

Mr. DOLAN: There were very good results from that campaign. I think we spoke about it at the meeting when I appeared before you a year ago. We thought, with this last season being the first big post-war tourist season, we might appeal to our people who were catering to extend some courtesy and kindness and hospitality; and we cautioned them on the price matter. The response to that was excellent. And again I want to add to what Mr. Gibson has said: the newspaper editors and publishers and magazine publishers too gave us tremendous support, by editorials and otherwise. As a result of that the Canadian Association of Tourists and Publicity Bureaus are having annually now what we call a tourist week, always at the opening of the season, early in May, or when they again use their facilities, to caution our tourist caterers to maintain Canada's fine reputation for courtesy and for fair dealing.

The CHAIRMAN: Do you think that type of campaign should not be considered? You were saying something a few minutes ago to the effect that they could not go back to the pre-war standards and that they had to raise the standard in the country for the accommodation of tourists and so forth. Would a campaign along that line be of good benefit?

Mr. DOLAN: Yes, that is one of the steps that we are going to bring up at the coming Dominion-Provincial Conference to be held this fall. Mr. Chairman, we understand from our American friends that we have to spend a little more money on advertising outside of the country. The result of that is that our budget has not permitted us to launch what should be an extensive campaign in Canada. I am hoping that we shall have sufficient money to put on a campaign of that kind annually.

Hon. Mr. BISHOP: Do you not think that there is great opportunity for the development of the tourist traffic from the Gatineau as compared with that of the territory north of Montreal?

Mr. DOLAN: I have always felt that myself, Senator Bishop. I cannot understand why there has not been a greater development in the Gatineau area. However, I understand that in the last two years there have been one or two new establishments. The terrain of the Gatineau is good skiing terrain for the ordinary skier, and they could have not only a winter business but also a summer business. You see, what we are endeavouring to do in Canada now is to extend the tourist season. It is too short. I have thrown out one suggestion that either by legislation or through conferences with labour organizations and manufacturers and the like, that we put into effect a system of staggering vacations so that everybody would not be leaving plants in the summertime; and also to extend the labour day holiday, making it the third Monday in September instead of the first. If that were done it would extend our tourist season in eastern and western Canada and certainly in central Canada.

Hon. Mr. BISHOP: Labour Day is an international holiday.

Mr. DOLAN: Yes, and I may say that when I was at the National Association of Travel Officers Conference in Chicago last year—they have been very generous to give Canada an honorary membership on their board and I have been attending their conferences—the programme to extend the labour day holiday and to stagger vacations was launched by that very excellent organization, which represents all the travel leaders of the United States. They are working on it steadily and are approaching the proper authorities in the United States to see if they will not agree to it. Some of the large corporations such as General Motors and General Electric have already endorsed the idea and are trying to get their employees to stagger their vacations. Those school authorities from the United States who have been consulted agree with the proposal to extend the vacation date to a later time in the season. Labour day this year, for instance, comes on the first day of September. That is going