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lack of quality in either accommodations or services.

"When I mention rate fluctuations as the second poor practice," Mr. Auld explained, "I was not, of course, referring to seasonal adjustments. What I am aiming at is the hiking and dropping of rates on a daily and even hourly basis, depending on what the traffic will bear."

He said this tends to fracture confidence within the travelling public and added that he knew of several examples of operators who have deliberately posted "no vacancy" signs early in the day. Then, in late afternoon, "they set exorbitantly high rates which the tired traveller has little choice but to accept or move wearily on to the next town."

The third complaint - inadequate services or accommodation -- was one he cited as recurring throughout the tourist industry, not merely in motel operations.

"What it boils down to is that the day of the marginal operator is over," he said. "As our tourist become sophisticated and have more money to spend, they no longer will accept second best -- and they shouldn't have to."

The Minister said that despite inclement holiday weather in August, those who were hurt the most were the second rate operators, the ones whose normal business came as an overflow from the better-run establishments.

What is now needed, he went on, is an upgrading of facilities. "We have left the era when the tourist was a hardy pioneer willing to undergo hardships in order to see a little more of the country."

Referring back to malpractice within the industry, Mr. Auld suggested the association adopt a code of ethics patterned on one introduced by the Northern Ontario Tourist Out-fitters.

"By adopting such a code, and by enforcing it carefully," he said, "you will be working toward the day when the 'OMA Approved' sign in front of a motel will really mean something to a traveller."

After the 'bad apples' are weeded out, firm rates established and accommodations upgraded, the Minister said the one remaining factor is service -- "quality, courteous service."

And on this he announced that a plan engineered by his department and the Canadian Tourist Association would soon be providing assistance in this field.

"This is a province-wide hospitality program," said Mr. Auld, "and will be started in 1965. With support, it can be continued indefinitely to provide tourist operators with a consistent level of training for their staffs."

He said his department and the C.T.A. will hold joint programs of hospitality conferences and seminars throughout the year aimed at establishing specialized clinics in all tourist areas.

CANCER SOCIETY MEETS

An executive meeting of the Cancer Society was held recently at the home of Mrs. J. Heenan.

Mrs. J. Caccamo, newly appointed treasurer, was welcomed into office.

It was announced that Mrs. J. Heenan and Mrs. P. Rapke, will attend the Annual Canadian Cancer Society meeting at the Prince Arthur Hotel, in Port Arthur, on November 7th.

Mrs. Caccamo and Mrs. Chapman reported they have In Memoriam Cards.

L.A. TO COMMUNITY CHURCH MEET

Mrs. L. Hopper chaired the meeting Monday evening, November 2nd, when the Ladies Auxiliary met in the Terrace Bay Community Church. Mrs. A. Chisholm accompanied the opening hymn at the piano and Mrs. M. Lundberg read the Scriptures and led in prayer.

Secretary Mrs. J. Schritt read the minutes and correspondence and the financial statement was given by Mrs. Chisholm. Convenors reporting were Mrs. H. Haughn for Property, Mrs. F. Sweet for Sick and Visiting; Mrs. W. Farrell for Program; Mrs. A. Farrow for Manse Committee; Mrs. R. Harris for Ways and Means, announcing the Fall Bazaar was now set for November 21st.

It was announced there would be a Fireside Hour on November 15th, in honor of Dr. Arthur Lavender. It was agreed to bring the dinnerware up to maximum. The Ladies were pleased to note the paint they had purchased had been well-applied to the basement walls by men of the Church.

An extremely interesting talk was given by Mrs. J. Ferrier, entitled, "The Search for Truth." Outlining superstitions as far back as 3500 B.C., she described how many religions evolved and the eventual search for truth.

Lunch was served by Mesdames L. Harris, N. Coe and L. Hopper at the close of the program.

ANNUAL MEETING OF THE HORTICULTURAL SOCIETY

The annual meeting of the Terrace Bay Horticultural Society was held Thursday evening in the Recreation Centre. Returned unanimously as President, G. Valiquette chaired the meeting.

The nominating committee of W. Anderson and H. Hermes presented their slate and the following were elected for the forthcoming term: 1st Vice Pres. - T. Dorland, 2nd Vice Pres. - E. Cavanaugh, and Directors: R. Gerlach, J. Polachuk, Mrs. R. Boyle, Mrs. E. Connors and K. Turner. Annual reports were accepted from Committee Chairman.

Guests of the meeting, District Director B. Bell and Mrs. Koke of Port Arthur were welcomed. Mr. Bell gave an account of District 14 activities and Mrs. A. Farrow reported for District 13, when he had attended their meeting in Sault Ste. Marie.

Door prizes were drawn and the lucky winners received fertilizer from the Society, six begonia plants from Mr. Koke and twelve Jerusalem Cherry Plants from Mr. Farrow. Coffee and doughnuts were served by Mrs. Connors while members discussed mutual gardening problems.

CATHOLIC GIRLS' CLUB MEET

The regular meeting of the Catholic Girls' Club was opened with a prayer Sunday evening. Marguerite Mousseau and Lita Marie Boudreau read the Secretary's and Treasurer's reports respectively.

Spiritual Convenor, Suzanne LeMay requested prayers for the souls in Purgatory during the month of November. The President, Annette Belliveau suggested debate teams to decide for

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