

In this day and age that is not enough. Not only has the world changed, but the method of how we live has changed, in the past 10 years, and political approaches have changed, too. The elderly need to undertake a twenty-first century approach. The difficulty is that they do not understand how Ottawa operates. They need guidance and imaginative leadership.

The battle today at all levels of government is for the "top dollar and priority." Everybody is reaching for that, and that is particularly true in Ottawa. Every member of Parliament is sympathetic and wants to help, but the ordinary member of Parliament faces many problems, such as tax problems, health problems, and problems of the environment, employment and inflation. It is true that the elderly and the poor have the largest number of lobbyists in Ottawa in the members of Parliament, but they need more than that. They need experts who can make the facts and research material available for the assistance of their members of Parliament. No one can replace their members of Parliament, but those members need assistance. No one can replace Stanley Knowles in this Parliament, or any Parliament. He directs most of his energy toward a single subject. We shall probably not see his like again, although he will be back in Parliament before very long. He is an example of what we need in Ottawa.

What I have reference to is that, in the past 10 years, the lobbyists themselves have made themselves felt in Ottawa. What they are doing is legal and accepted. It is accepted here now as it always was in Washington, although here in Ottawa they sometimes prefer to use the term "public relations man" rather than "lobbyist." A rose by any other name.

Unless you have one working for you, you are at a disadvantage in Ottawa. Every organization of any consequence has a lobbyist in Ottawa to influence and present its point of view. The lobbyists know their subjects. They are experts who provide research material, the odd drink, and they visit whom-ever they think can help them accomplish their purpose.

You might ask whom they represent, and I can tell you whom they represent. They represent labour, farming, business, the teaching community, the medical community, and the legal community as well as the accounting community. All large manufacturing firms are represented, as well as all the oil companies. There must be 100 lobbyists in Ottawa now. There are some who prefer to do their lobbying on their own. The best example I know of is Bulloch in the china shop. He has had some success in his own way.

Older people must learn to participate in the game by the new rules. They need a first class team of young, able and responsible representatives to lobby and work for them in Ottawa.

They first need an umbrella organization to cover the whole country, and then a topnotch director and a good staff. They need money to do this, and that is available. All they need do is ask every person receiving old age security to contribute one dollar a year to a fund, and, if they do, they will have more money for lobbying than anyone else in Ottawa. There are 2½ million of them, so if only half of them came across with the

dollar contribution, they would have a lot of money and could afford the best possible representatives in Ottawa. In addition, those representatives could also work for the poor who are unable to finance themselves.

All they need is a responsible advertising agency. They can set up an organization and make it function efficiently. It is like falling off a log, it is so easy to get this organized. They can continue their drive to have a minister of aging, which is long overdue.

The veterans of Canada—and I agree that they are special to all of us—have a minister. There are 772,000 veterans living in this country, and they have always had that and have enjoyed the benefits flowing from that.

There are 2½ million elderly people, and I think it is about time a Department of Aging came about. I think it is long overdue. A hole in the corner for a director of aging is not becoming. As I say, they can really have clout if they know their resources, and learn how to use them.

For a long time now, I have been talking about the need to help the disadvantaged sector of Canadian society. I mean those who, for one legitimate reason or another, never seem to rise above the poverty level. Some of them, unfortunately, have lived a good part of their lives substantially below the poverty level.

Who are these people? I am thinking particularly of the elderly, especially women living alone. They are the truly disadvantaged ones, but if I single them out for mention, it is not to draw attention away from any other group. All of them need help to a greater or lesser degree.

For a long time while I and others spoke on this subject, no one seemed to be listening. I kept talking about the problem, but it did not seem to make any difference. The statistics on poverty grew and grew. Somehow they never declined. Let me tell you that in real terms the effects of that are incalculable. Right across this country, hundreds of thousands of Canadians are living permanently below the poverty level. That means they are not adequately housed; not adequately fed and not adequately clothed. They do not like their circumstances, but they are not there by choice. They are in this situation because they cannot help themselves. I say to you, earnestly, that we must help them.

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There is a way we can do this. When I first spoke about this problem, few people seemed to be paying attention while others joined me. Perhaps some thought that I would dry up and go away. I and others kept talking about it for a while and some people in charge started saying that it was a good idea to look into the situation, but that they did not have enough money to do anything about it. I suppose one could call that progress of a sort. At least they have come half-way by accepting the concept. I now call to them to come the rest of the way with me.

I say that we do have the money, and we must make a start. It is a huge problem which we must start to tackle. The money I am talking about is not like tax money. The money I am