

The CHAIRMAN: Yes.

Mr. ORMISTON: I would like to know what type of machines are included in this item?

Mr. MACE: This is basically the rental of the I.B.M. Hollerith machines which service the whole department. I can assure you they are kept very busy. You do not purchase these machines; you cannot purchase them.

The CHAIRMAN: Are there any further questions on the first item?

Mr. CARTER: Could Mr. Lalonde give us some idea of the kind of publicity which is found necessary for the department apart from advertising? Do you have to print posters? What would be included under publicity?

Mr. LALONDE: The largest single item of expenditure under publicity is the printing of the booklets which explain in layman's language some of the acts with which the veterans are constantly concerned, such as the Veterans Land Act, the Children of War Dead (Education Assistance) Act, the War Veterans Allowance Act and the treatment regulations. We have had to reprint those at periodic intervals because of amendments to the acts or to the regulations. As far as next year is concerned, as the minister has indicated, the Veterans Land Act will be amended and we will have to reprint that booklet. We will also have to reprint the treatment booklet because of certain changes in the regulations and because of the advent of the national health insurance plan. Six thousand dollars are earmarked for that. Also the booklet on veterans insurance will have to be reprinted, as the Veterans Insurance Act was amended last fall.

We have what we call quarterly advertisements in veterans publications such as *The Legionary*, *The Advocate*, and *The Torch*. *The Fragment*, I believe, is the other one. This costs us \$4,000 a year. These advertisements—you may have seen some of them—deal entirely with up-to-date information which is provided to veterans about the different subjects covered by the charter.

Good-will advertisements cover things such as the I.O.D.E., convention programs for the Legion, of which there are a number every year, and they are estimated to cost \$1,200. So that out of the total vote the three main items are printing of booklets, the quarterly advertisements in veterans' publications and the odd publication in either veterans' magazines or convention programs.

Mr. CARTER: I was not especially interested in the amount allocated because it is only a very small amount for the total publicity program. However, I was interested in the nature of the publicity which you had in mind. Could you tell us how you obtain as wide as possible a distribution of these pamphlets? What steps do you take?

Mr. LALONDE: Every time we issue a new or amended pamphlet we distribute some through our district offices. We have a special distribution through branches of all veterans' organizations. In other words, let us say there are two thousand branches of the Legion, we will send so many copies to Dominion Command for distribution to each branch.

We also make distribution direct to certain types of persons. For instance, when we reprint the war veterans allowance booklet, we will send a copy by mail to each war veterans allowance recipient. The Veterans Land Act booklet will be distributed by the field men to those who are established under the Veterans Land Act. In the main, the distribution is through the district offices, the veterans' organizations and direct through the mails to interested persons.

Mr. CARTER: Thank you.

The CHAIRMAN: The gentlemen who were here on the committee last year will recall we followed the device of leaving the first item open until such time as we had heard from the various delegations. If it is your wish