

milking herd, was 683 lb. milk. Production increased steadily after the cows went to pasture and grain feeding was discontinued after May 20. One month later, the same 23 cows produced 756 pounds milk. Even though 1936 was a favorable year for pastures, it is perhaps safe to say that without improved pastures, these cows would have been barned for two weeks longer and the production would have been lower.

Many similar instances could be cited to further emphasize the importance of improved pastures, but space will not permit. That pastures well selected, properly fertilized and well managed, will prove a boon to the Maritime farmers in specialized dairy districts, is generally admitted. Some farmers located in remote districts may hesitate to improve their pastures due to the cost involved. However, new information is continually being made available, and to-day we

find that fertilizer treatments recommended represent a much lower outlay of money than was recommended a few years ago.

This whole problem of pasture improvement is being studied extensively in almost every country where live stock raising is an important industry. In Canada every Agricultural College and Experimental Farm is devoting special attention to this problem and the Extension Branches of the Provincial Departments of Agriculture are continually taking the latest information on the subject to the farmers. With conditions so favorable to the development of productive pastures in the Maritime Provinces, we should look forward with confidence to seeing these provinces becoming more prosperous through the greater development of the live stock industry, made possible in part by the improvement of our pasture lands.

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## Tourist Tides and Tidings

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By D. LEO DOLAN

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WITHIN the last three or four years, Canadians have become more fully cognizant of the potentialities of the tourist industry of this country. Particularly unobservant must be any Canadian who has not been aware of the annual influx of visitors to Canada for recreational purposes, for this influx is now said to be the largest enjoyed by any country in the world. Anyone who cares to delve into recent statistics bearing on the subject will find that our travel industry ranks high among the great export industries of the Dominion. The monetary value of this industry in 1937 reached the figure of \$295,000,000; a staggering sum—one which is greater by 100% than the entire gold production of this country. It is a figure which equals the total amount expended by the provincial governments throughout the country on the educational system of the Dominion. Its influence extends

from border points far into the interior of the country and even to the far north. Few other industries have such widespread ramifications as has the tourist industry.

It is just about five years ago that the Government of Canada decided the promotion and development of our tourist industry should become a part of our national effort. To efficiently carry this out, there was organized in Ottawa the Canadian Travel Bureau as a branch of the Federal Government. Briefly, this organization was charged with the responsibility of selling the recreational resources of Canada to the travellers of the world. The result of the campaign which this Federal Government organization has carried on in close co-operation with all tourist agencies, both public and private, has been tremendous. To-

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day Canada takes its place among the other nations of the world as a great recreational area. Its tourist industry has become a major industry and there have been developed through the length and breadth of this country, many establishments and concerns which are now engaged in the very profitable business of catering to the wants and needs of our annual visitors.

There is a factor in connection with the tourist trade which I think should be stressed. This tourist industry has become one of the most important, if not our most important, medium of securing monies for the stabilization of our exchange. In the House of Commons but a few days ago, the Right Honourable R. B. Bennett made this very striking declaration, "Every time a tourist tears off a \$10. express order on New York, this means that a contribution of \$10. has been made towards the stabilization of exchange, and every dollar that we spend which results in large tourist expenditures in this country, does much, not only to stabilize exchange, but to give value to our dollars in other parts of the world as well as in the great republic to the south."

It is indeed significant that public men in Canada are today giving intense consideration to ways and means to develop our tourist trade. Banking institutions, transportation companies and, I may say practically all business interests, are at this time becoming fully informed on the potentialities of this industry. It is becoming more and more apparent that a greater development and expansion of our tourist industry can mean much to the future progress and welfare of this country. As an example, take our trade with our southern neighbour. In the ordinary course of our commerce with the United States, we sell to that country an enormous volume of goods of all kinds. Up until the last few years, it has not been so widely appreciated by our people that side by side with this commodity export business, we sell also to the citizens of the United States another huge bill of goods and services, one not itemized in

our trade reports. Enormous as are the regular commodity exports of the country, that trade is seriously rivalled in value and in volume by the tourist business. The record of recent years illustrates the case and shows that during the last five years taken together, for every five dollars worth of goods, i.e., lumber, newsprint, farm produce, etc., shipped to the United States in the normal course of commerce, we sold in addition, four dollars worth of goods and services representing the purchase by American tourists in this country. We have characterized this industry as an export business. It is an export business inasmuch as we have, in its promotion and development, brought to this country, nationals from foreign lands to purchase the goods and services which are available within the Dominion. In other words, instead of exporting the goods and services to these nationals in other countries, we bring the people here to purchase the goods and services available within the country.

As a factor in our international trade balance, the tourist industry, within recent years, has become most important. Last year we had a favourable trade balance on the tourist item alone of more than \$173,000,000. Indeed, it may be safely said that over a period of the last ten years, Canada would have faced rather difficult financial complications had it not been for the huge sums of money left in this country by tourists from all parts of the world.

It must always be borne in mind when considering the advancement and expansion of the tourist industry in Canada that more people cross the international frontier between the United States and Canada than any other international boundary in the world. In 1937 there were more than 18,000,000 visitors who came to Canada for tourist purposes alone. In addition, there were some 4,511,000 automobiles which crossed the boundary between these two countries; the greatest exchange of motor traffic experienced by any two countries in the world.

