

Supply—Trade and Commerce

a country we will have the trade commissioner's office in the capital, and an office headed by an assistant trade commissioner in another important city.

Mr. Charlton: Then on page 270 there is an item of \$184,000 for travel and removal. Does that mean for travelling expenses to and fro on the part of these trade commissioners, and moving their families?

Mr. Howe: Yes, and their furniture.

Mr. Charlton: That requires \$184,000?

Mr. Howe: Yes.

Mr. Charlton: If each of them moved once a year that would mean more than \$2,000 each.

Mr. Howe: It costs far more than \$2,000 to move a trade commissioner, his family, his furniture and household goods from Canada to South Africa, we will say.

Mr. McLure: Are these trade commissioners allowed to do a barter business? I am thinking of France at the moment. We could ship quite a quantity of furs to that country if our trade commissioners would barter them for the wines and liquors France has to offer. Why not make such a trade, so we would have a market for our furs? They are quite willing to do that, but it is hard to get these trade commissioners away from their golf and the other things at which they are enjoying themselves; and they do not like this barter business, though it is the only business that is worth while at the present time when taxation steps in to prevent trading or where money values are different. Would it be all right to follow that up with some of them and see if we cannot arrange some barter business?

Mr. Howe: The trade commissioners do not overlook any possibility of arranging barter transactions. If the opportunity is there it is called to our attention and to the attention of those in this country who may be interested in such barter business. The trade commissioner does not do barter business himself; he does not buy for his own account, as you can imagine. When my hon. friend speaks of taking the trade commissioners away from their golf, I believe the work of a trade commissioner compares very favourably with that of a member of the opposition in this parliament, and I wish my hon. friend would keep that in mind.

Mr. McLure: Would the minister repeat that statement?

Mr. Howe: I said the work and attention to business of a trade commissioner would compare very favourably with that of an opposition member of parliament.

Mr. Drew: Getting a little impatient, aren't you?

Mr. Howe: Not impatient; I do not like to hear our trade commissioners slandered.

Mr. Drew: That was a very silly statement.

Mr. McIlraith: Did you hear the statement by your own follower?

Item agreed to.

General administration—

426. Publicity and advertising in Canada and abroad, \$201,315.

Mr. Fraser: What film is this \$10,000 for?

Mr. Howe: Is my hon. friend asking about the reduction in the film vote?

Mr. Fraser: I wanted to know what films were being made this year, and whether the work was being done by the national film board or a commercial company.

Mr. Howe: Any films we have made are produced by the national film board.

Mr. Charlton: In the details at page 270 I see an item of \$50,000 for advertising in Canada and abroad, as compared with \$95,000 for last year. Then there is \$35,000 for booklets, an increase of \$10,000 over last year. There is \$10,000 for films, to which the hon. member for Peterborough West referred, as compared with \$30,000 last year. But in the first item of general administration there is an amount of \$40,000 for trade promotion at home and abroad. What was the reason for transferring that \$40,000 from publicity and advertising to administration?

Mr. Howe: The first item represents the cost of looking after groups from abroad who come here to promote trade. It is not an advertising expense; it is what might be called a hospitality expense. The second item is an advertising expense, and there is a reduction this year. We thought that with the advertising that went on in connection with the trade fair we could afford to reduce the ordinary departmental advertising, and we have planned accordingly.

Mr. Charlton: Does that \$40,000 under the administrative item have anything to do with trade fair advertising?

Mr. Howe: No. The advertising item we are now considering is for departmental advertising, in connection with any matters the department believes should be drawn to the attention of the public, such as changes in regulations and so on. The promotion of trade item is not an advertising item.

Mr. Charlton: I do not think the minister quite understood my question.