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Canada Hopes For Big Tourist Travel

CAMPBELLTON, N. B., April 21—That Canada will continue to enjoy an ever increasing growth in the tourist industry was the opinion expressed by C. K. Howard, of Montreal, Que., Manager of the Tourist and Convention Bureau of the Canadian National Railways, when speaking before a joint meeting of the Campbellton Rotary and Gyro Clubs. In connection with Canada's tourist industry, all things being equal, the speaker declared he knew of no country with a greater tourist appeal, with a range of scenery from the grandeur of the Rockies to the charm of the Atlantic provinces.

Continuing the speaker said that Canada spends about a million and a half dollars each year in advertising the dominion's tourist attractions, of which the transportation companies spend approximately one million. They maintain offices in the metropolitan centres of the United States and also in many other countries in order to develop contacts with the great potential travel field and to assure that Canada obtains her full share of the ever increasing tourist travel.

During these times, the speaker pointed out the vital importance to Canda of securing the maximum of tourist travel from the United States by way of increasing the supply of American dollars in view of the rapid rise of importation of war materials from the United States. With this in mind, early in the war the Canadian Association of Tourist and Publicity Bureaux conferred with the Dominion Government, stressing the need of maintaining the dominion's tourist advertising budget and to effect a uniform rate of exchange, in both of which appeals the Association was successful.

As a means of attracting United States tourist travel to Canada this year, the speaker stated that Canadians must be very careful what they say to their American friends, that they have their own ideas as to what they should do; that they enjoy a democratic form of government exactly as we do and they have a perfect right to decide as to what action they should take in this war or in any other circumstances. "We have invited them to visit us and I firmly believe they will come in larger numbers than ever, particularly on account of the war situation, and we want to send them home with the memory of a satisfactory and beneficial holiday and impressed with our courtesy," the speaker said.

Another item the speaker referred to was that those catering to tourists should remember that the visitor to Canada has come because he or she desires to see and hear something about Canada and its problems, to make friends and to eat Canadian food. Another point mentioned by the speaker was that citizens of the United States are not particularly interested in seeing the American flag flown. They come rather looking for the Union Jack and he did not believe they are flattered when Canadians display their flag; they come to us for the reason that they are in another country.

The speaker divided tourist travel into several classes, —short trip tourists; organized party business; summer resort traffic; winter sports traffic; convention traffic; sportsmen's traffic; interprovincial travel.

As to the relative importance of the various tourist appeals, a recent questionnaire was very revealing, the speaker declared. According to the questionnaire, they may be summarized as follows,—natural surroudings; good food; healthful climate; reasonable rates; quiet, comfort and rest; modern conveniences; courtesy and service; sports; historic places; special activities.

In referring to the prospects for tourist travel from the United States to Canada this season, the speaker stated there are two factors in Canada's favor, first, the obstacles to overseas travel, and second, the premium on United States funds. He referred to the Prime Minister's invitation to visit Canada and the proclamation of the President of the United States proclaiming 1940 as "Travel America Year." Approximately two hundred millions of dollars were spent in European travel last year by United States citizens, the speaker said, but owing to present conditions, there will be no European travel this year and Canada may reasonably expect to get a good share of the money that was sent abroad.

Referring to the part New Brunswick has played in the development of the tourist industry, the speaker stated he believed the province had the first tourist organization in the country. In January 1896 the Fredericton Board of Trade appointed a tourist committee which later evolved into the New Brunswick Government Bureau of Information and Tourist Travel.

Indicating the value of the fishing and hunting privileges to the province, the speaker quoted comparative figures of the revenue derived. In 1896 revenue was $352.00; in 1938 it was $78,000 00, with an estimated total revenue to the province of one million dollars. Apart from the revenue derived from leased waters, there are approximately six hundred miles of salmon water open to the public. In addition, certain stretches on the Restigouche and Upsalquitch rivers have been reserved for open fishing.

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Summer Hotels In Holiday Areas Open In June

With this year assigned as an American travel period and Canada preparing for the best tourist season in her history, the opening dates of the summer hotels and resorts operated by the Canadian National Railways at some of the most picturesque centres in the country are now announced by Joseph Van Wyck, General Manager of Hotels for the System. "Canada's finest vacation lands are served by Canadian National lines and these delightful summer hotels, extending from the Atlantic to the Canadian Rockies, were built in order that the travelling public could be comfortably accommodated on their visits during the vacation season" stated by Van Wyck.

Jasper Park Lodge at Jasper, Alberta, will be open from June 15 to September 15 and advance bookings for this famous mountain resort indicate a very busy season in the offing, said Mr. Van Wyck. "Many inquiries have also been received from parties anxious to shoot in the big game country adjacent to Jasper National Park, experienced outfitters and guides being available at the town of Jasper for such expeditions." Announcement is also made that the Annual Totem Pole Trophy Golf Tournament at Jasper will be held this year from September 1 to 7 inclusive. Additional interest is also being shown in speckled trout fishing in the mountains, the chalets at Maligne and Medicine Lakes being open from July 1 to August 31. "The booklet 'Jasper National Park' provides detailed information for visitors about the various activities in this region" said Mr. Van Wyck.

Minaki Lodge, at the north end of the Lake of the Woods area of Ontario, reached via Minaki station, will be open from June 27 to September 2. Pictou Lodge, situated at Pictou, Nova Scotia, overlooking Northumberland Strait, opens June 28 and closes September 3.

