently I asked the head of the Maine publicity bureau what was the largest week they had ever had in tourist inquiries. He said, "Six thousand in one week". Over May 24 holiday we had 4,034 inquiries come into the office to be opened when we came back after the holiday.

Canada this year should have three of the biggest tourist months—July, August and September—in the history of the country. The only barometer that those who conduct bureaus, like Mr. Gibson and myself, have is the response to our advertising programme. As the figures I have read indicate, there is a phenomenal demand for literature on Canada. We have encountered some difficulty in respect to the shortage of paper and the inability to get printing done on time. We have had to delay the service on these inquiries, but I am

happy to say that we are now caught up. At one time we had as many as 22,000 to answer; however, we put on a night staff and worked night and day for a period of the past seven weeks.

The CHAIRMAN: When you answer these inquiries, what do you supply them with?

Mr. DOLAN: First with the general booklet; then if they ask for fishing, we supply them with the fishing booklet; or if they inquire about the parks we place that inquiry before the park authorities. I think I explained last year that every inquiry we get from people living in the United States is forwarded to the provinces, the transportation companies and Parks Bureau. If a man in Duluth wrote to my office, requesting information about the parks in Alberta, I would pass his request on to Mr. Gibson's office, so that he could give some specific data with reference to the parks in that province. The same co-operation is extended to all nine provinces. As I say, the printers have been behind in supplying us with material at the time we require it. However, we have finally overcome that difficulty. It is interesting to note that we have distributed throughout the United States particularly over 1,300,000 pieces of literature, which again, is a record for Canada.

The general picture is very good. Canada is getting more travel publicity, in my opinion, than any nation in the world. Our travel editors in the United States have been particularly kind to us. As you know practically all the large newspapers have travel departments, and it is a very profitable venture from the newspaper standpoint as well as for Canada. The travel editors have been very generous with us. We have also extended our participation in sportsmen and travel shows throughout the United States.

Heretofore we have only had our exhibit, which we had built some years ago, in the shows in the eastern states. This year for the first time we transported our large exhibit to the Pacific coast area. We went to Portland, Seattle and San Francisco; and I must say that we had a very remarkable response from that venture into the west. This year we adopted the policy of going mostly to sports shows. We only went to one travel show. Next year it is our policy to go into the so-called travel shows in the United States and keep away from the sports shows. I think that will be our policy in alternate years.

Hon. Mr. BISHOP: May I ask what advice you give to the tourists as to accommodation in the city hotels? My information is that they are all full up.

Mr. DOLAN: Senator Bishop, we do tell them that if they are coming to Canada they had better make reservations early; and we have circularized not only the tourist travel agencies but the American Automobile Association, and other travel organizations as to the lack of accommodation in Montreal, Quebec and other large cities, or that such accommodation is at a premium and it is doubtful whether they can get it this year unless they make a reservation very early. At the same time, we tell them that there is accommodation in—what shall I say—for want of a better word, the out-of-the-way places. Last year we ran into a little panic-thinking about accommodation. We said that we would not have accommodation for tourists here during the summer months. As a matter of fact in one, two or three weeks in July, particularly, there was ample accommodation even in the city of Ottawa, in tourist homes, and a great deal of accommodation in the northern part of Ontario. Generally speaking, this year all well known resorts, well established resorts, not only the big railway resorts like Jasper and Banff and the like, but the other well organized resorts in the Laurentians and Muskoka, the Lake of the Woods, and in British Columbia, are pretty well booked for the season. I saw a survey which the Ontario government gave me the other day, indicating that the bookings in June were a little lighter than a year ago, but bookings in July and August were a little bit higher. In fact, car entries into Canada for the month of May

were the largest in any May in the history of this country, which indicates a tremendous flow to Canada of tourist traffic this year.

Hon. Mr. BISHOP: I see that the Eastern Steamships Company has re-established the line to Yarmouth. That is a great feeder for Nova Scotia.

Mr. DOLAN: The Eastern Steamships Company is one of the finest tourist operations in any part of the country.

Hon. Mr. BISHOP: They are running a boat to St. John this year?

