

Mr. Hamill: I think you are right. It's a matter of the proper information being available to the space buyer.

The Chairman: Couldn't someone help the ethnic press in this area?

Mr. Hamill: It's conceivable. It's something we would like to do at this point.

The Chairman: I appreciate that's not in the nature of your study.

Mr. Hamill: That's not the name of the game, no.

The Chairman: Do Senators have questions? Yes, Senator Sparrow?

Senator Sparrow: Your service to the ethnic press is free.

Mrs. Osler: Yes.

Senator Sparrow: Entirely—is that correct? There is no billing at all? The contributions come back to the ethnic press itself through the Federation or to the individual newspapers?

Mrs. Osler: Several times during the years, the ethnic press have sent in contributions to us when they have known we have been in difficulty, not the individual paper, but—yes, occasionally we have sent out a letter to our editors saying that we are having a bad time. But you can't expect a small newspaper which is being run the way you heard this morning, to send a contribution, and so out of a hundred and three newspapers, we have had perhaps fifteen contributions from the press. We don't expect it from them, but we just let them know.

Senator Sparrow: In your comments, and I may have missed this, you referred to Canadian content having increased from one per cent to sixty per cent in the ethnic press, generally speaking, I assume.

Mr. Gellner: No, no, no, in certain papers. As low as one per cent would only have been in certain papers, in the long-established ones, obviously not. You heard this morning from Mr. Dojack that ethnic papers here existed eighty-four years. Now these papers would even then have been largely Canadian oriented, but in some papers it was almost nil, and this reference of one per cent refers to certain papers where Canadian content was practically nil.

I remember specifically one where it was totally directed not only to events at home,

but events at home, which were history, perhaps twenty or thirty years ago. It was not only so far away from Canada, it was even so far away from actual events in the home country; so I would say this one per cent is a low point, and sixty per cent would now be the average.

Senator Sparrow: The average would be sixty per cent.

The Chairman: Senator Quart?

Senator Quart: Well, to begin with, I would like to congratulate these two ladies who were co-founders, and I can quite understand it must have been your personality over the years that kept this alive.

I also feel very sympathetic towards you coming before a group such as this, and I, having been a volunteer and an I.O.D.E. member of the old Baden Powell chapter feel that too many women's groups don't put a price tag on themselves and I think governments and maybe men in general are a little suspicious. They don't evaluate your services sufficiently, but I must say that I think women's groups do a tremendous amount for both government and in general.

I was wondering if you have had any free service while the Alert Service in Toronto existed?

Mrs. Osler: Yes, Marjorie Lamb's service.

Senator Quart: Yes, because I do know how she operated on a shoestring.

Mrs. Osler: We didn't have financial assistance from her.

Senator Quart: No, no, she was having hard times herself, but now I understand from the last letter I have had from her—she operated all during the war—that she is getting out of business as it were. Well, wouldn't you probably come in for her heritage? I don't know. I am just asking.

Mrs. Osler: No, we would not have the trained people that she would be able to secure.

Senator Quart: Volunteers as well.

Mrs. Osler: Yes.

The Chairman: Would Senator Quart or the witness care to explain what the Alert Service was?

Senator Quart: Oh, well, this Alert Service was supplied free of charge to anybody