

assistance rather than a forward approach so that the people of Canada will know the actual cost of the service they are receiving.

Here we have an instance where the banks will make loans at 6 per cent for home improvements while at the same time, according to the annual report of Central Mortgage and Housing Corporation distributed yesterday, they are not the least interested in making loans at the same interest rate for new housing. Why not? There must be some reason that the one is attractive to them while the other is not.

Surely one of the reasons is the fact that the minister has lifted from them the burden of servicing part of this particular business venture by reason of his assistance through the provision of free advertising. Perhaps the minister would be good enough to indicate the amount of free advertising he has provided on the basis of the different mass media listed in the details and also tell the committee whether any of this money was spent on advertising in the foreign language press of Canada.

**Mr. Fleming (Eglinton):** The break down of the total amount of \$332,000 is as follows:

(a) Advertising in daily, weekly and farm newspapers .....	\$102,200
(b) Advertising in trade, ethnic and national magazines .....	48,000
(c) Spot announcements, etc., through radio and television .....	80,200
(d) Public relations, production charges and reserve for rate increases .....	21,600
(e) Posters, pamphlets, payroll stuffers and billboard paper .....	68,700
(f) Advertising mats, postal cancellation dies and post office householder mail .....	4,500
(g) Films and slides for television and theatres, article reprints and exhibits .....	6,200
(h) Public service radio discs .....	600
	\$332,000

**Mr. Fisher:** Mr. Chairman, it seems to me that the minister has been rather unfair to the hon. member for Trinity. After all, the minister seems to be hiding behind the unemployed in denying the principle that has been put forward by the hon. member for Trinity. We welcome so much these statements of principle from the Liberal party, this declaration of faith in free enterprise and the need to keep it pure from any government support and subsidization. After this clear statement the minister gets up and suggests that these factors really do not count, that we are involved in the matter of assisting the unemployed.

I know the hon. member for Trinity is not going to let his principle of the purity of free enterprise be clouded by that kind of issue. After all, if the hon. member for Trinity has a principle I am sure he wants to

stick to it. Maybe this advertising will help the unemployed and may create jobs, but if you have a principle you are going to stick to it. At least, I feel that seems to be the line of the hon. member for Trinity.

**Mr. Hellyer:** Your principle is pure nonsense.

**Mr. Fisher:** It seems to me that one could almost turn it the other way round and say that perhaps the situation is that private enterprise in the form of the banks is subsidizing the government, which would give you a real question of principle. It seems to me that perhaps we should ask the hon. member for Trinity for a further explanation of this principle he has enunciated for the Liberal party today, this principle of no mixture at all of private and public enterprise.

It seems to me the minister has been quite cruel in suggesting that the unemployed really deserve consideration ahead of this great principle of the Liberal party. Mind you, we welcome very much knowing where the Liberal party stands on questions of principle such as this one involving no truck or trade by the government with private enterprise so far as any subsidies are concerned. It seems to me that this will lead to quite a number of denials on the part of the Liberal party, including a denial of the mixed economy about which we have heard the Leader of the Opposition talk.

It is also going to raise a question about the role of Central Mortgage and Housing Corporation and even about such firms as Eldorado, a government corporation that seems to be in the news these days, with respect to its dealings with private enterprise. As a matter of fact, there are some well known private enterprises that once had something to do with the hon. member's party. I do not wish to say more except that it has been delightful to have had this little talk about principle. Now we know where the Minister of Finance stands. Now we know where the Liberal party stands as outlined by the hon. member for Trinity.

**Mr. Hellyer:** Mr. Chairman, the twisted and tortuous words we have just heard from the hon. member for Port Arthur are such unadulterated political garbage they do not deserve to be even mentioned let alone recorded. The hon. member has such a facility for getting in the ditch at the first intersection that he may not have recognized there is another principle involved here. I refer to the fact that the government may be using this advertising campaign to line the pockets of its friends, and using the opportunity so presented for political patronage.