

THE TOURIST TRADE BRINGS
MANY MILLIONS OF DOLLARS
TO THE DOMINION ANNUALLY

(By J. L. Charlesworth, in Industrial Canada.)

Motoring on the principal Canadian highways during the summer months, one cannot fail to notice the great number of cars bearing United States license numbers. In a day's run one may see automobiles from every state in the Union—automobiles of all kinds from lordly limousines, carrying one or two people with expensive looking luggage, to clattering flivvers, freighted with tents, pots and pans and half a dozen children.

There is another observation which one can make even more easily. If one takes a handful of silver received in change there will almost certainly be some United States, nickels dimes or quarters in the lot.

Both of these observations have some bearing on one of Canada's most important economic assets, the tourist trade. The owners of the cars are bringing money to spend in Canada. The fact that some of this money will turn up in the pocket of a Canadian, who possibly does not even speak to a tourist from one year's end to another indicates that the tourist trade affects in some measure every one in Canada.

Effect on General Business.

The benefits from the tourist trade come directly to those who have most to do with it—hotel keepers and owners of gasoline and service stations. The total of tourist expenditure is, however, so large that it must exert a considerable influence on the general state of Canadian business. An estimate recently made by the Highways Branch of the Federal Department of Railways gives \$275,000,000 as the amount spent in Canada during 1927 by visitors from the United States.

During the fiscal year ended March 31, 1928, the value of Canadian merchandise exported was \$1,228,207,006. The tourist trade therefore represents a sum equivalent to 22.4 per cent. of Canada's total export trade.

It is, of course, impossible to give exact figures of tourist expenditure, but the estimates of it made by various government agencies are more likely to be under the mark than over it. For the past eight years the value of the tourist trade has been approximately as follows:

1920	\$ 83,734,000
1921	86,394,000
1922	91,686,000
1923	130,977,000
1924	148,942,000
1925	173,289,000
1926	190,463,000
1927	275,000,000

It will be seen that the economic importance of the tourist trade has been steadily growing. This may be accounted for in several ways. In the first place, over this period there has been a great increase in mileage of paved roads and many new sections have been made readily accessible to the motorist. Then, advertising of Canadian advantages in United States periodicals and illustrated articles on Canada in the same publications have stimulated the curiosity of our southern neighbor. A certain amount of the traffic is due to Canadians living in the United States who return to visit their friends in Canada. Other tourists come to see former United States citizens who have come to this country with the establishment of United States branch industries business opportunities attract others and scenery, hunting and fishing and winter sports draw many more.

Estimated Expenditure in 1925 and 1926.

Estimated Expenditures of Tourist in Canada.		
	1925	1926
Via Ocean Pts. \$	5,496,800	5,364,200
From U. S. A. by		
Auto	6,989,000	7,765,000
Alberta	272,000	320,000
Saskatchewan	500,000	1,032,000
Hamilton	1,265,000	1,951,000

Ontario	40,127,000	45,138,000
Quebec	39,566,000	44,833,000
Maritimes	3,985,000	4,732,000
From U. S. A. by		
Rail and		
Steamer	75,089,430	79,328,250

Total\$173,289,230 \$190,463,450

The estimates of expenditure for tourists entering by ocean ports are based on the number of arrivals reported by the Department of Immigration and Colonization. The amount spent per person is figured at \$400 for steerage passengers and \$600 for saloon passengers.

For the automobile tourists the estimate is based on the number of cars entering the country as recorded by the Department of National Revenue. These entries are divided under: (a) Cars admitted for a period not exceeding 24 hours; (b) Cars admitted for one month; and (c) Cars admitted for a period exceeding one month and not more than six months.

While the tourists who enter for one day only may spend little or nothing in Canada, the estimated expenditure per person has been set so low that the total estimate is probably nearly correct. In Ontario, where the greater number of motorists enter, the individual expenditure is estimated at one dollar per person per day. This must be greatly exceeded by those who enter for longer periods, even if they are economizing by camping out. The number of tourists entering Canada by rail or steamer from the United States is estimated for 1926 at 1,678,000. This figure is reached by taking the number of passengers ticketed from United States to Canadian points, namely, 2,302,000 and deducting the number of these passing through Canada from one United States point to another, 604,000 and the number of immigrants, 18,038.

