

*Post Office Act*

the post office and P. S. Ross and Partners, a management consulting firm outside the post office, for whom I will vouch. Do you know what this paper paid us last year for postage? They paid us \$3,489 to carry that publication 19 times per year. I asked representatives of that firm what they charged for this publication and I was informed that for 19 issues they were paid a nominal subscription rate of \$1.50. In effect their cost is 25 cents, or 98 per cent or 99 per cent of our cost for distributing this publication. I suggested that instead of charging 25 cents, if they added 35 cents and charged 60 cents per year it would cover the cost of distribution.

If a publication is not considered as a vehicle for attracting advertising I think we should make a reasonable charge to the people who subscribe to it. The *Western Producer* was mentioned.

**Mr. Woolliams:** I mentioned it.

**Mr. Kierans:** We carried 8,561,592 copies last year. The average weight was 6.31 ounces. The cost of carrying them was \$574,000 and we received from the *Western Producer* for this service \$59,000. If the *Western Producer* wanted to charge an amount for this publication which would cover our cost of handling it, it would cost an additional 1.4 cents a week. They now charge \$1.50 per year. I do not know how many people get it for less, under what terms or conditions, but it may be distributed in certain cases for less. An additional 1.4 cents per week would be roughly 80 cents per year per subscriber.

Someone mentioned the *Free Press Weekly Farmer*. Thank the Lord that this particular postmaster cannot be blamed for putting the *Family Herald* out of business. This publication went out of business some months ago, I think long before or perhaps shortly after I was nominated. I do not think these people could have seen this coming.

● (9:20 p.m.)

With regard to the *Free Press Weekly*, 22,-676,000 copies were carried last year. The *Free Press Weekly*, as everybody knows, belongs to an extremely wealthy gentleman.

**Mr. Woolliams:** Be careful; it's Liberal.

**Mr. Kierans:** That's right; I doubt if they are going to speak to me after this. But a good deal of static comes from Mr. Malone of the *Free Press Weekly*. If I mention co-operative papers I should give figures of all the papers. I have them for representative

[Mr. Kierans.]

groups. The cost of carrying the *Free Press Weekly* last year—I do not imagine Mr. Malone will agree with these figures, but he can come down and see P. S. Ross and us—was \$1,622,000. Our postage revenue from the *Free Press Weekly* was not \$1,622,000; it was \$112,000.

**Some hon. Members:** Shame.

**Mr. Kierans:** If the people of Canada are going to give a subsidy to the *Free Press Weekly*, I think the people of Canada should know it. It is \$1½ million.

**Some hon. Members:** Hear, hear.

**Mr. Kierans:** Incidentally, this is another paper that, by putting up its subscription rate by a very modest amount, and by not giving 100 per cent of that subscription rate to the people who sell the subscriptions, could quite easily meet the increased cost of postage. We are dealing with a rough situation, a situation which has not been handled, as the hon. member mentioned, since 1951. In 1951, going back over what transpired at that time, the Post Office Department tried to put on a rate of four cents a pound, and it was forced to yield; I do not know why. It was forced to yield, even though we had a majority government in 1951. Perhaps it was forced to yield because of external pressure; I don't know. There has been enough of it, believe me.

However, this paper did not raise the subscription rate from 2 cents to 4 cents a pound; it raised it from 2 cents to 2½ cents a pound. Since 1951 the cost of everything has been going up, but not the amount that we the people of Canada, and we in the post office, have been charging for the services for which we could rightfully charge, and for which people are willing to pay.

We all talk of fiscal responsibility. We all talk of the need to balance budgets. We all talk of the new needs in respect of regional development, satellite communication, and keeping research going in Canada. I think that by attempting to bring my particular budget as close as I possibly can to balance, the government and the members of this house will have that much greater freedom to choose the new directions in which the country wants to go.

**The Chairman:** The Chair recognizes the hon. member for Winnipeg North on a question.

**Mr. Orlikow:** Mr. Chairman, I appreciate the details which the minister gave in his