Mr. DOLAN: No, just a boat to Yarmouth. But to show the popularity of it, when they announced that they were putting on the boat, within a week they had 6,000 applications from people wanting to go, wanting to go to Nova Scotia.

Hon. Mr. BISHOP: They go three times each way?

Mr. DOLAN: That is right.

The CHAIRMAN: Do you find many complaints from tourists about lack of accommodation? I am speaking now of hotel accommodation, and tourist home accommodation, and the provision for meals in restaurants and hotels. Do you find many complaints about these?

Mr. DOLAN: We have some complaints with regard to meals. We have not many complaints with regard to our larger hotels. I think that our railway hotels compare with any in the world. We have had some complaints that our road-side cabins are not as good as they might be; and generally speaking I want to say now that if Canada is going to have a large tourist business there is one tremendous job to be done all across this country in the improvement in the type of accommodation which the motor tourist uses. It is not good.

The CHAIRMAN: Have you new tourist cabins of the character they have in the United States, I mean with facilities such as showers? Are there many of that type in Canada?

Mr. DOLAN: Yes, there are. There are not enough, though. In some parts of Canada they have excellent cabins; and we are building some of these new—what they call—Motels, where you drive right in with a car to the living room and your accommodation for the night. There is some improvement, but there is room for more improvement. The men who are in the business of catering to the tourists have run into the same difficulty about which the Director of Lands, Parks and Forests told you a moment ago, the difficulty of getting materials, machinery and equipment. In your own province, Senator Buchanan, a man came to me the other day who wants to develop Radium Springs. He is prepared to put a tremendous investment of his own money into it; he wants to build a townsite and make it a second Banff. He is a very ambitious fellow. Strangely enough, he is a Polish citizen who came to this country thirty years ago and made all his money in Alberta and Manitoba. But he is faced with the difficulty that he cannot get bulldozers or machinery to go ahead with this great investment. He is not asking anybody but himself to put any money in it. All across Canada that situation is faced by people who want to expand their tourist facilities. Until we get over the great problem of building supplies in Canada, I am afraid we are going to find our accommodation not as good as it might be. But there should be a campaign in this country to tell the people who are catering to tourists that the services they gave before the war are not going to be good enough for the prospective tourists who are coming to Canada in the next few years; because on the other side of the line—I hate to say it, but to be truthful, I must say it—their accommodations in most of their resort areas are better than ours. I except the special instances to which I have referred, namely the railway companies' hotels and the resorts in the Laurentians and the Muskokas and certain areas in Alberta and some parts of British Columbia.

Mr. GIBSON: And in the parks!

Mr. DOLAN: If I forget the parks, Mr. Gibson always makes sure that I mention them. I am delighted to say that, despite the criticisms of some letter writers, I think that the facilities in our parks, considering the wealth of our country are just as good as any facilities I have seen in the parks of the United States where I have gone; and I think the parks facilities are operated very efficiently.

The CHAIRMAN: What are the most frequent criticisms which come from tourists? Is there any complaint about overcharging? Trying to take advantage of tourists?

Mr. DOLAN: Strangely enough, it is the rare person who writes to our Bureau and complains about having been over-charged. In fact, it is the other way around. We have letters coming to us praising, one, the customs and immigration officers; two, the police officers; and three, the fair charges for the services they get. The serious criticism is that of the highways of Canada. We have more complaints about highways than any other matters which come within the ordinary travel experience of a tourist. Eighty-five per cent of our traffic to Canada comes on rubber wheels, and if we are going to maintain that, and certainly if we are going to increase it, there has got to be one tremendous road building program in Canada from Nova Scotia to British Columbia. I do not think you should look at road building from the viewpoint that it is a costly proposition. In my opinion an investment in highways in Canada will bring a bigger return to the people of this country, the treasuries of the provinces, and the treasury of the Dominion also, than any other investment that can be made. It is not a matter of cost, it is an investment proposition.

The CHAIRMAN: You know a place called Peterborough?

Mr. DOLAN: I have heard of it.

