

*Non-Canadian Publications*

*Digest*, published in many different languages, provides an opportunity for Canadian writers to show their stuff to the world in other languages. It has a place not just in the hearts but in the minds of Canadians generally. I think we must remember this as we consider this piece of legislation, and consider also whether there has not been a fundamental error on the part of the government, perhaps not in principle in attempting to do away with the differentiation, but in so doing in putting these two publications in the same melting-pot and dealing with them in the same way.

● (1650)

The hon. member for Cochrane, who I would suggest was maligned just now by the hon. member for St. Paul's, put the issue thoughtfully in the speech he made in the House on May 16. He was speaking on what he felt was the central issue in this particular debate. I should like to quote from page 5891 of *Hansard*, where he is reported as follows:

In my view the central issue before us in this debate is to establish, once and for all, a set of guidelines for the magazine and periodical publishing industry in this country which meets the approval not only of the industry itself but of the advertisers, editors, graphic artists, and perhaps most important of all, the general public of Canada.

Certainly we should be thinking positively in these terms and that is, I hope, the minister's thinking behind this legislation. However, as I re-read his speech, I am not so sure that is his thinking. I do not think that in the speech which he made in introducing the bill for second reading he came to grips with that kind of thing; but the hon. member for Cochrane has come to grips with this matter and I hope that before this debate is over others will indicate that that is their wish as well.

I said at the outset of this speech that I would indicate some things that I think should be done by the government. I am sure there will be an opportunity to deal with this matter a little later if and when this bill receives second reading, but there are important things that go beyond this single, negative retributive step. On the whole question of ownership and the statement made by the Minister of National Revenue that arbitrarily there shall be established a very high level of 80 per cent Canadian ownership, I want to say to members of the government—and I say it with great respect—that ownership is not a sufficient guarantee of Canadian content. Can you imagine that anything would be typically Canadian if it were owned by the *Argus Corporation*, or *Power Corporation*? Would that guarantee anything with respect to the Canadian content of magazines owned by these corporations? I say, with respect, that a content ruling should be established which would increase the percentage of Canadian content required by law over a specific period of time. This is something that is not new to Canada; we have the same type of Canadian content ruling from the CRTC.

I think that in dealing with the matter of content and ownership we should be fair and we should do it gradually because of the disruption that any sudden action can cause to these publications. I think that if we handle ourselves in this way, handle ourselves sensibly, we could avoid the immediate dislocation of Canadian employees and suppliers, as the present measure seems to indicate might be

[Mr. Baker (Grenville-Carleton).]

the case. I disagree with the hon. member for Burnaby-Seymour (Mr. Raines) when he said that *Reader's Digest* was threatening suicide. That is not so at all; they are just saying that an express train with the Secretary of State at the controls is coming down the track; that perhaps it is out of control with respect to them, and they are warning people that it might hit them. There is quite a difference.

I think, also, that we could take a look at the distribution system of periodicals in Canada. Mr. Speaker, 13 of the 14 national magazine distribution firms in this country happen to be American owned. The government should consider assisting the organization of a national distribution company to ensure promotion and circulation of Canadian publications. Canadian magazines should be displayed and sold at federal installations and in Information Canada offices, thus promoting sales in a positive way. Public corporations such as Air Canada and others should be encouraged to provide a greater selection of Canadian publications. I see the Postmaster General (Mr. Mackasey) in the House. Perhaps he could take a look at the postal rates that apply to magazines. The book purchase program of Canada Council could be expanded to include Canadian magazine subscriptions for public and school libraries.

The government should consider a grant system or a forgivable loan system with respect to the publishing industry in the area on which this legislation focuses. Canada Council would be a reasonable vehicle through which this matter could at least be considered, a vehicle for any system to be put into place. I think the government should consider purchasing a more substantial amount of advertising space in Canadian periodicals, although I would not want them to emulate the Minister of Energy, Mines and Resources (Mr. Macdonald) in his conservation program.

I have spoken about the question of postal rates and services, and while the Postmaster General is in the House I should like to suggest that he might consider the fact that 91 per cent of Canadian magazine sales are made through subscription, so an efficient and cheap postal service is of crucial importance to the well-being of magazines and periodicals in this country.

May I call it five o'clock, Mr. Speaker?

## PROCEEDINGS ON ADJOURNMENT MOTION

[English]

SUBJECT MATTER OF QUESTIONS TO BE DEBATED

**The Acting Speaker (Mr. Penner):** Order. It is my duty, pursuant to Standing Order 40, to inform the House that the questions to be raised tonight at the time of adjournment are as follows: The hon. member for Halifax-East Hants (Mr. McCleave)—External Affairs—Suggested Canadian effort to have North and South Korea resolve differences; the hon. member for Winnipeg South Centre (Mr. McKenzie)—External Affairs—Garrison irrigation