

*Private Bills*

be changed. Since the representatives of the company have not proven beyond any shadow of a doubt that this change was essential, I think that it is not necessary at this stage to let that legislation go through.

As far as I am concerned, I do not support this bill and I do not agree with those who want to change the name of a company every three, four, five or six years.

Therefore, I believe that, on these grounds, we should act in a responsible manner and firmly oppose such a change in the name of that company, since the fact that the London and Midland went bankrupt in England cannot be considered as a valid argument. For my part, I believe that we should strongly object to the change in question.

● (5:40 p.m.)

[*English*]

**The Deputy Chairman:** The hon. member for Moose Jaw—sorry—the hon. member for Fraser Valley East.

**Mr. Rose:** Mr. Chairman, if I may offer an amendment to your remarks the riding I am privileged to represent is Fraser Valley West, but I congratulate you on your second attempt in being at least in the right province. I realize as someone sitting here a long way from the Chair, it is sometimes very difficult for the Chair to see the various members. This is especially true if they happen to be sitting in the back row and have not come to the Chair's attention previously, at least not often enough to etch indelibly on the Chair's mind the particular ridings that they happen to represent.

Like the previous speakers, I am concerned about the things that are happening in our country. I say this with all the sincerity I can muster. I would like to identify myself with the remarks made most recently by the hon. member for Richmond and certainly by the hon. member for Broadview.

I was particularly impressed, also with the knowledge, and the strength of the convictions of the hon. member for Timiskaming. I was very impressed with the quality of his remarks and naturally, since he is a colleague of mine, I look to him for a certain amount of leadership in these matters.

What is happening here, Mr. Chairman, is really another example of the Americanization of our country. We spend sizeable sums of money on research satellites, the C.B.C., the Canada Council, and the National Film Board for purely social reasons. Over the past three

years we have spent millions of dollars on similar projects such as the World's Fair that was so successful in Montreal. We do all these things because we believe they have importance so far as our identification as Canadians is concerned, and our culture is at stake. We are willing to spend billions of dollars on public enterprises of one kind or another to preserve and enrich our culture, but on the other hand I feel that for a great number of years the policies we have followed have had the opposite effects.

The particular company with which this bill is concerned has a profoundly British name in terms of its traditions. Certainly, to most English speaking Canadians the name London and Midland Company is a good solid one, and one which I think should inspire a great deal more confidence than the amended name proposed, at least so far as the buying public is concerned.

People have tended to associate themselves, as clients, with a particular company. This was mentioned in part by the hon. member for Richmond. I believe their interest will be aroused as to what business reasons necessitated a change in the name of a company which has solid British traditions to one which perhaps has a more North American connotation. At least the London and Midland Company sounds like an insurance company whereas the Avco Company sounds like an airline company or perhaps a brand new deodorant.

I notice the reason given for the proposed change of name is to make it consistent with the names of various other members of the group of associated companies, but I am certain that the name is not really the important thing at all. What's in a name? Several finance companies in Canada have had severe financial problems in recent years, regardless of their names. For instance in my own province we have now before our courts a group of companies similar in nature to the kind of thing in which Avco and this group are engaged. Included in this British Columbia group we have various mutual funds, certainly finance companies, and perhaps trust companies of various kinds and complexions. This B.C. group is known in general as the Commonwealth group.

I agree that the failure of the Commonwealth group in B.C. has really nothing to do with this particular bill, but it is interesting to note that in spite of the solidity of its name it was called by the receiver a financial garbage can.