

## HOUSE OF COMMONS

Wednesday, April 8, 1953

The house met at 2.30 p.m.

## QUESTIONS

## CANADIAN FORCES, EUROPE—PURCHASES OF FARM PRODUCTS

**Mr. Diefenbaker:**

What is (a) the value; (b) the quantity of (i) bacon; (ii) cheese; (iii) eggs; (iv) other farm products, which have been respectively purchased from, or secured from the British European supply lines and the American supply lines for the 27th Canadian infantry brigade and the Royal Canadian Air Force air division, during the last six months?

**Mr. Blanchette:**

Cost of rations obtained from British and American European supply lines are based on an agreed rate for each man per day. Consequently, Department of National Defence records do not show the value of total quantities of foodstuffs received. The following information has been supplied by the appropriate British and American authorities.

(a) Issued to 27 CIB in Europe from British supply installations during the period July 1952-January 1953 inclusive:

	Value	Qty.
Bacon, mild cured	\$46,162.09	119,300 lbs.
Bacon, tinned . . . .	1,506.28	2,892 lbs.
Cheese, crated . . . .	8,598.06	31,867 lbs.
Cheese, tinned . . . .	948.42	2,838 lbs.
Eggs . . . . .	42,288.69	1,032,316 units

(b) Issued to the R.C.A.F. air division in Europe from U.S. supply installations during the period July 1952-January 1953, inclusive:

	Value	Qty.
Bacon . . . . .	\$2,654.18	6,169 lbs.
Cheese . . . . .	517.00	1,150 lbs.
Eggs . . . . .	6,924.63	174,168 units

## NATIONAL DEFENCE, RECRUITING—ADVERTISING EXPENDITURES

**Mr. Argue:**

How much did the Department of National Defence in 1952 pay for advertising in connection with recruiting campaigns to each of the following: Ronalds Advertising Agency, Ltd., Montreal, MacLaren Advertising Company, Ltd., Toronto, Walsh Advertising Company, Ltd., Windsor, Ontario, J. J. Gibbons Ltd., Regina, Stewart Lovick, Calgary, MacLaren Advertising Company, Ltd., Vancouver, MacLaren Advertising Company, Ltd., Winnipeg?

**Mr. Blanchette:** No payments are made by the Department of National Defence to advertising agencies for placing advertising.

The agencies derive their revenue from commissions paid to them by newspapers, magazines, other periodicals, and radio and television stations which publish or broadcast the advertising material. For bookkeeping purposes, payment of funds owing to periodicals and to radio stations is in most cases made through the advertising agency concerned, which then remits the amount concerned to the publication or the broadcasting company.

Following is a summary of payments made through advertising agencies for recruiting advertising during the calendar year 1952:

Advertising Agency	Amount	Total
Ronalds Advertising Agency Ltd. . . . .	\$752,917.38	
MacLaren Advertising Co. Ltd. . . . .	17,568.57	\$ 770,485.95
Walsh Advertising Co. Ltd. (for advertisements in the French language publications and broadcasts are placed through Yves Bouressa, Montreal director) . . . . .		696,385.46
J. J. Gibbons Ltd. . . . .	142.19	
	6,795.99	
	1,265.96	
	7,733.72	
	7,167.24	23,105.10
James Lovick & Co. . . . .	944.33	
	3,852.28	4,796.61
		<u>\$2,192,923.95</u>