

*Supply—Trade—Advertising*

## TRADE AND COMMERCE

Trade and Commerce—an act to place Canadian coal used in the manufacture of iron or steel on a basis of equality with imported coal, administration of, \$1,000.

Mr. COOTE: How much was paid out under the act last year?

Hon. H. H. STEVENS (Minister of Trade and Commerce): Unfortunately I have not my papers with me. It is a comparatively small amount paid to an individual who is working part time looking after the subventions paid under this act. There was only a small amount paid out last year to one firm.

Mr. COOTE: Perhaps the minister would agree to give us that amount at the next opportunity.

Mr. STEVENS: I will make a note of it. Item agreed to.

Publicity and advertising in Canada and abroad, \$250,000.

Mr. REID: A great deal has been heard during this session regarding the advertising policy that has been carried on by hon. gentlemen opposite. I have a little piece of advertising here that I should like to show to the committee, and I would ask what relation it has to the Canada first policy of hon. gentlemen opposite. I heard the desks on the other side of the house pounded when the Canada first policy was being advocated. I also heard a lot of desk pounding opposite when mention was made of the famous five cent speech. Here is a fine piece of advertising which I now hold in my hand. First there is a picture of a large five cent piece, an American five cent piece, and the Right Hon. Mr. Mackenzie King is shown riding on top of it. Underneath it says, "Not a five cent piece." Below that again is another picture showing Uncle Sam chasing the Right Hon. Mr. Mackenzie King, and underneath this picture is the title, "Scared of Uncle Sam," and the words, quoted from a speech of the right hon. gentleman in the House of Commons, "So perilous do I believe the situation to be," and so on.

It might interest the committee to know where this stuff came from. The mats were made in Germany, the printing was done in New York, and this stuff was then brought back into this country and distributed among Conservative printers to try to bring about the downfall of the Liberal party. This stuff was distributed just two days before the last election. I hold in my hand one of the mats, made in Germany. In view of the fact that

this stuff was manipulated in Germany and printed in the United States I am wondering when the Conservative party changed its policy with regard to buying made in Canada goods.

Mr. COOTE: Seeing that immigration to this country has practically been discontinued, does not the minister think that this vote should be cut down? Is there any use carrying on all the advertising and publicity work that we have been doing in the past? I have always understood that it was partly for the purposes of immigration.

Mr. STEVENS: No. That is the other vote, No. 372, which was passed the other night.

Mr. COOTE: Is the money all spent in Canada under this item 374?

Mr. STEVENS: No. About half of it is spent in England and some of it on the continent.

Mr. COOTE: Just what purpose can it serve at a time like this?

Mr. STEVENS: It serves a very good purpose. It is advertising Canadian products, chiefly food products.

Mr. RINFRET: In connection with this item I would point out to the minister that only two or three days ago I read in one of the newspapers that the Minister of Education in the Conservative government of British Columbia—I do not remember his name, but no doubt the minister as well as other hon. members saw the despatch—had stated that he was going to have the creed of my hon. friend the Minister of Trade and Commerce hung in all the public schools of that province. As the minister told us the other night that he was not going to go on with this advertising campaign, perhaps he would inform the committee whether he really thinks that this creed and this set of pasteboards which has been displayed to the house in a previous discussion should go into the schools of any province. The Minister of Education of the British Columbia government was very definite in his declaration. He seemed to say that notwithstanding what we thought about it, he was going to have that beautiful creed—I have a copy of it in my room, by the way, but I am not teaching anyone in that room—hung up in every school in British Columbia. As British Columbia is my hon. friend's own province, perhaps he will tell us if he does not think this is going a bit too far.