

things with it, but we do not choose to spend that kind of money on propaganda. Possibly you have their propaganda expenses. Get the pool statements and you will see what they spend each year. We do not choose to do that. We would rather take a little less percentage of grain and go along and carry on our own business.

Q. What is your percentage spent on "propaganda"—I choose to call it education or advertising—but what is your figure in that field for the line elevators?—A. I would say in recent years it would amount to a few hundred dollars for advertising.

Q. All advertising for the Northwest Line Elevator Association?—A. Yes.

Q. And the companies involved?—A. The average company puts out a small ad once a month in the weekly newspapers in the area in which they are located.

Q. What would you say is the total cost of all advertising for the line companies including the association?—A. Well, the large number of the companies—the major companies—advertise through one agency and it would amount to about \$17,000 or \$18,000 total for the year.

Q. For the whole works?—A. For the group of companies which advertise through the Grain and Milling Advertising Service Limited.

Q. One figure for one chain of advertising—all right.—A. I will tell you, however, that it is nowhere near the other figure. We do not operate a field service staff. You heard here about the field servicemen who go out for the pools—

Q. They go out for the pools and the cooperatives and the grain clubs.—A. I am not criticizing and we are glad to see them spend money in that way, but we think that it is an expensive way of getting a small extra percentage of business.

Q. But I will suggest to you if the line elevator company spent dollar for dollar with the pool they would not get anywhere near the results.—A. That is your opinion. I do not know and we certainly are not going to try it.

Q. No, because you could not make money doing it.

*By Mr. Castleden:*

Q. I would just like to say this, that farmers generally back up what the minister has said that they value the Wheat Board and what it is doing.—A. You heard what I said this morning; we endorse the resolution of the Canadian Federation of Agriculture. We are not fighting the Wheat Board.

Q. I just want to put this on the record. The minister said that he thought we were stressing car allocation a little too much, I would say that might possibly be because the farmers of the west have fought for 30 years now to get their wheat pools established and they are very jealous of their welfare. They do not like to see anything that might tend to undermine them. They are anxious about them. They agree too, that a big job is being done by the Wheat Board so far, and they endorse it.—A. I thought I told you yesterday that when the Wheat Pools were threatened with the loss of their facilities following the 1929 debacle, that we wired to the Prime Minister urging the Government to do what it could to assist in keeping those facilities for the farmers.

Q. So what?

The CHAIRMAN: Will there be any more questions? Mr. Struder?

Mr. STRUDER: A change of subject.

Mr. HARRISON: Just before we change the subject, Mr. Castleden just said the pools have fought for 30 years to establish their position. I think