

Hon. Mr. ROBINSON: I did not receive a copy of that Dominion-Provincial Conference booklet. I do not know whether other members received it.

The CHAIRMAN: I did.

Mr. DOLAN: I thought we sent a copy to every member of the Senate and every member of the House of Commons. I will see that you get a copy, Senator Robinson.

Hon. Mr. ROBINSON: I thought if I had it and read it I would be better informed.

The CHAIRMAN: You were not speaking of this Dominion-Provincial Conference on tourists? You got that booklet, did you not?

Hon. Mr. ROBINSON: No.

Mr. DOLAN: Oh, I beg your pardon, sir. I will see that you get one of these. I thought all members of the Tourist Committee of the Senate had read this report. I am sorry, Senator Robinson.

The CHAIRMAN: Mr. Dolan, I think one of the matters which we should ask you about in this Committee is the expenditure of your branch. What are you asking for this year?

Mr. DOLAN: We are asking for \$650,000, the amount which we asked for a year ago.

The CHAIRMAN: There is no increase?

Mr. DOLAN: No. We were not successful in getting an increase. As you know, all officials of government offices ask for more than the government finally places in the estimates. We asked for more, but we only received the same.

The CHAIRMAN: How much of that is being spent on publicity? The bulk of it?

Mr. DOLAN: The bulk of it, as a matter of fact.

The CHAIRMAN: Could you split it up into pamphlets and advertising?

Mr. DOLAN: Yes. Our advertising campaign this year—we spent about \$432,000 of that in the present fiscal year, the last fiscal year and part of this fiscal year.

The CHAIRMAN: Mostly in the United States?

Mr. DOLAN: All in the United States.

Hon. Mr. BISHOP: Does that include the cost of printing?

Mr. DOLAN: No, the printing of our new booklets would cost us about \$75,000 to \$80,000—the three new booklets I issued: one on skiing, one on fishing, and the one to which Senator Robinson referred.

Hon. Mr. BISHOP: Who turned out these booklets?

Mr. DOLAN: Two booklets were turned out by Ronalds and the Southam Press,—

The CHAIRMAN: This is a very creditable booklet.

Mr. DOLAN: And the fishing book, which I think you have all seen, was printed by the *Gazette*. For the first time we went into skiing and issued a small skiing book this year. We are changing the style of our booklets. We always have one general booklet, but we are trying to issue our other tourist booklets in what we call pocket size, because we find tourists can carry them in their pockets and they use them all the more. The day of the big, big booklet is, I think, going; and this size is much more acceptable to our tourists.

Hon. Mr. ROBINSON: It is much more convenient and suitable.

Mr. DOLAN: Tourists can carry it with them.

The CHAIRMAN: What was the result of the campaign you carried on in the newspapers of Canada last year?