

The CHAIRMAN: Let us go on to the next question.

Mr. REID: If I am permitted to speak again on this question, Mr. Chairman: it is rather important. I realize you could not advertise every article, but take the question of projectors. There is nothing I know of in greater demand or so scarce as projectors, both sound projectors and still projectors. There is, as you know, a projector of a type which roughly sells for \$335, then there is the other type which projects sound as well which is priced around \$850. I do not suggest that War Assets could advertise one projector, but in any list of articles which they were offering for sale the fact that a projector was available could be included in such advertising at no great cost. You might have a wide range of articles to advertise. I do not think that anyone would suggest that War Assets advertise a single projector, or any other single item of that type, but when you were publishing a list of articles for sale you could include mention of an article of that type in the advertising. The same observation could apply to boats; when you are advertising a list of boats for sale what would there be to hinder you from putting in alongside of them an item which would indicate that you also have two projectors available.

Mr. McILRAITH: Are they not doing that now in some cases?

Mr. REID: Now, don't let us get confused. War Assets would not advertise a single projector, even one worth \$850, but there is no reason why they should not include it in a list of articles with respect to which they are putting out an advertisement.

Mr. GOLDING: Let us follow that through and take a whole lot of things, if you like. Let us suppose that you were to list them and advertise them in the papers; what would that cost you?

The WITNESS: We are preparing at the moment an arrangement whereby we are going to issue what we call box advertising, that is an advertisement of eight by ten inches—I do not know the exact amount of space which will be used—but that would be divided up into inch or two inch advertisements, each setting out a section of articles or items which we are offering for sale. It might be projectors, or any other item we have to offer. May I say, Mr. Chairman, that there is no reason to advertise projectors at the moment because everyone of them will be taken up by priority claim for some time yet.

Mr. STEWART: What is the situation with regard to the sale of projectors, and in that I include still projectors, the kind that are used to project ordinary slides?—A. I have no figure on that, but my general guess, based on general knowledge, is that it would be about the same situation.

Q. And what is the general policy of the War Assets Corporation on advertising; is it advertising in all the daily papers of the country, the weekly publications, the magazines and so on? Is there a policy on advertising?—A. We have a policy on advertising but I would like to prepare a statement on it for another meeting, if I may. It is quite involved and covers not only the theory but also the types of commodities and their location. For instance, it is no good advertising ocean going vessels in the middle west, or things of that type. We have a policy, but I should like to have time to prepare a studied answer to your question.

By Mr. Jackman:

Q. Where do you get the money with which to run the War Assets disposal corporation? Is there appropriation made for the purpose each fiscal year; and, if so, how much is it.—A. No. We obtain our money in two ways. Our expenditures are split into what we call operative expenses and administrative expenses. Operating expenses are carefully divided and we deduct those from the gross sales before making payments to the Receiver General. Administrative