BILLION-DOLLAR TARGET

Canadian Travel Bureau Has Eye On '67 Bonanza

OTTAWA — A tourist and travel bonanza of one billion dollars by centennial year 1967 is the target of one of Canada's fastest-growing agencies, the Canadian Government Travel Bureau.

Spending by visitors to Canada ranks third as a dollar earner, behind newsprint and wheat. In 1952 travel earnings were $302 million but have risen in the past 10 years to $360 million. The bureau expects a 10 per cent increase this year which will put travel second, surpassing wheat. If enthusiasm means anything, centennial year should see the billion dollar target reached, with some to spare.

"Last year we handled more than a million enquiries," proudly notes bureau director Alan Field. "This is three times as many as any other travel office in the world. This year we will spend $2 million in advertising, $1.8 million in the United States and the balance in Great Britain."

Mr. Field and his officers approach the business as good salesmen with a good product. They recognize it costs a lot to do the job properly. By 1967 the bureau's budget is expected to be $7.2 million, including almost $4 million for advertising.

Does expenditure on this scale pay? Mr. Field says it does and points to three field offices the bureau operates in New York, San Francisco and Chicago. Questionnaires were sent to several thousand people in each city who had asked for information. In New York, 320 people responded and revealed they spent $105,000 on trips and holidays in Canada; 400 Chicagoans said they spent $145,000 and 215 San Francisco residents reported spending $91,000.

So successful are the field offices that the first overseas office in London was opened last year. The bureau has plans for others in Los Angeles, Boston, Cleveland, Minneapolis, Paris, Dusseldorf and Amsterdam, with field officers in Scandinavia, Switzerland, the Mediterranean, Mexico, Central and South America and Middle and Far East.

Speed in handling the thousands of enquiries received at the bureau's downtown Ottawa office is one of the by-words of the service. People are invited to send in coupons which are part of the U.S. newspaper and magazine advertisements.

Letters seeking more detailed information are encouraged. The bureau's peak day saw 22,000 such coupons and letters received. The rule is that the majority must be answered within 24 hours and all but the most complicated within 48 hours.

To do the job the bureau has just over 100 employees and in the peak season of late winter and early spring additional casual help works nights and Saturdays. As much as 22½ tons of literature have been mailed in a single day.

There are 36 different types of coupons and senders usually receive a standard made-up package of literature. Each year several hundred thousand of these are followed up to find if the senders came to Canada and asking for names of friends who might be interested in receiving material. Last year names of 117,000 prospective visitors were obtained this way.

The travel counselling section handles over 315,000 specific letter requests. To cope with these the bureau has 98 types of form letter and 300 separate paragraphs of letters covering the common requests. These paragraphs are on special tapes which are fed into electric typewriters so that each person receives what appears to be a personally written reply, addressed in his name and signed by hand. In addition, some 90,000 letters are personally dictated.

The publications division of the bureau has just over 50 types of literature available and some eight million pieces are mailed each year.

The research department analyses the response to the bureau's advertising program. It sends out questionnaires asking visitors what they liked and did not like about Canadian services and accommodations. This information is published so that bodies like the Canadian Tourist Association, provincial governments and private tourist and travel operators can take action to improve the quality of their services.

Mr. Field, director since 1957, is proud of the achievements but says the bureau is only starting.

"So far this year our enquiries are running 23 per cent ahead of last year. We have plans in the next four or five years to open field offices in 17 locations abroad, to double our special tours and conventions present staff and to open a division. The competition for the travel dollar is strong. We don't think Canada will be left behind."

BECOME FEWER

The African python is in danger of extinction and few 12 feet long now exist. Once 18-footers were common.

Chief Justice Will Officiate At Opening

OTTAWA (CP) — Governor-General Vanier is making a satisfactory recovery from a mild heart attack but will not officiate at the opening of parliament May 16, Government House said here.

Gen. Vanier, 75, suffered the attack April 9 and, after being confined to bed, has been getting up periodically. He has continued to perform administrative work during his convalescence.

A spokesman said Gen. Vanier has had no setbacks but it was thought inadvisable for him to go through the strain of a long ceremonial opening of Parliament.

Chief Justice Robert Taschereau, sworn in last Friday as Chief Justice of Canada, is due to substitute for the Governor-General at the opening. He will read in English and French the speech from the throne being prepared by the new Liberal government, outlining its legislative program.

Gun MADE for trading!

Probably the first and only gun that was made for use as currency! Card #40 in this remarkable collection tells all about it. Every one of *Dr. Jackson Foods Limited fine products contain, in the package, a card from the exciting new "Collector's History of Unusual Weapons" series. Start collecting your set of 50 now. On the back of each full-colour art reproduction is the fascinating story of the weapon shown . . . its origins, its development and the part it played in the making of history.

*Newport "FLUFFS" 100% whole puffed wheat — "TIFFY" pin-out — "SWISS" instant chocolate drink — "ROMAN MEAL" — "NEWPORT" popping corn.

DR. JACKSON FOODS LIMITED
TORONTO AND LONGUEUIL

LOOK! This Fabulous Special Offer by Schwartz — to make thousands upon thousands of "Happy Kids"

AUSTIN JR. SUPER PEDAL CARS

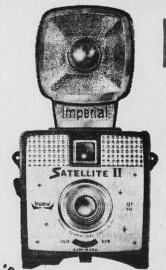
FREE! 300 of these

Worth $135.00 each

No mere Toy, this, but just like 'for-real'. Over 5 ft. long—Asbestos-lined Brakes, Inflated Tires, Chrome Bumpers and Hub Caps, Leather Seats, Make-believe Engine, Real Lights and Horn, Opening Rear Trunk, Big Car Steering. In one word, TERRIFIC!