From the Ontario Hotelkeepers' Association some statistics are available on the amount of food consumed by Canada's visitors. During 1927 they ate 2,753,000 loaves of bread, spreading on it 516 tons of butter. The solid portion of the composite meal consisted of 48,000 pounds of meat, 183,500 bags of potatoes and 76,264 dozen eggs. This was washed down by 1,376,853 gallons of milk.

The food consumed by tourists in hotels alone was equal to one per cent. of the total of food consumed in the province during the year, or enough to feed the entire population of the province for eleven meals.

Indirect Advantages Accrue.

The statistics quoted are sufficient to show the economic importance of the tourist trade to Canada. In addition to the direct advantages of the tourist trade to Canada. In addition to the direct advantages accruing through tourists' expenditure there are indirect advantages that constitute good reasons for encouraging tourists to come to this country. Canada needs capital and population for the full development of her natural resources. Both can be attracted to some extent by advertising, but the people who will get the most vivid impression of Canada's opportunities are those who come and see them for themselves.

The fact that tourists do develop more than a passing interest in the country is shown by the record kept by the Ontario Tourist Bureau at the Peace Bridge on the Niagara frontier. During the month and a half from May 15 to June 30 this year 2,531 tourists from the United States registered their names and addresses and asked for literature about Ontario to be sent to them, these in addition to a great many more who visited the office and received maps and booklets, without leaving their names. C. C. Hele, of the Ontario Tourist Association, states that he is continually receiving inquiries from people in the United States who are interested in taking up land in Ontario.

While the tourist trade as an invisible export is of great value to Canada there is a corresponding invisible import to set against it. This is the expenditure of Canadian tourists in other countries. For the years 1922 to 1926 these compare as shown in the following table:

Year	Expenditures of Canadian tourists in other countries	Expenditures of tourists from other countries in Canada
1922	\$ 46,040,000	\$ 91,686,000
1923	50,733,000	130,977,000
1924	58,384,000	148,942,000
1925	67,395,000	173,289,000
1926	90,643,000	190,463,000
	\$313,097,000	\$735,357,000
5 yr. average	62,619,400	147,071,000

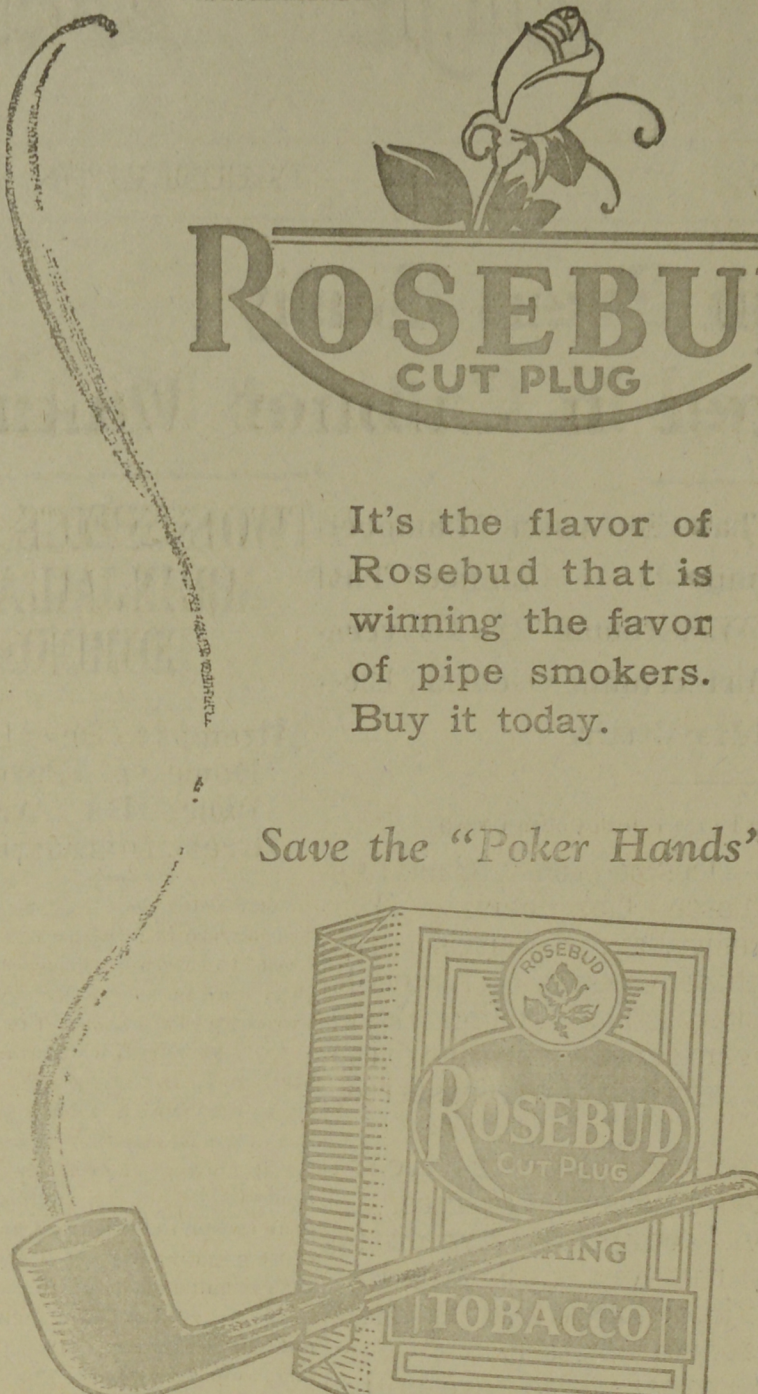
Recognition of the importance of tourist trade has led to the formation throughout Canada of tourist associations, backed by the business men of the country, which not only send out large quantities of printed matter to attract visitors but which take an active interest in seeing that the visitors receive the most hospitable treatment during their sojourn in Canada. The provincial governments likewise are not unmindful of the value of bringing visitors into the country and the departments charged with the care of highways have done much to promote and encourage tourist traffic. In fact, it may be claimed that the expenditure on highways has been the greatest factor in building up the tourist trade of the country.

