

THE SWITZERLAND OF AMERICA.

A special endeavor is being made by the transportation interests of Canada to attract to the Dominion during the coming season some part of the vast army of American tourists who spend hundreds of millions of dollars in Europe every year, and who will find almost every European country practically closed to them when spring opens. The Canadian Rockies, the long trips possible upon the Great Lakes, the wonders of Niagara, the charms of the Muskoka region, the beauties of the Thousand Islands, old world Quebec, and the summer resorts of the Maritime Provinces will be advertised as they have never been before. The results will undoubtedly be worth while, for the habit of travel is incurable, and a great many people who have hitherto neglected the injunction to see America first will take it to heart this year.

But while Canada will unquestionably attract more tourists this year than usual, the volume of business will not be anything like what it would be were the Dominion and Provincial Governments and the cities tourists frequent to join together in a well-considered campaign to divert to the Dominion permanently some part of the stream of European travel. The globe-trotter does not always seek world-famous pictures or statuary. Mediaeval castles become a bore after a while. The greatest holiday region in the world to-day is Switzerland, and the charm of Switzerland consists in the fact that there men and women can live outdoors under novel conditions and play games in which snow and ice have a considerable part.

Switzerland first attracted tourists because of its mountains. The Alpine Club gave the country its vogue. Then followed people whose lungs were benefited by altitude and the dry atmosphere. It was not until recent years that Switzerland became the winter playground of Europe. Tobogganing, skating, hockey, curling, skiing, and many other sports such as we in Canada regard as everyday winter pastimes for our own people, were introduced by the Swiss to tempt the tourist. The result is that the Swiss winter season is far more popular even than the season of mountaineering. It may seem unduly optimistic to suppose that people would crowd to the vicinity of **Banff** in the Rockies for mountain climbing or for winter sports, or that there is any virtue in the High Park toboggan chutes to tempt the jaded New York palate, but there are in Canada quite as great summer and winter sporting facilities as Switzerland has. It needs only organization and persistent and systematic advertising, such as the Governments of Switzerland and Italy undertake, to make Canada known throughout the world as not only a country of great opportunity for the settler, but as the Switzerland of America—the playground of the continent.