

advisability of spending some money for advertising purposes in relation to agriculture. We know what wonderful progress has been made in the citrus and fruit industries generally in the United States in the last decade, purely from the effects of their admirable system of advertising. In fact it is so perfect that to-day many Canadian people do not dare eat bread any more because of the possibility of its being poisonous. I am sure if we could obtain figures as to the consumption of bread in Canada we would find that it has dropped at least fifty per cent within the last few years, thus creating a situation which is very harmful to our farmers. Many Liberal and Conservative papers, including even such a good Conservative paper as the Ottawa Journal, carry advertisements and dietetic articles which tell us that bread is poisonous, and that unless we eat grapefruit and fruits of that kind the bread will kill us, that we will not be able to survive. I believe the government could well put on a big advertising campaign and tell the people that wheat is the staple food of all civilization on this planet.

I have heard it suggested that a measure should be introduced restricting very largely the importation of fruit from the United States. Only two years ago the fruit growers of the Okanagan valley were complaining that they were unable to meet the competition of American apple growers. A commission was appointed to inquire into the matter, and it was found that their marketing organization was not up to the standard, which was why the Americans were taking away their markets. The same thing applies to our other fruits and vegetables. I am not going to deal with that matter at any great length, but I hope the Prime Minister will find it possible to aid agriculture, not only the wheat growers but the vegetable and fruit producers of this country as well, by conducting systematic advertising by means of which the wonderful qualities of our own products will be emphasized to the Canadian people. I believe that even in the cafeteria and parliamentary restaurant in this building most of us do not eat half as much bread as we formerly did, simply because of the propaganda coming from the southern United States, which tells us that bread will shorten our lives. I believe the government could do a very great deal in this direction, and I think \$500,000 or \$1,000,000 could be very well spent in propaganda to present the wonderful qualities of our own products, and this not only for weeks and months, but for years.

I have put these different questions to the Prime Minister, Mr. Chairman, not in any spirit of partisanship, and I hope before very long he will give me the assurance that his party will take into serious consideration the matter which I presented first, with regard to pulpwood exportation. It is of supreme importance to the part of the country I represent and to at least sixty ridings in Canada that nothing should be done to stop the exportation of pulpwood to the United States. As I said before, so far as the settlers in my part of the country are concerned, pulpwood is their first crop, and when our domestic market is saturated the settler necessarily must find an outside market, which can be done only in the United States. Unluckily, unlike the wheat grower, the settler cannot eat his pulpwood; he cannot turn it into newsprint, he must sell it, and the only market for this product outside of Canada is in the United States.

Mr. POULIOT: Mr. Chairman, I should like to direct just one question to the Prime Minister. I have looked up Webster, and have studied the definitions of the words "relief" and "grant". I wonder if the money which is to be granted to the provinces and the municipalities will be in the form of a gift or a loan, and if the money is to be a loan, what will be the interest?

Mr. HURTUBISE: If I may be permitted to do so, Mr. Chairman, I should like to add a few remarks to this discussion, along the line of what has been said by the hon. member for North Timiskaming (Mr. Bradette). First of all I must congratulate the government on the enthusiasm they are trying to show in an effort to discover a solution of this great crisis which confronts us. At least, it is supposed to be a crisis, although personally I believe it is in large part psychological, and produced by too much publicity. At all events, I am very glad to be able to congratulate the government on showing so much enthusiasm in their endeavour to solve the problem. I think I may say that all the members on this side of the house are equally anxious to see the present condition alleviated, even if no permanent solution is found.

I should like to say just a few words about conditions in my own locality, and it may be well to inform the house of the conditions under which we in northern Ontario live. Perhaps most hon. members do not know that northern Ontario—not officially, but in a practical sense—is a separate province, and I will proceed to prove it. From the Mani-