

our people, who at the same time were trying to develop a distinctive civilization of their own. That was succeeding. No one doubted it; no one questioned it. There was an unconscious influence upon the habits, character, inclinations and tendencies of Canadian people. All these were being stamped with the influence of articles and advertisements in United States magazines.

I have no doubt about the power of those magazines. When the duty was imposed upon advertising, officials connected with the publication of the magazines waited upon me and told me what an unfair procedure it was to tax advertising. We replied, "Is it unfair that the profit you make from Canadians in the circulation of your advertising should pay something towards the revenue of Canada?" I believe I succeeded in perhaps convincing them that they were making great profits because the added circulation of their journals in Canada enabled them to obtain enhanced prices for their advertising. For instance, at that time one of them had a circulation of over 180,000 copies per month. As every newspaper man knows, that made it possible for the proprietors to obtain from their advertisers a much larger price than otherwise they would have obtained. In 1930, 180,000 copies was the largest circulation in Canada of a foreign magazine. When I tell you that the highest circulation of a Canadian magazine at that time was only 163,000 copies per month hon. members will have some idea of just what I mean when I say we felt we had to impose a tax against advertising, for the purposes I have mentioned.

The tax brought us revenue, but it did more than that: it diminished to 472,000 copies the circulation in Canada of magazines which had previously had a circulation of over a million copies. It did something else, at once; it increased the sales of Canadian magazines from 613,000 copies to over a million copies, while at the same time it reduced their price. One magazine having the greatest circulation in Canada increased its circulation to 252,276 copies, the next to 216,715, the next to 215,208, the next to 211,942 and the next to 110,000. Circulation was thus expanded, and with the expanded circulation there came higher advertising revenues and, as everyone knows, the most important magazine reduced its price and doubled its rate of issue.

That was the effect upon Canada. I deprecate more than I can say in words the effect upon Canadian people of once more raising to a million copies per month and sometimes per week the circulation of United States publications. Is the distinctive char-

acter of Canadian, shall I say, civilization, or Canadian culture which we have been endeavouring to build up to be thus destroyed? It will be; it has been. I can recall the bent given to men's minds, and it is more worthy of notice when we remember the number of people who come here from other countries to make their homes. Far be it from me to plead the cause of any particular Canadian magazine. That is not the point. It is the question of the effect upon our destiny, upon our lives and upon our character. I was amazed to hear an hon. member opposite discuss the question of salacious magazines. I would remind him that they are dealt with in the tariff, and if printed in Canada they are dealt with by the criminal code. Our criminal code cannot be effective in the United States. What happened was that item 1201 was placed in the schedule whereby we are enabled at the customs border to prevent such magazines from entering the country. If they are published in Canada the criminal code deals with the situation, and the publishers have to pay the penalty for the violation of the law.

After the statute came into force I can recall changes being made in the Canadian issue of magazines as compared with the United States copies. Changes were made so as to conform to the requirements of our law. More than one issue had to be modified, and on more than one occasion I can remember attention being directed to the propriety of certain statements in magazines with respect to our form of government, and in connection with articles comparing monarchical institutions, and the benefits derived therefrom, with systems in other countries. We pointed out to the publishers that that sort of thing would not be permitted to go on in Canada, in view of decisions in connection with matters which had come before the courts of Ontario.

The hon. member for Huron North (Mr. Deachman), usually very careful in his statements, was not so careful in this instance. May I point out to him that in 1927, when the tariff board considered the matter—and I do not know ultimately what they may have told the government—by what he now describes, ten years after, as arbitrary and despotic action they imposed a duty where no duty had been payable previously. It is always an amazing picture, is it not, to hear the supporter of an administration describe as arbitrary and despotic action taken by them when they were previously in power, while at the same time by every act and word he commends them highly to the people for their broadmindedness and generous liberal