

correct ones. They were also faced with the problem of getting the medals—because bulk was involved—to the right people.

Rightly or wrongly the decision was made, with the consent of the Department of National Defence to use the system of filling out applications for the medals. To obviate the difficulty in respect of addresses, it was decided to register the parcels. That worked very well, because all veterans who applied gave their new address and the medals were posted by registered mail to that address. But it was a slow process for two reasons. You had to wait for the application card to come in and also you could not swamp the post office with registered parcels all at one time.

To complicate matters a little further, the Royal Canadian Air Force decided to issue their own stars which they did in 1950. So the department then had to ask one more question on the application form which it never intended to ask. It became necessary to ask "what medals do you already possess?" That was because some of the veterans had already received some medals directly from national defence.

This went on for a number of years. By January of this year 560,000 World War II veterans had received the medals to which they were entitled. This covered a total of nearly two million medals, leaving us with approximately one million unclaimed medals of which 500,000 were war medals and 400,000 were Canadian Volunteer Service medals. The Canadian Volunteer Service medal is governed by the following terms of eligibility: 18 months voluntary service in the Canadian forces between September 1939 and March 1947. The war medal covered 28 days service anywhere between September 3, 1939 and September 2, 1945. Those are the two medals which are really left for distribution now. About four years ago the administration became concerned with the number of these unclaimed medals.

We decided to run a series of tests to find out what would be the best way of handling this situation. We started out by advertising in what we considered to be the most thickly veteran-populated area, Toronto and London, and we advertised in three Toronto newspapers and one London newspaper for two days. This cost us \$2,272 for two ads in four newspapers.

As a result of this advertisement, we received 8,000 additional applications. We considered at that time that 8,000 applications in the most thickly populated area in Canada, as far as veterans are concerned, would mean that a small percentage of those who have not already applied would apply if we were to run an advertising campaign in all the newspapers across Canada.

The cost of running the same advertisement in only the daily newspapers in Canada for two days would be around \$18,000. We had no choice; we do not have that much money in our budget for publicity purposes. So we looked elsewhere to find a solution. We began on a trial basis the distribution of medals without application. In other words, we changed the principle which had been used for all distribution of medals previous to last year. In this trial we used two methods: we dispatched one thousand shipments per month for four months. In July and August, 1958, we sent a number of registered parcels and a number of unregistered parcels and we kept track of the two types to see whether it was necessary—if we were going to use the addresses which we had on file, although they sometimes dated back a long time—whether it would be necessary to use registered mail in every case, or whether we could trust to the information we had on file.

Surprisingly enough, of the 4,000 parcels dispatched in that fashion, the proportion of those that were returned was the same between registered mail and unregistered mail. So we said: we think that is the best solution. Let us put a number of our clerks to go through the files of these people who have never applied for their medals. Let us get the last address that it is possible to get from the information which we have, and let us mail these medals to those addresses.