

Order Paper Questions

were any directorships presently held by such Cabinet Ministers assumed?

2. Did any Ministers who are members of the present Cabinet resign any directorships on being sworn of the Privy Council and, if so, which Ministers, on what dates and from what companies or corporations?

3. Did any Ministers who are members of the present Cabinet resign any directorships during the twelve months immediately prior to being sworn of the Privy Council and, if so, which Ministers, on what dates and from what companies or corporations?

Hon. Mitchell Sharp (President of the Privy Council):

1. It is government policy as stated in the House of Commons by the Prime Minister on July 18, 1973, that ministers cannot hold directorships in commercial or other profit-making corporations.

2. Yes. See Order for Return of March 14, 1966 and October 18, 1973; Debates of the House of Commons for October 7, 1968; Hon. Robert Andras: Gibson Motors (1962) Limited, Resigned: September 18, 1969; Gibson Lease and Rentals Limited, Resigned: September 18, 1969; Andras Hague Limited, Resigned: November 1, 1969, and Stratwin Limited, Resigned: November 1, 1969; Hon. Barney Danson: Resigned his directorships effective December 17, 1974, in Danson Corporation Limited and Appelco Canada Limited, a subsidiary of Danson Corporation. Hon. Hugh Faulkner: Helix Investment on November 27, 1972; Hon. Jeanne Sauvé: Bushnell Communications Limited, November 28, 1972, Radio Station CKAC in Montreal, December 1, 1972.

3. Yes. The Hon. Alastair Gillespie resigned his directorship of W. J. Gage Ltd. in September 1970.

PROMOTIONAL CAMPAIGN "WHY NOT?"

Question No. 1,288—Mr. Beatty:

1. What is the total cost to the taxpayer of the present promotional campaign by the Minister responsible for the Status of Women that invites Canadians to write for a "Why Not?" pin?

2. How many of the 167 recommendations in the 1970 Report of the Royal Commission on the Status of Women in Canada have been implemented by the government in the more than four years since the Report was received?

3. If the "Why Not?" pin campaign proves effective in the improving the status of women in Canada, will the government be giving consideration to issuing "WIN" buttons as part of its war on inflation?

Hon. Marc Lalonde (Minister of National Health and Welfare): 1. As of January 24, 1975, the total cost of the promotional campaign information relating to International Women's Year is \$750,000. This includes the cost of purchasing advertising space in newspapers and advertising time on radio and television, as well as the production, mailing and handling costs of the newspaper advertisements, radio tapes and television clips. The cost of responding to the requests arising from these advertisements is not available at this time.

2. The following outlines the current standing of the 122 recommendations of the Report of the Royal Commission on the Status of Women which fall within federal jurisdiction: 69 have been implemented. 8 will be implemented when the legislation presently before the House is passed. 8 will be covered by legislation which has been announced by government. 9 recommendations require administrative action and measures are presently being taken to implement them. 8 have federal provincial implications and are

[Mr. Knowles (Winnipeg North Centre).]

presently being considered with the provinces. 8 have been partially implemented. 12 have not been implemented.

3. See *Beauchesne's Parliamentary Rules and Forms*, Fourth Edition, Citation 171 (a) (g) (j) and Citation 181 (3).

DEPARTMENT OF NATIONAL HEALTH AND WELFARE—
ADVERTISING COSTS

Question No. 1,338—Mr. Huntington:

1. What was the total cost of advertising in the Department of National Health and Welfare for the years 1972-73 and 1973-74?

2. What was the breakdown of the programmes against the total cost of advertising for these years?

Hon. Marc Lalonde (Minister of National Health and Welfare): 1. For 1972-73: \$30,040. For 1973-74: \$197,743.

2. See table:

	1972/73	1973/74
Policy Research and Long Range Planning Policy and Program Development and Co-ordination	N/A	\$1,230
Fitness and Amateur Sport		
Sport Canada	\$1,786	2,205
Recreation Canada	5,874	
Administrative Centre for Sport and Recreation	2,072	4,148
Medical Services	9,378	7,022
Canada Pension Plan	3,790	173,223
Health Protection	7,083	6,344
Income Security		
Old Age Security		778
Administration	55	2,793

POST OFFICE DEPARTMENT—ADVERTISING COSTS

Question No. 1,341—Mr. Huntington:

1. What was the total cost of advertising in the Post Office Department for the years 1972-73 and 1973-74?

2. What was the breakdown of the programmes against the total cost of advertising for these years?

Mr. Raynald Guay (Parliamentary Secretary to Postmaster General): 1. The total cost of advertising was: 1972-73, \$1,945,851; 1973-74, \$2,002,732.

2. 1972-73, Marketing and Philatelic programs, including Postpak, Certified Mail, Telepost, Money Orders, Assured Mail, New rates, etc., \$740,716; National Coding Program, \$548,109; Operational Support, including Mail Early, Correct Addressing, Corporate, Transportation Tenders, and regional advertising, etc., \$657,026; Total, \$1,945,851. 1973-74: Marketing and Philatelic programs, including Assured Mail, Certified Mail, Postpak, Postal Standards Money Orders, Postal Stationery, etc., \$799,609; National Coding Program, \$655,984; Operational Support including, Mail Early, Corporate, Educational, Correct Addressing, Regional Advertising, etc., \$547,139; Total, \$2,002,732.