

Questions

fish products during the winter season—Total shareable costs \$53,681; federal contribution \$26,840; Grande Rivière Centre, county Gaspé South. Project No. 5171: Enlargement and repair of cold storage facilities for fish—Total shareable costs \$18,305.64; federal contribution \$9,152.82; Cap-aux-Meules, Iles-de-la-Madeleine. Project No. 5184: Repairs and improvement to road for protection from flooding and erosion, giving access to good agricultural lands—Total shareable costs \$890.00; federal contribution \$445; St. Placide, Charlevoix county. Project No. 5213: This project involves 118 separate projects located in 46 counties. The answer to this part of the question was replied to in Question No. 507 under *Votes and Proceedings* No. 24, May 18, 1965. Project No. 5224: Development of land for blueberry production; Total shareable costs \$27,315; federal contribution \$13,657; township of Parent, Roberval county.

2. See 1.

CANADA PENSION PLAN PUBLICITY

Question No. 47—Mr. Irvine:

1. What was the total cost of publicizing or acquainting the public of Canada with the Canada Pension Plan in 1965?

2. What was the cost via newspaper media (a) total number of lines subscribed (b) total cost for newspaper advertising (c) number of daily newspapers used (d) number of weekly newspapers used?

3. What was the total cost of television time used?

4. What was the total cost of radio time used?

5. What was the total cost of folders, brochures, etc.?

6. What percentage of this total was published or mailed between September 1, 1965 and November 25, 1965?

Hon. A. J. MacEachen (Minister of National Health and Welfare): 1. Cost to both the Department of National Health and Welfare and the Department of National Revenue of the advertising campaign designed to acquaint the Canadian people with the details of the Canada Pension Plan for 1965, \$1,964,596.

2. (a) The total number of lines subscribed: 6,605,863. In addition, 45 publications which calculate on the basis of pages instead of lines used 66 pages of advertising. (b) Total cost for newspaper advertising is \$951,713. (c) 92 daily newspapers were used; (d) 693 weekly newspapers were used.

[Mr. Sauvé.]

CANADA PENSION PLAN ADVERTISING CAMPAIGN

Question No. 49—Mr. Orlikow:

1. What was the cost of the advertising campaign designed to acquaint the Canadian people with the details of the Canada Pension Plan and of this, how much was spent on daily newspapers, weekly newspapers, magazines, radio, TV, etc.?

2. What advertising agency was in charge of this advertising campaign and what fee was paid to them?

3. From what source was the money spent on this campaign paid?

Hon. A. J. MacEachen (Minister of National Health and Welfare): 1. (a) Cost to both the Department of National Health and Welfare and the Department of National Revenue of the advertising campaign designed to acquaint the Canadian people with the details of the Canada Pension Plan for 1965 \$1,964,596.

(b) Amounts spent on:

Daily newspapers	\$ 352,625
Weekly newspapers	327,775
Ethnic press	53,056
Farm publications	24,392
Religious publications	5,365
Consumer magazines	32,000
Production costs for advertisements	156,500
Radio	Nil
T.V.	Nil

Total \$ 951,713

(c) Four million "8 panel" bilingual folders: distributed to all householders (except Quebec):

Cost of printing	\$ 42,735
Cost of mailing	73,272
Cost of distribution to Post Offices	7,343
Costs of production	2,600

Total \$ 125,950

(d) Four million 80 page explanatory bilingual two colour booklets distributed to all householders (except Quebec):

Cost of printing	\$ 501,536
Cost of mailing	146,516
Cost of distribution to Post Offices	9,852
Cost of production	24,001

Total \$ 681,905