"These resorts offer the vacationist every facility for enjoyment of life in the open, including adjacent fishing waters to delight the most ardent angler" concluded Mr. Van Wyck.

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Glorified Knees In Newer Set-Up For Kilt Dress

Short Skirt and Woolly Jackets in 1940 Out-of-Doors Costumes for Women and Girls.

By ADELAIDE KERR

NEW YORK, April 20— (AP) — NEW YORK, April 17—(AP)—Bare knee fashions are the newest thing under the style sun.

They're the fashion mart's latest formula for comfort in climbing fences, bowling, golfing and the like. They combine a short skirt cut off three inches above the knee cap and long socks cut off two inches below it—and they leave your knee as bare as your face. "Made up" too with just as artistic a touch.

They're going to give men a new reason for interest in women's fashions. As a matter of fact they've been swiped from a page in the book of men's styles. Men in Scottish kilts and Tyrolean shorts have been leaving their knees exposed for a good many years.

So tilt your kneecaps, ladies, and step into spring's new kilts. They're meant for any woman with a good trim figure, not just the youngsters.

The skirts are of two kinds—a pleated version in men's wear grey flannel of a circular cut of two-toned beige checked tweed. They come in a lot of gay colours—sun yellow, tanager red, hunt green and a soberer navy blue. They're all worn over ribbed wool tights of the same color as the skirt, so if you tip head-first over that fence you have nothing to worry about except the spot where you land.

Socks to Match

The socks of cable-knit wool are dyed in colors to match them knit with elasticized tops to do away with the problem of garters. Headlines are small brimmed sports hats worn far back on the head; footnotes are oxfords with cork and crepe rubber soles.

That assembles the costume—except for beautiful knees. Knees have to be glorified if they're going to be so much in view. So to take care of them there's a new special makeup for them stowed away in a bright little flannel purse dyed to match socks and shirt.

Specifications include — don't laugh——a beauty spot, star or crescent shaped, set to one side of one knee cap.

Now go and fall over the fence.

War— 25 Years Ago Today

(By The Canadian Press)

APRIL 22, 1915—Second Battle of Ypres began. Germans using poison gas, launched powerful attack in which Canadian 1st Division suffered many casualties. Shipping between Holland and Great Britain suspended by the British government.

Women Wear Blue In Spring But Vivid New Hues Claim Place in Accessory Picture

Blue for its calm beauty, blue for its eternally fresh look in the spring! Blue, in a wider range from misty horizon blue, to the thrilling new Royal Air Force blue, the great color favorite this season. Purple and pale mauve, khaki and many grays, all brightened with dashes of red or yellow, bring a gay color variety to the spring fashion parade.

Olive drab, warm and cool beige tones, and deep warm brown are also among the spring suit costume colors with which are worn the gayest of flowered hats. Blouses in sunny yellow, crisp white, expensive-looking champagne, and delightful icy pastels, give color contrast with many suits.

Among the more delectable colors for spring are Cafe Rico, a lovely new dark brown, and Banana Meat, a cool yellowish beige. Combined in both dresses and costume ensembles, these new colors are found to be especially flattering when set off with a dash of yellow or blue in the brightly veiled or be-ribboned hat.

Lime, orchid and petunia shades are seen in sparkling new prints worn under neutral coats, or suits of navy or brown. Coral and cactus green give lovely color to other prints, and are also seen in blouses and scarfs. Coral tones range from the new rosy lipstick shades, to rich deep hues seen in sheer spun rayons or woolens. Black and navy ground prints are delightful with tiny florals in these new colors.

Among the newer color combinations are khaki with gold, and many variations of these two colors are seen in prints as well as in suit costumes of sheer wool. The new toned khaki is more flattering than that worn by the soldiers, and is smart and new looking as a foundation color for any wardrobe.

Scarlet is another color worn with dashing contrast to khaki, and usually seen in a neck scarf or bright flower against a khaki suit or coat. Chamois yellow or creamy white are used in blouses and neckwear with khaki, olive drab or brown.

While black is again one of the leading shades for spring, the new grays and other neutrals are so that many women prefer them. flattering and so modern looking Black is often enlivened with vivid Kelly green or scarlet red. Youthful and chic are the crisp white neckwear or flowers or blouses worn with navy or black costumes. And the mode for jacket costumes gives much opportunity for changeabout colors in the wardrobe.

C. N. R. REVENUE STEADILY GROWING

ST. ALBAN'S, Vermont, April 20—A forecast that operating revenues for 1940 "should show an increase of approximately five percent" if the current business improvement continues was voiced here today by H. A. Carson, general manager, Central Vermont Railway, in his annual report at the yearly meeting of the company's stockholders and directors.

The directors elected the following officers. S. J. Hungerford, Chairman and President; C. D. Grant, Vice-President in charge finance and accounting; R. C. Vaughan, Vice-President in charge of purchases and stores; N. B. Walton, Vice-President in charge of maintenance and operation; Alistair Fraser, Vice-President in charge of traffic; H. A. Carson, general manager; R. H. Powers, general attorney; T. H. Cooper, Comptroller; J. B. Wood, clerk and treasurer; and G. P. Berryman, assistant clerk.

WOMEN FOR B. B. C.

LONDON —(CP) —Men in the B. E. F. clamored to the British Broadcasting Corporation for "more announcers like Elizabeth Cowell," so the B. B. C. have engaged another woman announcer, Kay Cavendish, 27.

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