

Oral Questions

2,000 jobs would be created this year from these millions of dollars of spending, and recognizing that these funds are all being dumped into Liberal ridings, will the Minister undertake today to present in the House a list, on a riding by riding basis, of where these multi-millions of dollars are being spent on the capital recovery projects?

Hon. Jean-Luc Pepin (Minister for External Relations): Mr. Speaker, I think I have heard the Prime Minister or the Minister of Finance say that there would be a list published of the different programs which are aimed at reducing the number of unemployed in Canada. My hon. friend falls into the trap which is often fallen into, which is to believe that all programs of the Government must apply similarly to all provinces of Canada. That is not possible. It happens, for example, that funds for support of the grain industry in the West cannot be given for the support of the grain industry in the East because there is not such a great industry in the East.

Mr. Crosbie: Right on.

Some Hon. Members: Oh, oh!

Mr. Pepin: I said not of the same magnitude; I did not say there was not any grain in the East.

Mr. Crosbie: That is very learned.

Mr. Pepin: The only way to judge these matters is to look, as Mr. Clark would say, at the totality of the picture and see how, as a whole, the money supplied by the Government for the reduction of unemployment is balanced from coast to coast.

Mr. Hnatyshyn: The Minister of bafflegab!

Mr. Siddon: Mr. Speaker, the Minister refers to the grain stabilization payments and the Crow rate. He should be able to confirm that Cabinet is counting the Crow benefit as an offset to the money that ought legitimately to be coming to the western provinces in lieu of capital projects money. That is a well known fact in Cabinet.

● (1420)

CONTRACT FOR POST-BUDGET TELEVISION PRESENTATION

Mr. Thomas Siddon (Richmond-South Delta): Finally, Mr. Speaker, will the Minister confirm that, rather than putting money into real job creation, his counterpart, the Minister for Economic Development, has spent over \$40,000 to produce one television footage for February 19—immediately following the Budget—in which he is going to present new initiatives, probably those to be revealed in the Budget? A company called Media Alternatives has the contract for this. And will he confirm that this is only a small part of the Government's total commitment to publicity in support of the Capital Projects Program, an orientation concerned more with publicity than creating real, permanent, and lasting jobs for Canadians?

Hon. Jean-Luc Pepin (Minister for External Relations): Mr. Speaker, I tried to follow the question as well as I could.

My English is reasonably good, but in this particular instance I could not follow it. Perhaps the Prime Minister did. He is more bilingual than I am. I am going to read the "blues" after Question Period and I will bring the matter to the attention of whatever Minister is involved in whatever matter was raised by the hon. gentleman.

COST OF SIGNS ADVERTISING PROJECTS

Mr. Lorne Greenaway (Cariboo-Chilcotin): Mr. Speaker, my question is directed to the Minister of State for Economic and Regional Development. In his absence, I will address it to the Prime Minister or to the Acting Prime Minister, whomever is doing the acting over there. I have a document here which was freely given to me by the Minister's top officials, and I note that up until September 23, 1983, in excess of \$300,000 has been spent on signs advertising various SRCPP projects across the country. As an example, 164 four by eight foot signs were purchased at a cost of \$1,343 each. That was not the erected cost; that was just for the signs.

We contacted sign painters across Canada, and the most expensive sign we could get a price on, a super deluxe model, cost \$600. Can the Prime Minister, or the Acting Prime Minister, explain why the Government has wasted thousands of dollars, paying \$1,350 a piece for signs which should cost no more than \$600?

Right Hon. P. E. Trudeau (Prime Minister): Mr. Speaker, as I try to follow the logic of the debate which has been put forward by the Hon. Members opposite for the past several days, I feel they are complaining that they do not know about the programs, that only Liberals know about them. We are publishing signs, expensive ones, so that the Opposition can catch up with what is going on.

Mr. Greenaway: Mr. Speaker, I will not bother the Prime Minister with a supplementary question. I will ask someone who might have an answer. I remind the Prime Minister that there is a lot of difference between a \$600 sign and a \$1,350 sign. You are wasting money, Mac.

STUDY OF ADVERTISING'S EFFECTIVENESS

Mr. Lorne Greenaway (Cariboo-Chilcotin): Mr. Speaker, can the Minister of State for Economic and Regional Development confirm that a firm called D. W. Hartford and Associates Ltd. was employed by the Government to study the effectiveness of the SRCPP advertising campaign? In other words, is the Minister using taxpayers' money to study his own propaganda?

Hon. Donald J. Johnston (Minister of State for Economic and Regional Development and Minister of State for Science and Technology): Mr. Speaker, first of all let me apologize for not being here when the first series of questions was asked. I found it curious that the Hon. Member for Richmond-South Delta, who has one of the most significant projects in his own riding, at the Vancouver International Airport—