

The Address—Mr. Gray

as being eligible for these same incentives, had the company located in either of those communities.

Surely, Mr. Speaker, the present government's approach is better than whatever might have existed before. There is now a definite agency of government charged with co-ordinating help for problem areas. The government has established definite criteria for identifying these areas, and while there may be room for improvement or change in them they are at least a matter of public knowledge and are applied equally across Canada. There is a definite program of incentives and they have meaning for the business world. This program is also a matter of public knowledge and is available to any qualifying industry which locates in any designated area.

The hon. member for Kent (Ont.) indicated he does not seem to like this clear and definite area development program. I am surprised that any member of this house would prefer the approach of the previous government, which was either to do nothing or to operate in a haphazard, arbitrary way that always left it possible for one area of the country to feel it had not the same opportunity as another area.

Mr. Aiken: Why is the hon. member for Kent (Ont.) back here now?

Mr. Gray: In fact I am sure the people of Chatham, Ontario, would be quite surprised and unhappy to find that the hon. member for Kent (Ont.) is against making available to his city the same kind of incentive measures he was quite happy to see the previous Conservative government make available to another city several thousands of miles away. I think that he should, and I am sure that basically the people of southwestern Ontario will welcome measures that will help and I think have already helped southwestern Ontario to move forward.

In Windsor unemployment has decreased by more than 2,000 from what it was at the end of January, 1963. In Chatham unemployment has decreased by some 500 from what it was at the end of the same month of January, 1963. There obviously has been a definite improvement. However, I am frank to admit that the figures themselves indicate a need for further improvement and, to paraphrase the words of the Prime Minister (Mr. Pearson), while we do not intend to claim that this improvement was due merely to the efforts of the government we can say that, to date, the measures introduced have helped and will help move the Canadian economy forward.

Among these measures has certainly been the creation of the Department of Industry and its area development agency, the auto parts production incentive plan and the tax

incentive program. I was also personally pleased to note in the speech from the throne that there will be placed before us still other measures to stimulate employment by strengthening and expanding the primary and secondary manufacturing industries of Canada. But there is something that the Department of Industry can and should be doing that does not need to await any legislative change. I suggest that this department must begin as soon as possible a major campaign to make known to the business world the existence of the incentive program it has available, and how these businessmen who qualify under it, as well as the communities in which they locate, can benefit in a meaningful way from the program.

It is true that although this program came into effect less than three months ago the area development agency, I am informed, has already had submitted to it over 103 projects for decision as to eligibility for the incentive, and of these seven are from Windsor and four from Chatham. But considering the need for new industry and employment in designated areas I would say there is room for many more such applications. I have found that many businessmen and their accountants and lawyers are as yet not sure of how these incentives work and how they may qualify for them. I realize that up to now the new department has been hampered in some of its efforts because of what I consider to be the unnecessarily cumbersome procedures of the civil service commission that have slowed down the hiring of necessary staff. I understand that this staff is now being hired, and it appears it will therefore be in a position to begin a high priority program to make known to all Canadians the details of the tax incentives available.

I would say, Mr. Speaker, that one reason the \$500 bonus plan to stimulate winter home building was so successful was that the department launched a major advertising campaign to create interest in it. I think we should use a similar campaign, with similar advertising about these tax incentives, in business publications and daily newspapers across Canada. The minister and the officials of the Department of Industry should seek every opportunity to speak to business audiences about this incentive program. Hon. members of this house, of whatever party, in whose ridings are found designated areas, should appoint themselves ambassadors of economic development and take the initiative in bringing this information to their municipal councils, chambers of commerce, industrial commissions and even individual firms. I know the officials of the area development agency would be most happy to provide the necessary material.