

The pamphlet to which he has referred is "little," and I think it is brightly written; but it is not designed to help picnickers. The pamphlet nowhere refers to picnicking. If it has been distributed to persons who might occasionally go on picnics, no doubt they have found it useful. However, the purpose of the pamphlet, as anyone who looks at it can see, is to assist those who are engaged in planning the operation of camps for children and adults by providing them with simple instructions and suggestions concerning nutrition and the preparation of food.

In his speech the hon. member said that this—

... breaks a good rule of advertising, because it is offered to the Canadian people as a whole, while there is no demand for it.

Then he goes on to say:

That is the sort of advertising which one can readily approve, where there is a clear need by an obvious class, and where it is almost certain that this class will be only too anxious to read and study and apply that publicity.

With that description of the purpose and aims of such a pamphlet I should be very glad to agree. This booklet satisfies all the requirements. In the first place, it was prepared and issued in response to numerous requests from camp leaders in Canada. In the second place, it was directed toward camp leaders and specific groups interested in conducting children's and other summer camps, so that the food at those camps might make its full contribution to health. In the third place, it was distributed on request only to those in a position to use it. One thousand copies were printed, and the demand was so great that the supply was speedily exhausted. Another edition in French and English was issued, with the result that thus far 2,200 copies have been distributed. We have received a large volume of mail not only commending the publication but also asking for additional copies. These requests and comments come from boy scouts, wolf cubs, girl guides, Canadian Legion war services, the department of health and public welfare, Manitoba, the provincial board of health of British Columbia, the Saskatchewan department of public health, Manitoba pioneer camps, and private camps operated by schools and individuals as well as from the Y.M.C.A., the Y.W.C.A., the department of agriculture of New Brunswick, welfare organizations, girls' work boards and other agencies of various kinds interested in this work.

The preparation of the publication was not expensive. It seems to have met with general commendation, and we feel that we have done a useful job in making it available. This

[Mr. Claxton.]

has been appreciated generally, as is indicated by the large volume of correspondence we have received.

The next item to which the hon. member referred was to fillers issued by the department. He chose one and made some fun of it. He said he did not know what a filler was. These fillers are issued frequently by the department for use in radio programmes and in newspapers. They are made available for use by originators of programmes or publishers of newspapers, as they see fit. They are prepared in the department, issued in mimeographed form and, apart from the time of preparation and the cost of the paper, there is no cost involved. We have found that this service is used generally and appreciated. A large number of these items are heard on the air and appear in the press every day. Generally, they seem to be utilized in a way which more than justifies the very slight expenditure of time and money involved in their preparation.

As to the hon. member's comments respecting style as shown in the quotation he used, might I say that every hon. member has no doubt had a good deal of experience with publicity, and all will realize that in respect of any advertisement there may be many views. Every bit of publicity or information issued will not please everyone. Some of us would like to have it written in some other way. To a great extent it is a matter of taste, and all that can be done is to secure the best possible assistance and advice, and to exercise judgment upon the results and use of the material.

Mr. STIRLING: Were they distributed on request, or is there a mailing list?

Mr. CLAXTON: These are sent out to publications and radio stations on a mailing list.

I promised to give the hon. member for Cape Breton South some further information in connection with the serum ACS. As I said, this was first the subject of inquiry in 1943 or 1944, when my colleague the present Minister of Veterans Affairs had authority over the health branch of the department. He made inquiries at that time, which he referred to when the matter came up in the house last week. Shortly after that, the matter was brought to my attention, and I raised with the representatives of the U.S.S.R. in Canada the question as to whether or not they had had any news from Russia of any serum or other possible cure for cancer, arthritis and so on. There was an exchange of correspondence with the ambassador here in which I offered full cooperation with him and he offered full cooperation with me in