It might not be out of place to urge Canadians themselves to become tourists in their own country and to set out during the holiday season to visit the other provinces. "See Canada First" is a good motto. There are many people in Ontario and Quebec who have never seen the Maritime Provinces, while Maritime Provinces' people would find a holiday spent in the central provinces well worth the cost. The same is true of Western and Eastern Canada. There are thousands in each part of the country who have never visited the other and what could be finer than a trip across the Prairies, through the mountains and on to the Pacific Coast. In the West, people so largely from the East, a new generation is growing up which has never seen the East. It would be beneficial to have these young people become tourists in the older provinces. Such a movement would keep Canadian money moving at home while it would tend to create a better feeling among Canadians of different sections.

DELIGHTED
WITH THEIR
STAY IN CANADA

Jasper, Alta., Sept. 3.—The latest menace to public men who are anxious to escape the glare of the limelight is the amateur movie. When Right Hon. J. Ramsay MacDonald, former Prime Minister of Great Britain came to Jasper Park Lodge it was for a quiet holiday, he made no speeches, he received no delegations, he and his three daughters enjoyed days of perfect weather out doors. They played golf over a course which they commended highly, they hiked, they sat astride cayuses and rode through the woods over the mountain trails, they loafed and invited their souls. They were the centre of attraction for the guests at the Lodge. Mr. MacDonald, if he would, could never disguise his well known features and Isabel, Joan and Sheila were much admired. But they were not resting long in their enjoyment of the holiday and a bungalow on the shore of Lac Beauvert gave them privacy. But the amateur movie man got them. Would you mind J. Ramsay asked the guest from Cincinnati when he had been introduced if I took a movie of you. Mr. MacDonald was good natured "but I don't pose" he said, I have no Hollywood qualities. It's quite alright said the man from Cincinnati if you and your daughters just walk through the rockery and along the lake by the Beaver Lodge I'll shoot you as you go. I appreciate it very much. The four walked and went down to posterity. The labor leader and his daughters left this evening for Winnipeg. They said they were delighted with their stay at Jasper. They are accompanied by Osborne Scott, General Passenger Agent Canadian National Railways.

Follow the crowd and you'll be at the head of the procession when it backtracks.