The CHAIRMAN: Our friend Duffus comes from there. There was an article in the Peterborough paper the other day about the expenditures of tourists on a per capita basis, comparing the United States and Canada, and this statement was made: If Americans were to spend in Canada on a per capita basis what we spend in the States, our tourist intake in dollars should be over a billion. Does that mean that there is a greater proportion of our population travelling in the United States and spending tourist money there than there is of Americans coming here?

Mr. DOLAN: Yes, Senator Buchanan. Within the last eighteen months or more there has been a terrible rush of Canadians to the United States. It is very reasonable when you look at it in this manner, that for nearly six years Canadians were penned up in this country and were not permitted to travel, and for a very good reason. The minute the restrictions went off of foreign exchange control, thousands of Canadians who had not been in the United States for six years immediately rushed down to California and Florida and some of the bordering states, and the per capita expenditure of Canadians is much higher than the per capita expenditure of Americans. But never forget this point, that we are only twelve million people, and they are 140 million; and from a dollar standpoint we are always in the black; and last year we were in the black close to \$90,000,000; and that is not a bad position to be in. We Canadian people, according to all the statistics, spend more on travel than any nation of twelve million people in the world. That is why, on a per capita basis, our expenditures are shown to be a little larger; but with the money in the till we are much better off, and that after all is quite an important factor in tourist traffic.

The CHAIRMAN: Have any other members a question to ask Mr. Dolan?

Hon. Mr. ROBINSON: I did not receive a copy of that Dominion-Provincial Conference booklet. I do not know whether other members received it.

The CHAIRMAN: I did.

Mr. DOLAN: I thought we sent a copy to every member of the Senate and every member of the House of Commons. I will see that you get a copy, Senator Robinson.

Hon. Mr. ROBINSON: I thought if I had it and read it I would be better informed.

The CHAIRMAN: You were not speaking of this Dominion-Provincial Conference on tourists? You got that booklet, did you not?

Hon. Mr. ROBINSON: No.

Mr. DOLAN: Oh, I beg your pardon, sir. I will see that you get one of these. I thought all members of the Tourist Committee of the Senate had read this report. I am sorry, Senator Robinson.

The CHAIRMAN: Mr. Dolan, I think one of the matters which we should ask you about in this Committee is the expenditure of your branch. What are you asking for this year?

Mr. DOLAN: We are asking for \$650,000, the amount which we asked for a year ago.

The CHAIRMAN: There is no increase?

Mr. DOLAN: No. We were not successful in getting an increase. As you know, all officials of government offices ask for more than the government finally places in the estimates. We asked for more, but we only received the same.

The CHAIRMAN: How much of that is being spent on publicity? The bulk of it?

Mr. DOLAN: The bulk of it, as a matter of fact.

The CHAIRMAN: Could you split it up into pamphlets and advertising?

Mr. DOLAN: Yes. Our advertising campaign this year—we spent about \$432,000 of that in the present fiscal year, the last fiscal year and part of this fiscal year.

The CHAIRMAN: Mostly in the United States?

Mr. DOLAN: All in the United States.

Hon. Mr. BISHOP: Does that include the cost of printing?

Mr. DOLAN: No, the printing of our new booklets would cost us about \$75,000 to \$80,000—the three new booklets I issued: one on skiing, one on fishing, and the one to which Senator Robinson referred.

Hon. Mr. BISHOP: Who turned out these booklets?

Mr. DOLAN: Two booklets were turned out by Ronalds and the Southam Press,—

The CHAIRMAN: This is a very creditable booklet.

Mr. DOLAN: And the fishing book, which I think you have all seen, was printed by the *Gazette*. For the first time we went into skiing and issued a small skiing book this year. We are changing the style of our booklets. We always have one general booklet, but we are trying to issue our other tourist booklets in what we call pocket size, because we find tourists can carry them in their pockets and they use them all the more. The day of the big, big booklet is, I think, going; and this size is much more acceptable to our tourists.

Hon. Mr. ROBINSON: It is much more convenient and suitable.

Mr. DOLAN: Tourists can carry it with them.

The CHAIRMAN: What was the result of the campaign you carried on in the newspapers of Canada last year?

