

We have got to get away from the idea that the only tourists who can be brought in here are the men who come in for salmon fishing. That's the old idea, but this Mathes advertising agency of New York, a large and important American concern, who have specialised in the travel trade, representing many hotels and other tourist catering organisations in the US, when they surveyed the tourist possibilities of Newfoundland they pointed out that this idea is entirely wrong. You will see listed one thing after another which to other people, Canadians and Americans, are quaint, unusual, appealing and interesting. When they spend three or four weeks here they go back thrilled and interested by the different accents they find, and the different scenery we have. These things have a cash value, and it does not cost anything for American or Canadian tourists to have a look at us. What stands in the way? This Mr. Douglas R. Oliver who submitted his report, spent five years as director of the Ontario government's Trade and Tourist Bureau. Ontario gets most of the tourists who come into Canada, over one million tourists in a year.... So they bring this Mr. Oliver. He comes down and makes a study and looks over the various plans that the Board had drawn up, takes them back and submits these plans to another man in Ontario, who is the manager of a firm which is catering to tourists, and operating a number of hotels, who looks over them with his expert eye and points out some weaknesses. For instance, the plan for Stephenville area.... There they propose that a tourist hotel should be built. Their original idea was that it would be one large building ... but when Mr. Oliver submitted that plan to that tourist hotel manager in Ontario, up in Muskoka Lakes, he said, "Look, all the experience we have shows that it would be a mistake to have one building to house all your tourists. Instead of that have one building, and a series of small cabins scattered through the trees around that large building. They can sleep in the cabins and eat in the hotel. You cut down the cost of accommodation, heating, etc." Finally they got this report and presented it to the government. What are they asking the government to do — put up a lot of tourist hotels? No. They are asking for one only, in the west, centering around Stephenville, because you have magnificent fishing and scenery there, and also Corner Brook. Hook up that by

road, and your tourist can land by boat at Corner Brook and later on by air at Stephenville or Harmon Field, and coming east and west by road they can center around this Stephenville area. They have taken that as a seeding ground. Now, they said that if the government would build that hotel as an example, then if it worked out private capital would be encouraged to build the same kind of accommodation centres in the other areas.... If only the government would spend a few dollars. They have \$30 million belonging to us accumulated over these rich war years, and if they would build just one, beginning at Stephenville, as an encouragement and an example to other people, then in the course of a few years we might end up by having a magnificent tourist trade.

The government had no faith, belief, no interest in it, being just coldly indifferent to the whole thing, and you have the future of these eight or nine men of whom Mr. Higgins speaks, working their hearts out, giving their time and work, you would not know but the fate of the country depended on the way they have been working, and the government are completely indifferent to it. They have given them \$180,000 in all those years, and for that in these same years the Tourist Board hands back \$4 million. If they can find a better proposition than that I would like them to lead me to it.

If the people of Newfoundland only knew the possibilities there are for the tourist travel trade, if they could see the millions of dollars that could be brought into this country by merely spending a bit of money. What have they spent on land settlement schemes? Gone down the drain a lot of it. They have spent millions in the last 11 years and what have they got to show for it? Here is a chance for them to spend one or two million and bring in perhaps a million a year.... We can only try to let the country know.

Mr. Ashbourne I think this matter has been well covered by previous speakers. I feel sorry that the Tourist Board has decided to retire. I guess they felt it was about the only thing that they could do — probably as a matter of protest. It is a natural consequence, after being no doubt greatly disappointed at the lack of encouragement, that they should feel as they do. We are situated on an island, and probably there was a time when people who perhaps had a certain fear of the sea hesitated to leave the mainland; but