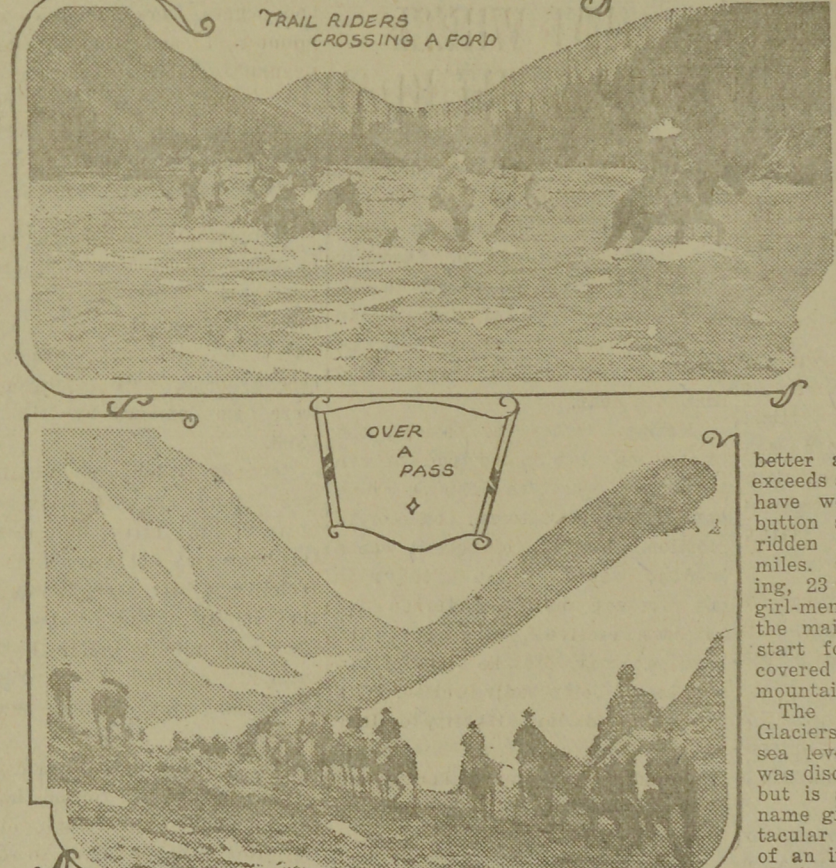
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Rosebud that is
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of pipe smokers.
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In
10 and 15¢
packages

Trail Riders of the Canadian Rockies Visit Lake
of the Hanging Glaciers in British Columbia



TRAIL RIDERS
CROSSING A FORD

OVER
A
PASS

Hundreds of lovers of the great outdoors have joined the Trail Riders of the Canadian Rockies, an organization of poets, novelists, scientists, educators, artists, Indian chiefs, cowboys, nature lovers in general, and those who wish to perpetuate ancient trails in the Canadian Rockies and get the grand kick of a wonderful horseback ride through the Canadian Rockies to scenic wonders which have been viewed by a mere handful. John Murray Gibbon, of Montreal, first organized this great ride, which this year started August 2, for the Lake of the Hanging Glaciers, from Banff and Lake Windermere, B.C. Each year it has been bigger and better and the membership now exceeds a thousand, many of whom have won the gold and enamel button signifying that they have ridden at least fifteen hundred miles. Of the hundred so qualifying, 23 are ladies. Three of the girl-members who joined up with the main party this year on the start for the Lake had already covered upwards of 200 miles of mountain trails.

The Lake of the Hanging Glaciers, about 7,500 feet above sea level, in the Selkirk Range, was discovered about 20 years ago, but is still as wild as ever. Its name gives some idea of its spectacular appearance, which is that of an immense cirque, with eight glaciers forming a moraine which drops off sheer in an ice wall nearly 300 feet higher than the lake itself. From this wall icebergs are falling continually, and forming a miniature Arctic sea in the heart of the mountains. Surrounded as it is by jagged Alpine peaks, many of which exceed 11,000 feet in height, this district has challenged the ambition of many Alpine climbers.

CITY OF FREDERICTON
Notice of Sale of Lands

Notice is hereby given that, pursuant to the provisions of the City of Fredericton Assessment Act 1926, there will, for the purpose of satisfying the arrears of City taxes, for the years mentioned hereunder, made and assessed against the parties hereinafter named, unless the several sums due, together with the costs of this notice, are sooner paid, be sold at Public Auction in front of the City Hall, in the City of Fredericton, on the sixth day of October, A. D. 1928, at eleven o'clock in the forenoon, the lands and premises owned or occupied by the respective persons hereunder mentioned and set opposite their respective names.

Property to be Sold.	Name of Person Assessed	Arrears for Years	Total Due
Lot corner King Street and Taylor Alley, 40 ft. on King Street and 109 ft. on Alley	ROY H. McGRATH	1925-1926-1937 Interest	\$740.42 79.06
Farm on east side Maryland Hill Road, known as the Cameron Farm, containing 75 acres	ARTHUR S. TYLER	1925-1926-1927 Interest	\$221.50 27.00

Dated the 31st day of July, A. D. 1928.

FRED I. HAVILAND,
City Treasurer.