Mr. DOLAN: There were very good results from that campaign. I think we spoke about it at the meeting when I appeared before you a year ago. We thought, with this last season being the first big post-war tourist season, we might appeal to our people who were catering to extend some courtesy and kindness and hospitality; and we cautioned them on the price matter. The response to that was excellent. And again I want to add to what Mr. Gibson has said: the newspaper editors and publishers and magazine publishers too gave us tremendous support, by editorials and otherwise. As a result of that the Canadian Association of Tourists and Publicity Bureaus are having annually now what we call a tourist week, always at the opening of the season, early in May, or when they again use their facilities, to caution our tourist caterers to maintain Canada's fine reputation for courtesy and for fair dealing.

The CHAIRMAN: Do you think that type of campaign should not be considered? You were saying something a few minutes ago to the effect that they could not go back to the pre-war standards and that they had to raise the standard in the country for the accommodation of tourists and so forth. Would a campaign along that line be of good benefit?

Mr. DOLAN: Yes, that is one of the steps that we are going to bring up at the coming Dominion-Provincial Conference to be held this fall. Mr. Chairman, we understand from our American friends that we have to spend a little more money on advertising outside of the country. The result of that is that our budget has not permitted us to launch what should be an extensive campaign in Canada. I am hoping that we shall have sufficient money to put on a campaign of that kind annually.

Hon. Mr. BISHOP: Do you not think that there is great opportunity for the development of the tourist traffic from the Gatineau as compared with that of the territory north of Montreal?

Mr. DOLAN: I have always felt that myself, Senator Bishop. I cannot understand why there has not been a greater development in the Gatineau area. However, I understand that in the last two years there have been one or two new establishments. The terrain of the Gatineau is good skiing terrain for the ordinary skier, and they could have not only a winter business but also a summer business. You see, what we are endeavouring to do in Canada now is to extend the tourist season. It is too short. I have thrown out one suggestion that either by legislation or through conferences with labour organizations and manufacturers and the like, that we put into effect a system of staggering vacations so that everybody would not be leaving plants in the summertime; and also to extend the labour day holiday, making it the third Monday in September instead of the first. If that were done it would extend our tourist season in eastern and western Canada and certainly in central Canada.

Hon. Mr. BISHOP: Labour Day is an international holiday.

Mr. DOLAN: Yes, and I may say that when I was at the National Association of Travel Officers Conference in Chicago last year—they have been very generous to give Canada an honorary membership on their board and I have been attending their conferences—the programme to extend the labour day holiday and to stagger vacations was launched by that very excellent organization, which represents all the travel leaders of the United States. They are working on it steadily and are approaching the proper authorities in the United States to see if they will not agree to it. Some of the large corporations such as General Motors and General Electric have already endorsed the idea and are trying to get their employees to stagger their vacations. Those school authorities from the United States who have been consulted agree with the proposal to extend the vacation date to a later time in the season. Labour day this year, for instance, comes on the first day of September. That is going

to result in the loss of a great amount of business in Canadian tourist resorts because the Americans are going to return to the United States in order to get their children to school. If we could extend the date of the labour day to three weeks later it would be of much help.

Hon. Mr. BISHOP: The difficulty in that would be that the schools open at the first of September, right after labour day.

Mr. DOLAN: We are trying to get the school authorities to let it go for three weeks more.

The CHAIRMAN: I suppose there would be strong opposition from the children in regard to that?

Mr. DOLAN: Yes, there would be great opposition from the children. They would not like that.

The CHAIRMAN: Are there any other questions? I think we have exhausted inquiries, and we are grateful to you, Mr. Dolan, for all the information you have given us.

Mr. DOLAN: It has been a great pleasure for me to find that the committee shows such interest.

Hon. Mr. MURDOCK moved that Senator Buchanan and Senator Bishop, as experienced newspaper men, make a report and place therein such of the evidence heard this morning that they consider advisable.

The motion was agreed to.

On resolution it was resolved to print 600 copies in English and 200 copies in French of the evidence heard this date.

At 11.50 a.m. the committee adjourned to the call of the chairman.



