

7. (a) Is the contract for printing the calendar granted by tender based on cost and efficiency and, if not, for what reason (b) what firm or firms were assigned the contract for the years 1973, 1974 and 1975?

8. Will a 1976 calendar be produced and, if so, at what cost?

**Mr. Raynald Guay (Parliamentary Secretary to Postmaster General):** 1. To inform mail users of Post Office services and products available and to explain how they can best take advantage of these services and products. It is a useful vehicle in mail rooms of large and small businesses, used in classrooms for educational purposes and is handy in homes for easy and ready reference to mailing deadlines and other postal information required on a day-to-day basis.

2. The reasons are the same as above. Calendars are available in limited quantities. As the demand for the calendar far exceeds the supply, other means of information are required.

3. There is a continuing need for such vital postal information. The calendar is in great demand and our surveys have indicated that it helps Canadians to better understand our complex operations and thereby make better and proper use of our services.

4. (a) Through major post offices across the country. Some are delivered by marketing representatives to the business community and others are mailed on request. (b) Through posters at distribution points and through free, unsolicited publicity in the media.

5. (a) One does not replace the other. They are both celebrated on the same date. (b) Dollard Day, and Victoria Day, are identified as holidays in most collective agreements in Quebec. (c) There is no English equivalent known.

6. It was deemed appropriate to esthetically identify this special holiday with a group illustration of our Canadian emblem, the maple leaf.

7. (a) Yes. (b) 1973, Metropole Litho Inc., Montreal; 1974, Ashton-Potter Ltd., Toronto; 1975, Lawson Graphics, Toronto.

8. Yes. The cost will be approximately \$200,000.

#### MAGAZINE INDUSTRY SURVEYS CONCERNING ADVERTISING REVENUE

##### Question No. 1,814—**Mr. Herbert:**

1. Did the government conduct a survey to determine the extent of the transfer of advertising revenue to those magazines that it seeks to help, which will result from the legislation it proposes to bring forward and (a) if so, what are the results of the survey (b) if not, is a survey under consideration?

2. Have any magazine industry surveys concerning advertising revenue been conducted recently and, if so, have the results of the surveys been communicated to the responsible Minister?

**Hon. James Hugh Faulkner (Secretary of State):** 1. The government has conducted no survey to study a transfer of advertising revenue to Canadian periodicals as a result of its proposed amendments to Section 19 of the Income Tax Act. However, the Secretary of State's Department did conduct a computer search to determine whether Canadian advertisers could reach the same audiences through Canadian media as they now reach through

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"Time" and "Reader's Digest". Results indicated that they could.

2. In 1973 the Magazine Association of Canada reported that Canadian advertisers spent \$35 million for space in 13 major consumer magazines. About one half of this amount was spent on space in "Time", and the two editions of "Reader's Digest"—"Time" earning \$9.2 million, and "Reader's Digest" \$7.2 million. These figures have been communicated to the Secretary of State. The Secretary of State has also received a privately commissioned survey completed by Canadian Facts Co. Ltd. entitled "Advertiser Executives' Attitudes Towards one Aspect of the Special Senate Committee Report on Mass Media November, 1974."

#### ENTRY OF SALVATORE TAORMINA TO CANADA

##### Question No. 1,861—**Mr. Cossitt:**

1. Did Salvatore Taormina enter Canada on or about June 5, 1968 and, if not, on what date did he enter Canada?

2. Has the RCMP ever conducted an investigation in regard to this person and, if so (a) on what dates (b) for what reasons (c) what were the details of the investigation?

3. What are the names of all persons who at any time made representations to the government on behalf of this person for purposes of his admission to Canada or for any other purpose and, in each case, what are the details of such representations?

**Hon. Mitchell Sharp (President of the Privy Council):** I am informed by the Departments of Manpower and Immigration and the Solicitor General as follows: 1. Salvatore Taormina arrived in Canada on June 5, 1968.

2. No.

3. In accordance with the schedule for the destruction of files, the file concerning Salvatore Taormina has been destroyed. It is therefore not possible to respond to this part of the question.

#### COST OF CBC LABORATORY EQUIPMENT FOR SERIES "THE COLLABORATORS"

##### Question No. 1,892—**Mr. Friesen:**

1. How much money was spent by CBC on laboratory equipment used in production of the series *The Collaborators*?

2. Did the purchases include an electron microscope and, if so (a) what was the purchase price (b) in how many episodes did it appear (c) what was the approximate time it was actually visible?

3. (a) What items purchased fall into the following ranges (i) \$500 to \$1,000 (ii) \$1,000 to \$5,000 (iii) \$5,000 to \$8,000 (iv) \$8,000 to \$10,000 (v) over \$10,000 (b) what is done with such items when the Corporation is finished with them?

**Hon. Hugh James Faulkner (Secretary of State):** I am informed by the Canadian Broadcasting Corporation as follows: 1. \$530.

2. No. An electron microscope was loaned to the CBC without charge by a scientific equipment company and was returned to the company at the conclusion of the series.

3. (a) None. (b) the items are placed in CBC stock for possible further use in television productions.