

*Supply—Trade and Commerce*

other nations in that union. In one way or another these six countries have pooled their sovereign rights as far as trade is concerned, and they are going to permit goods to move freely among them.

This sets up an altogether new concept. It makes the old Conservative idea of imposing high tariffs as obsolete as Sputnik makes our military equipment. I think there has to be some revision of thinking on the other side of the house.

I come now to the Canadian trade mission to the United States, and I am not going to waste too much time on it because I think the futility that accompanied it is quite evident. However, I should like to say something about the manner in which the United States was approached. I refer to the big stick attitude of telling these people what they are going to do. The United States is Canada's best customer, and this is a strange attitude to use with a good customer. I used to be in a mercantile business myself, and I never tried to attract people into my establishment by waving a big stick and telling them what they were going to do. It must be remembered that the customer is always right, and that is something you have to keep in mind if you want your business to be satisfactory or to increase your trade.

I believe the present Minister of Trade and Commerce would be a fairly good salesman if he were not placed somewhat within a strait-jacket by the policies of his party. He has to make some display of trying to obtain some business, for instance in the United Kingdom from whom he wants to import goods, but when it comes to actually accomplishing that he runs into the policies of his own party. It is rather difficult for him to carry that attempt to any conclusion.

I would suggest that if any future mission to a nation with which we are trying to improve our trade relations includes the Minister of Finance—I do not mean this in any sense derogatory to the Minister of Finance, because I appreciate many of his good qualities—he should go in an advisory capacity. The minister's good qualities do not include those that are required of a good salesman. A good salesman must possess the ability to meet the public in an affable way and not, should I say, with the belligerent attitude the minister often displays. He would be an excellent man on one of these missions as an adviser, but he should not be allowed, in my estimation, to meet the actual customers.

The wreckage of the trade effort so far as the United States is concerned is apparent to anyone. Instead of giving us any concessions they have gone out since and bored still further into our grain markets. One of

the outstanding examples of this has been the recent trip of the United States secretary of agriculture to Japan.

I come to the fourth matter, and that is the 50-man trade mission to Great Britain. I listened to the hon. member for Macleod, and I agreed with much of what he said. In fact he stole some of the things I intended to say with regard to the mission. However, if one looks at this window dressing, as the hon. member for Macleod called it, what does one find? A list of the members of this trade mission was printed as an appendix to *Hansard* of December 2. This list does not mean very much to me, but I find there are 14 people who say they are interested in textiles.

I find some strange people who are apparently interested in textiles. The minister told us that the purpose of this mission was to buy goods from Britain, not to sell goods. It is interesting to see the list of those who apparently show a marked interest in buying textiles. I find, for instance, that the president of Shawinigan Engineering Company in Montreal is interested in textiles. I do not know whether or not his company wishes to deal in textiles or whether he might be more likely a director of some textile organization. Perhaps there is a reasonable answer to that; I do not know.

Then going down the list we find the president of the Canadian Manufacturers' Association. I have never heard that the Canadian Manufacturers' Association advocated bringing British goods into the country. They are interested only in shutting them out. Then there is the president of Marsland Engineering Company Limited and Marsland Precision Equipment Limited. He is interested in textile manufacturing. Perhaps there is a good reason why he is interested; I do not know. However, in my opinion there is some suspicion that he may be connected with some textile mill somewhere.

I do not want to bore the committee with the details, but according to the list there are 14 people who claim to be interested in textiles. I find it difficult to believe they are interested in bringing textiles here from Great Britain. Consequently the minister has not been able to tell us one thing that was purchased as a result of this junket of 50 men over to Great Britain.

There is, however, one member included in this mission, the chairman of Ontario hydro, who would seem to be a sensible inclusion. Before he left he said he had already purchased quite a lot of electrical equipment in Great Britain for Ontario hydro, and was interested in purchasing more. People in this category are sensible inclusions in such a mission.