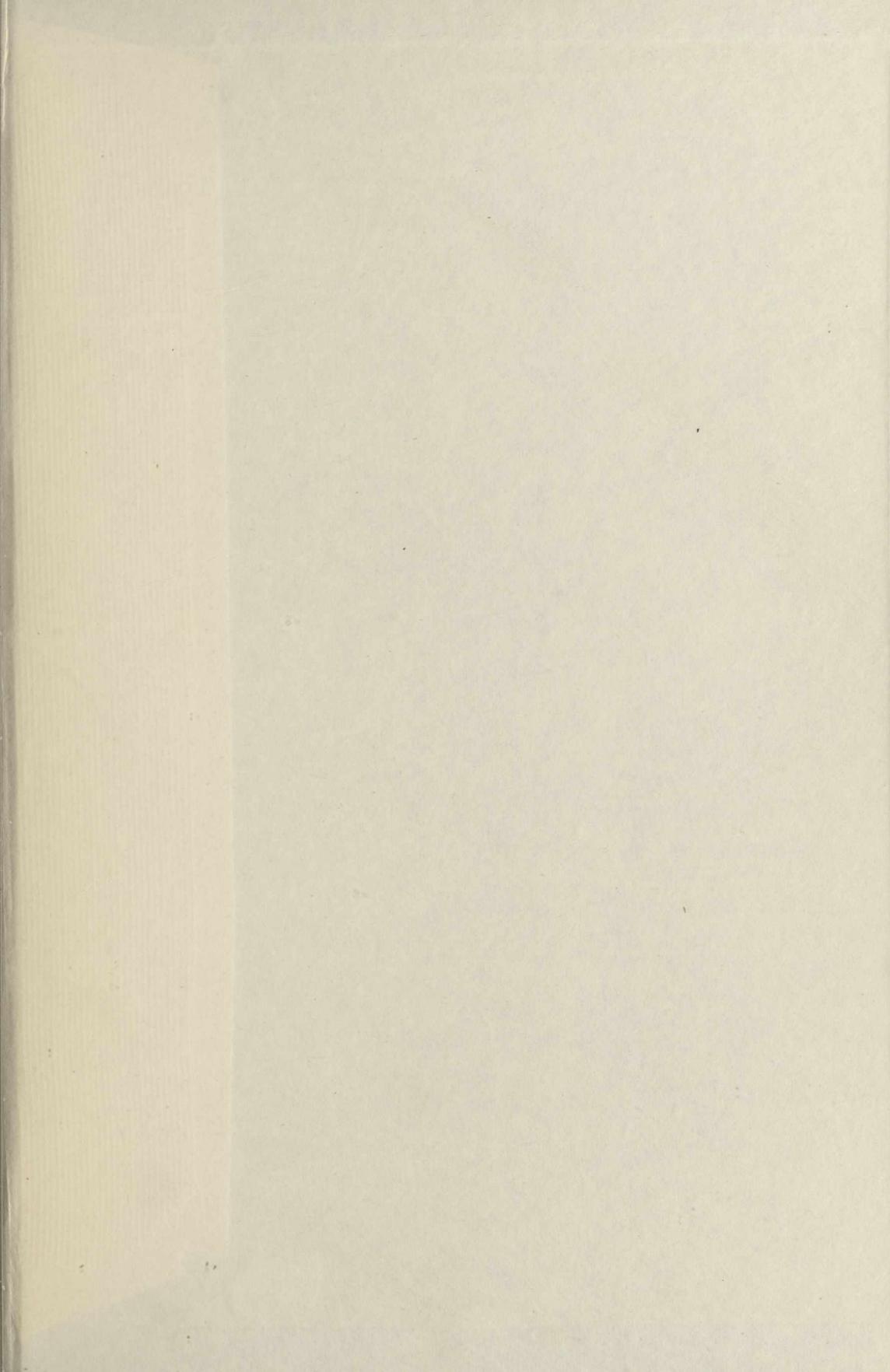












BIBLIOTHEQUE DU PARLEMENT  
LIBRARY OF PARLIAMENT



3 2354 00507 395 5

