

to February 28 I would be pleased to supply that information just as soon as it was available.

As I pointed out, there is no value in asking for a return for the last few days of the month of January because the loans only became available on January 19 and, after all, the processing had to be done after that.

In relation to the figure that has been quoted by the hon. member as to the work waiting to be done, in the discussion of this matter earlier in the session I used the figure of \$75 million which, as I pointed out, had been furnished to me by the retail merchants' association of Canada as their estimate of the volume and value of work waiting to be done on retail premises in Canada in the modernization and reconstruction of them.

(Translation):

**Mr. Deschatelets:** Mr. Chairman, I simply want to say a few words in connection with item 697 concerning the Department of Labour.

I quite understand that the Minister of Finance (Mr. Fleming) would wish to limit as much as possible a discussion of this item, more particularly if one turns to the third line reading: "for combating seasonal unemployment".

That gives me an opportunity of mentioning again what everybody knows, that until last fall, this government considered unemployment a seasonal occurrence. As a matter of fact, the Minister of Finance will recall that in his budget speech, last March, he only devoted a few lines to the unemployment situation. As a matter of fact, if I remember well—and I am now relying on my memory, so the minister may correct me if I am wrong—he said this: "I hope that the coming spring will create new employment opportunities".

The minister will also recall that we criticized, and rightly so, his observations.

Mr. Chairman, when dealing with this question of unemployment, and more particularly seasonal unemployment, we are always struck by the failure on the part of this government to solve this serious problem for which it seems unable to find a practical remedy.

I have no intention of speaking much longer on that issue. We will have that opportunity, if the leader of the house does not delay too much submitting to the house the estimates of the labour department. I very much hope he will not wait for the last day of the session to do so—as was the case during the last session—so that we may have the opportunity of discussing this lack of

policy on the part of the government and a chance of expressing all suggestions which we are able to make, which we never failed to do whenever there was an opportunity.

(Text):

**Mr. Hellyer:** Did I correctly understand the minister to say that this money had been spent to advertise home improvement loans and small business loans?

**Mr. Fleming (Eglinton):** I pointed out that the additional amount required is attributable in part to the fact that the banks were persuaded last autumn to undertake the home improvement loan program, a substantial program, and it was considered most desirable in the interest of stimulating winter work that this fact should be brought to the attention of the Canadian public. This resulted in the enlargement of the expenditure for the publicity promotional program over that which was previously contemplated.

I may say that more and more companies, businesses, organizations, associations and all segments of society have been lending support to this campaign of persuading people to undertake as much of the job creating work as possible during wintertime, and have carried the winter work message in promotional media. This is a sample of the kind of co-operation that has been received by the Department of Labour from the public and is warmly appreciated. This has been made possible by the preparation of material by the Department of Labour, information branch, for non-government sources. This in itself has meant that more Canadians are being exposed to the idea of having more work done in the winter when men and materials are available, at a time when, quite apart from unemployment attributable to other causes, we have always had the problem of seasonal unemployment. It is estimated that for every dollar spent on paid advertisement by the government in this regard \$10 has been contributed from outside sources. This includes, of course, not only national publicity but also local support which has greatly increased this year as a result of greater concentration across Canada by the local offices of the national employment service.

**Mr. Hellyer:** That is what I thought I understood the minister to say and I must admit I am surprised to have it confirmed to me. This government has endorsed some very strange principles. In many instances it has introduced what might be referred to as the Houdini system of accounting. The Minister of Public Works was asked in this house to consider the advisability of the chartered banks making loans at the current