And

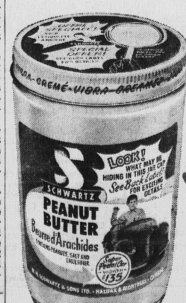
1800 "Satellite" FLASH CAMERAS FREE!



Worth $7.00 each

Have lots of fun taking your very own pictures! The handsome "Satellite" uses 127 film to take 12 black and white or a dozen color slides or prints. Comes with Shoulder Strap and the Flash is built in. Complete instructions!

Never before— a Bonanza like this big Schwartz Peanut Butter Offer!



Yes, Schwartz big Peanut Butter "HAPPY KIDS" Offer means lots of valuable prizes and exciting opportunities for boys and girls of all ages . . . grown-ups too! Just ask Mother to buy the big Special-Offer Jar of delicious SCHWARTZ Peanut Butter next time she shops. When you get it home, first, read the thrilling details on the labels . . . then follow the directions on the Jar Cap to start you on your way to a happy surprise.

Say Schwartz and be sure! OF A CHANCE TO WIN VALUABLE PRIZES!

Buy THIS Special-Offer Jar—SEE BOTH LABELS for full details.

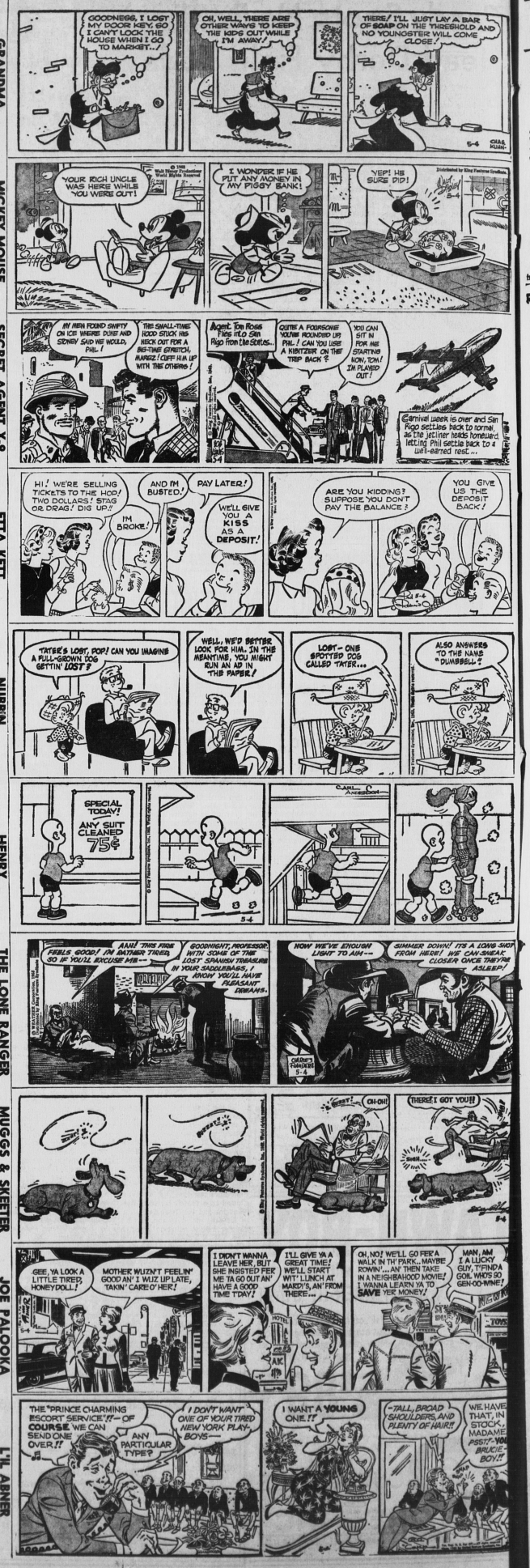
300 CARS! You may be one of the lucky contestants who will receive—ABSOLUTELY FREE—one of the beautiful AUSTIN Jr. SUPER PEDAL CARS! They're BIG!... over 5 ft. long and just like 'for-real' Sports Cars (see details above)! And, worth $135.00 . . . imagine! If you should win one, you'll be the envy of every kid for miles around!

1800 CAMERAS! You may be one of 1800 "Happy Kids" who will win your very own "Satellite" FLASH CAMERA—worth $7.00—FREE OF ANY CHARGE! Be sure you get the Special-Offer 16-oz. Jar of Schwartz Peanut Butter and find out all about it! (See above for Camera's details.)

Look for the big white "S"

Remember, exciting opportunities for everyone in Schwartz big "Happy Kids" Offer. Because, even if you don't win a car or a "Satellite" Flash Camera, free, you'll find out how to get the Camera for only $3.50. That's just half its regular $7.00 value!

Contest open to residents of Canada except employees of W. H. Schwartz & Sons Ltd., their Advertising Agency, judging organization, Herbert A. Watts Limited, associated companies or any person connected directly or indirectly with the Contest and members of their immediate families. Contest subject to all local, national and provincial regulations.

CONTEST CLOSES SEPTEMBER 30, 1963

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