

*The Budget—Mr. Pickersgill*

description of the cure offered by the present government, but I think I will put it in slightly different terms, again in their own terms. The hon. member for Halton described the *Globe and Mail* as a neutral paper. I think perhaps it might be said that the *Globe and Mail*, while it is neutral with respect to the Liberal party all the time, has been driven into neutrality with respect to the government by the present government itself. I happened to be going out west, and while at Malton I bought a copy of the *Globe and Mail* for October 19 of last year. That was just the time when the P.C.'s, according to the *Globe and Mail*, were sharpening the focus. I hold up this paper for hon. members to see, because they will see here a picture of what purports to be the Prime Minister and the Premier of Ontario, and it certainly looks as though the focus needed to be sharpened.

What was the program to meet all these problems? What was the program to fight these things? The article by Mr. Godfrey Hudson has to do with a meeting of the Ontario Progressive Conservative association at which it is alleged they were not too keen to have the Prime Minister but to which he insisted on going anyway. He is quoted by Mr. Hudson as follows:

"We have just begun now to fight," he said in an apparent reference to the next election. Mr. Diefenbaker said the Conservatives would expand their information services.

Expand their information services. That is how you deal with unemployment; you expand information services. These are Mr. Hudson's words, of course, but I accept them as my own.

This is another way of saying that the government feels it has not been getting through to the public in the way it would like to and that it is going to try to relay its message with more telling impact. The image it wants is not in sharp focus.

There is a good deal more to the same effect. There is one gem here, sir, that I am sure you will appreciate, as will every member of the house:

Within the party there is a feeling that members of the cabinet have had to spend so much time learning the ropes that their public performances have suffered. They simply have not been able to get away from their desks—

This is the ministers—not able to get away from their desks. One thinks of "Oklahoma"; they have gone "about as fur as they can go".

They simply have not been able to get away from their desks often enough to do the kind of selling job that Conservative advisers—

Conservative advisers; Grosart and company.

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—regard as necessary. The pressure of the familiarization process has now eased and Canadians may expect to see a more aggressive approach by the government in defending its actions and explaining its policies.

I suppose that explains these missionary journeys around the country recently. Then these words:

The party feels that the government has had a good program but we haven't sold it.

As a matter of fact, judging from a lot of evidence I think that is quite true. They have not sold it. A few days later the Prime Minister had his own meeting here in Ottawa, and he was still on this theme of more publicity. Then he spoke in Quebec, not to leave out any part of the country and in Quebec he said, as reported in the *Ottawa Journal* of December 10, 1960:

We have done... things but failed to advertise. We are going to carry the message across the country.

In Ottawa he had said something that will not be forgotten by the people of the country for a long time. He said "You ain't seen nothin' yet". I thought that was true, sir, when I looked at the newspapers yesterday and saw the picture of that big fish. It is not a very good picture, not a very good technical performance, and when I first looked at it I thought it was an advertisement for Stanfield's unshrinkables. But, sir, when I looked at it again I saw that that was just the effect of the tropical light. I also thought this was not the only fish that the Prime Minister was trying to stuff. I got a sample of the stuffing as soon as I could, the stuffing for the big fish that the Prime Minister hopes to catch in another election, and I have it here. It is called "The Record Speaks". If I had been naming it I am not so sure that I would not have said "the record shrieks". In line with its contents I think perhaps that would have been a more appropriate title.

The most extraordinary feature of this little volume, sir, is that whatever other works of fiction may have been produced in this country in recent months, this one surpasses anything else. I only wish, sir, that I had the time and you had the patience to let me take it to pieces as it should be taken to pieces. However, I simply draw your attention to the inside cover before you even get to page 1. On the inside cover there are what purport to be unemployment figures for what appear to be certain selected years since 1936. When you compare these figures with the figures that the Minister of Trade and Commerce put on the record in answer to a starred question, which will be found on page 1026 of *Hansard*, you find that there is very little resemblance between the two sets of figures. Which is the truth, what the Minister