

Mr. FIELD: I do not know how to answer your question except to say this, that if your relatives are like mine then when they come to see me in Ottawa I generally manage to get them to go out to dinner, and somehow I get outfumbled for the check.

Senator GROSART: But they would be shown as border crossings?

Mr. FIELD: The senator is quite right. They would be.

Senator MACDONALD (*Queens*): They are recognized as tourists, are they not?

Mr. FIELD: Yes, they are. If they stay more than 24 hours they are recognized as tourists.

Senator GROSART: A question was asked in the Senate which I was not able to answer as to the ratio of general expenditures to advertising. Would you give us a rough breakdown of your \$5 million this year as between, let us say, space, time, cost of offices, and so on. I am asking for a very rough breakdown because that question was asked.

Mr. FIELD: The figure for direct advertising for the current year is \$2.1 million. That is for paid space only.

Senator GROSART: What about time?

Mr. FIELD: You are speaking about radio time?

Senator GROSART: Radio and TV.

Mr. FIELD: We do not have any paid advertising on television, Senator. We rely instead upon the goodwill of the television stations in the United States to distribute our films on a free basis.

Senator GROSART: But you spend money on the production of the films?

Mr. FIELD: Yes, on the production of the films.

Senator GROSART: Out of the \$5 million what would your figure be for everything that could legitimately be called advertising?

Mr. FIELD: About \$3.6 million. This was the estimate made by the International Union at the Dublin Conference. They said that Canada led the way in advertising and publicity expenditures. Our figure was \$3.6 million.

Senator GROSART: That would be out of \$5 million?

Mr. FIELD: Yes.

Senator GROSART: What would your next biggest item be?

Mr. FIELD: After advertising our next biggest item would be salaries, and following that, publications, on which we spend upwards of \$800,000.

Senator GROSART: Do you not call that advertising?

Mr. FIELD: No, we do not call it advertising. I was speaking only of paid space.

Senator GROSART: That is what I mean. This is a question that was asked on the assumption that some people may be thinking you spend too much money on administration if you are spending \$3.6 million on this other type of advertising. I have been in the advertising business, and I have no reason for calling an ad in a newspaper advertising and not so calling a booklet.

The CHAIRMAN: Do you wish a breakdown of their total expenses?

Senator GROSART: I want this advertising figure broken down. We have \$3.6 million and then \$800,000. That is a total of \$4.4 million.

Mr. FIELD: No, I gave you the figure of \$2.1 million for paid direct advertising. In addition to that we would have the following sums: Publications, about \$890,000; films, exhibits and displays, \$317,000; direct paid advertising, \$2.1 million; and offices, something in excess of \$400,000.

Senator GROSART: Without salaries?