

form themselves into provincial associations similar to the one in New Brunswick. The late Harry Allan established that association away back in 1898, I think, and it is doing down there some of the things that Mr. Walkinshaw says should be done elsewhere. As Senator Pirie knows, the guides in New Brunswick have been largely responsible for improvement in the fishing lodges in that province. The day is gone, Mr. Chairman, when the sportsman who comes to Canada wants to rough it. The way he wants to "rough it" nowadays is on good spring mattresses in clean rooms and in dining rooms where good food is served. There are no more tourists who want to sleep on a bunch of boughs, and no guide worthy of the name will operate under the conditions that prevailed in the horse and buggy days.

The CHAIRMAN: Some tourists who come to this country like to rough it a bit.

Mr. DOLAN: The Trail Riders out in your own province, Mr. Chairman, are a striking example of that, but the great mass of tourists want to enjoy their holiday in comfort. I would like to see a guides association in every province. In such an association the guides discipline themselves. If properly officered and directed the association will become the finest possible force for the conservation of wild life. That is only reasonable, because after all a guide is a capitalist who sets himself up in business to service sportsmen, and he would be a very stupid fellow if he allowed sportsmen to come in and ruin his business by taking more than the legally permissible number of fish or game or by being careless with fires or otherwise destructive. That would be ridiculous, just as it would be if Senator Duffus, who has a prosperous automobile business, allowed people to make a practice of taking out cars, tearing them to pieces and bringing them back in exchange for new ones. The guides in New Brunswick have through their organization disciplined not only themselves but also sportsmen. Greater emphasis has got to be placed on the conservation of our wild life, and an educational program with this end in view needs to be carried on throughout the country.

The CHAIRMAN: Are the guides organized in any other province?

Mr. DOLAN: I do not know of any other, Mr. Chairman. There used to be a splendid organization in Nova Scotia, but it went out of existence during the war. They used to attend sportsmen's shows in colourful costumes, as the New Brunswick guides did. I think an attempt was made to organize an association in Saskatchewan a few years ago; as I recall, they asked for some suggestions from the New Brunswick guides. Senator Horner may know about this.

Hon. Mr. HORNER: It seems to me that there was a proposal for an association.

Mr. DOLAN: This year we are also expanding our program of exhibits at travel shows in the United States. We have two exhibits that will travel to Chicago, Milwaukee, Minneapolis and Dallas, Texas, and also to San Francisco, Seattle and Los Angeles, that is in the areas from which we principally hope to attract traffic to the midwest and on the Pacific Coast. Last year we exhibited at shows in New York and Detroit. What we are trying to do is put on exhibits in eastern and western areas in alternate years.

Also, this year we are considering joining with the Junior Chamber of Commerce in an educational program of our own. We are issuing what we call a Travel School Manual. I had hoped to have copies of it this morning, but unfortunately the Printing Bureau is so pressed with work that it has been unable to supply copies yet. The manual is something new for our bureau. For some time we have felt there was a great need in Canada for educating the public as to (1) the economics of the travel industry, (2) the emphasizing of certain things that are typically Canadian, such as foods, accommodation, architecture and so on, and (3) the need for treating tourists with courtesy and