There is no section of Canada with greater possibilities for tourist expansion

than the provinces of Nova Scotia, New Brunswick and Prince Edward Island. The scenic beauty of the Maritimes is unexcelled during the summer months, and there has always been the great appeal of the sea, the moving magic of ships. A timely question is "What is the future of the Maritime provinces in the tourist development?"

Recent years have witnessed the progressive development of the highway systems in the three Maritime provinces and herein lies the real basis of prosperous tourist industry. The tourist traffic of today is for the most part a traffic on rubber wheels. Twenty-five years ago, our railways carried the bulk of our tourist trade, but today between 80 and 85% of Canada's travel industry is represented by the motoring public. For years the Maritimes were losing millions of tourist dollars because of the lack of modern, hard-surfaced highways. Now, with all provinces marching forward in the matter of highway construction, there opens up a new tourist vista to the people of the Maritimes.

This important highway system, I am sure, will result in a flow of tourist traffic to the Maritime provinces heretofore undreamed of. We have only to read the history of the development of the tourist industry in the State of Maine to visualize what is likely to occur in the three Maritime provinces. During the last twenty-five years we have seen Maine become highly advertised as one of the great recreational areas of the North American continent. There has been a tremendous development of districts and areas within that state due in a large measure to the modern system of highways which lead to the most attractive regions. There has been as well, if I may say so, a great tourist consciousness among the people of that state and today Maine values its tourist industry at anywhere from \$100,000,000 to \$120,000,000 annually. I am almost compelled to venture into the dangerous realm of prophecy and predict that once the highway systems of the three Maritime provinces are completed in the modern

way, the tourist industry of that section of Canada will eclipse in monetary value, that of the State of Maine.

Coincident with the development of modern highways in the Maritime provinces, there must also go a development for better and more modern accommodations for the tourist. As I see it, the problem concerning the Maritime provinces today is no longer a highway problem, but it is the problem of properly providing that type of accommodation which the tourist of today demands and is willing to pay for. There should be established in those numerous areas, small but comfortable and modern summer hotels constructed on much the same lines as we find these hostelries in the Adirondacks, the White Mountains and in other New England states along the Atlantic seaboard. Hotel accommodation must be modern in the Maritime provinces if the people are to reap the full benefits of the tourist "gold mine" now awaiting development in these provinces by the sea.

I think all of us should be concerned with developing the tourist industry on purely Canadian lines. I think we should endeavour at all costs to maintain that foreign atmosphere within the Dominion. In brief, we should be truthful to the visitors to our country that when they come to Canada they will find here an atmosphere wholly different from that of their own country. For that reason I think we should discourage, as much as possible, the flying of foreign flags over cabins and roadside stands. The display of foreign flags in this country should be an act of courtesy. Let us not make it an act of commercialized courtesy. We should, I think, also encourage those who are engaged in the business of catering to our visitors to present to them on Canadian menus, Canadian food and a distinctly Canadian atmosphere all around.

There are few areas in the world with such a variety of attractions as we find in the Maritime provinces. Here the traveller can find delightful marine scenery, excellent highways, fish and game

resources in abundance, and the quiet, restful atmosphere that goes with a beautiful urban and rural countryside. I am convinced that if hand in hand with the program and policy which the governments have initiated, there goes a well

devised tourist consciousness on the part of the whole people of these provinces, the next ten years will see a development of a travel industry greater than any that has ever been known on this North American continent.

## Coal Mining In The Maritime Provinces

By F. W. GRAY

THE problems of Coal Mining in the Maritimes are not unique, that is to say the industry is affected by the same economic changes that have adversely affected coal consumption in the British Isles, in the United States of America, in Western Canada and in those countries whose currencies are included in the sterling-dollar-franc orbit. While the world consumption of coal is now larger than it was in 1913, the increase comes from Asia and Africa. The export of coal from Great Britain to the Far East has declined, forcing the British exporters to look for other markets. The drop in coal production in the United States has been more drastic than in any country. Both these changes have increased the competitive pressure of American and British coal upon the markets of Canadian producers, specifically upon the markets of Nova Scotia producers.

The reduction in the consumption of coal in Canada and in the United States has been an outstanding economic phenomenon of our times. Canadian consumption dropped from 4 tons per head of population in 1923 to 2 tons per head in 1932, and has only so far recovered to 2½ tons per head.

The causes of reduced coal consumption include the shrinkage of world trade, with consequent lessened use of every form of energy in industry and trans-

portation, accompanied by progressive replacement of coal by petroleum and its products, water-power electricity and remarkable economies in the use of coal itself.

It is probable that the replacement of coal by oil and waterpower electricity has passed the maximum swing away from coal and that the pendulum is swinging back to coal, a tendency that is being assisted by the economies that have been and are still being attained in power generation from coal.

The brake imposed upon world trade by the extreme form of nationalism supervening upon the Great War is without doubt responsible for the extreme downward swing of the trade cycle in the period 1928 to 1937 and the hesitant nature of the partial recovery since occurring. No form of currency or bill of exchange, not even metallic gold itself, is acceptable in commerce as formerly. It is axiomatic that until such exchange becomes once more possible through the return of world-wide business confidence and national conciliation, world trade must remain contracted and the Poverty of Nations reign where once the Wealth of Nations prevailed.

Under these limiting conditions it is significant and hopeful that world coal consumption has increased over the previous peak of 1913. Should trade once more flow through the ancient channels of confidence and national honesty, who can doubt that coal production will once again become a mainstay of world trade exchange, as it was through-

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