

## Questions

that: 1. The Canadian Corporation for the 1967 World Exhibition, and not the three governments, met the cost of the Expo Express. The cost of any single item purchased by the Corporation has never been allocated among the three governments. The total cost of the equipment, design and installation of the mass transit system (Expo Express) as reported in the fifth annual report, page 48, schedule 5, was \$13,418,848.

2. Yes. The Canadian Corporation for the 1967 World Exhibition sold the Expo Express to the Société Urbaine des Transports Rapides Inc. (SUTRI) for \$1,880,000. In turn, Sutri sold the Expo Express to the City of Montreal for their acquisition price i.e. \$1,880,000.

3. No.

[English]

## FARM PRODUCTS PRICE INDEX

Question No. 1,468—**Mr. Douglas (Assiniboia):**

1. For what reason is the Dominion Bureau of Statistics still using the 1935-39 base for computing the index for farm product prices, when the base year has been revised more than once for most other price index reports?

2. Is consideration being given to up-dating the farm price index to make it comparable with other price reports?

**Hon. Jean-Luc Pepin (Minister of Industry, Trade and Commerce):** The Dominion Bureau of Statistics reports that: 1 and 2. The main reason for the index of farm products still being on the 1935-39 base was the priority assigned to the revision of the index of farm production. The revision of the index of farm product prices is now under way and it is expected that a series based on 1961 = 100 will be published by September of this year.

## TRAVEL IN ATLANTIC PROVINCES

Question No. 1,522—**Mr. Diefenbaker:**

1. Is the Canadian Government Travel Bureau planning an advertising campaign in the United States designed to promote increased travel to the Atlantic Provinces?

2. If so, what is the name of the Canadian advertising agency entrusted with the responsibility of directing this campaign?

3. What amount has been paid, or is to be paid, to the agency for the purpose of buying television time in the United States?

4. Has said agency sub-contracted to any other advertising agency in the United States or Canada the job of buying such television time?

[Mr. Pepin.]

5. If so, what is the name of such Canadian or American agency, and on what basis was selection for sub-contracting made?

**Hon. Jean-Luc Pepin (Minister of Industry, Trade and Commerce):** 1. Yes.

2. Stanfield, Johnson and Hill Limited.

3. To be paid in 1969, \$168,000.

4. No. But Stanfield, Johnson and Hill Limited has bought the TV time concerned through a media buying service in New York City (not an advertising agency). No extra costs were involved in using this service, either to Stanfield, Johnson and Hill Limited or to the Canadian Government Travel Bureau. (The media buying service receives its compensation by purchasing block time at preferential rates and selling (portions of it) it for use by advertisers at rates sufficiently higher to realize a profit on operations.)

5. RDR Associates, N.Y. City. The selection was based on advice from Lennen & Newell Inc. (The United States associate of Stanfield, Johnson and Hill Limited.) and as a result of a study by Stanfield, Johnson & Hill Ltd. on methods of buying TV spot time. This study which examined alternative firms and methods, including test comparisons of comparable buys, showed that the most efficient method of buying time required for the campaign was by utilizing a media buying service.

## PRINCE EDWARD ISLAND UNIVERSITY GRANTS

Question No. 1,575—**Mr. MacLean:**

1. What amount was spent by the federal government for university grants in Prince Edward Island for each of the fiscal years from 1964-65 to 1968-69 inclusive?

2. What amount is estimated to be spent for university grants in Prince Edward Island in the fiscal year 1969-70 and is this amount included in the amounts proposed to be spent under the Comprehensive Development Plan?

**Mr. Yves Forest (Parliamentary Secretary to President of Privy Council):** I am informed by the Departments of the Secretary of State and Regional Economic Expansion as follows: 1. and 2. From 1964-65 to 1966-67 federal University Grants were paid on a per capita basis (\$2 per capita of provincial population in 1964-65 and 1965-66, and a national average of \$5 per capita of population in 1966-67), through the Association of Universities and Colleges of Canada, to the two eligible institutions in Prince Edward Island.