

*Supply—Labour*

agency. I took him to say that there would be additional commitments to be paid to this agency. Did I get him right that it was \$242,000, or was it \$142,000?

**Mr. Fleming (Eglinton):** No. The commitments through the McKim firm to March 31 of \$242,500 of course include the expenditure already made through that firm to March 20 of \$95,140.06.

**Mr. Hellyer:** I wonder if the minister could tell us if all the moneys being spent or committed for newspaper advertising is spent in regard to newspapers printed in either the English or French languages?

**Mr. Fleming (Eglinton):** I do not know that I quite follow my hon. friend's question. Is he asking me if it is all spent on newspapers which—

**Mr. Hellyer:** If I may put it another way, is any part of it being spent in other than English or French language newspapers?

**Mr. Fleming (Eglinton):** I will have to make inquiries about that. At the moment I do not think I can tell my hon. friend whether this type of advertising is confined to the larger dailies, which would mean English and French language newspapers, or whether any part of it has gone to the so-called ethnic press; but I will be glad to make inquiries about that and inform my hon. friend.

**Mr. Fisher:** Mr. Chairman, I would like to ask a rather hypothetical question and would like an opinion from the minister. I think it will be worth while to have some idea of the per capita cost of getting men back to work through such a campaign. If we accept the figure given I believe by the hon. member for Essex East, the winter work program has managed to employ approximately 30,000 people this winter. If the cost involved in putting 30,000 people to work is approximately \$295,000, we have an approximate per capita cost of around \$10 for each man put back to work under this winter work program.

**Mr. Fleming (Eglinton):** My hon. friend very properly said his question was a hypothetical one, and I think it illustrates the danger of attempting to ask or deal with hypothetical questions. We are not dealing here with the government's own winter work program. We are dealing here with a publicity program that was undertaken by the government at the request of the national conference last summer, which included groups of employees, groups of employers and others, with a view to bringing home to Canadians in all walks of life the fact that there is work which can be done in

the winter months, thus providing employment. It was hoped that people would address themselves to the desirability, and very often the advantages, of having work done in the winter rather than in the seasons when in times past it has been more customary for people to have that type of work done.

**Mr. Pearson:** Mr. Chairman, what we are dealing with, of course, is the expenditure of money for the purpose of putting people to work in the winter. I would ask the minister if he feels that the expenditure in question, which I think now totals \$158,000 or some such figure, has been justified by the results achieved.

**Mr. Fleming (Eglinton):** Naturally as chairman of the treasury board I have made it my business to inquire of the Department of Labour as to whether in their view the results have been commensurate with the expenditure. There can be no doubt that in their view the results have thoroughly justified this expenditure. I emphasize that this expanded publicity program was strongly recommended by the national conference which met last summer. That conference felt that a great deal could be accomplished if, by a publicity campaign, every effort were made to bring home to the average individual as well as to potential employers of all kinds the desirability of doing in the winter months all the work that could be done during those months, taking into account climatic factors, often with advantage as compared with other seasons of the year.

No one can isolate the results which flow from any particular effort of this kind. No one can say that because we spent \$10,000 in publicity, certain jobs are created. It would take an army of mathematicians to gather information and then collate it before a result of that kind could be achieved. But it certainly is the view of the Department of Labour that this expenditure has fully justified itself and fully vindicated the recommendations of the national conference which was held last year.

**Mr. Fisher:** While we are dealing with this subject I might mention one aspect of the campaign which gave a great deal of pleasure to certain people who live on the west side of Toronto. At the approaches to Royal York road there was one of those brilliant billboards in fluorescent red and blue saying "Do it Now." And on an accompanying billboard there was portrayed a very lithesome creature dressed in a glamorous satin gown and leaning back in a reclining posture. The impact of these two posters together delighted a great many people in that district, and