

he does not know; he is not trained—as to whether a given advertisement is fair or not. But this provision places on the superintendent of insurance the responsibility—I will use that word—of supervising these advertisements. What has happened, by this company—by this very company? I wish I had some of the advertisements that I filed with the Finance Department three years ago, clearly indicating to the public that this company was under the wing of the Dominion Government.

AN HON. MEMBER: No.

HON. MR. STEVENS: Yes, it did. Technically, Mr. Walker—I say this,—as a lawyer you could easily argue yourself out of that advertisement, but I would like to have it brought down.

MR. WALKER: I wish you would.

HON. MR. STEVENS: I wish Mr. Finlayson would bring down the letters I wrote to the Finance Department, and let them judge.

MR. KINLEY: Have you the advertisement?

HON. MR. STEVENS: I am asking that to be brought down. It is on file.

MR. FINLAYSON: I will. I think it is on our files. I will bring it for to-morrow morning.

HON. MR. STEVENS: I filed with the Minister of Finance three years ago several illustrations and I protested then against it. I know from conversations with people that they did have the impression that this company was directly associated with the Federal Government. They have stopped it. That is the test. They have stopped it.

MR. FINLAYSON: Perhaps I should add, Mr. Stevens—I am not sure when it happened—that there was originally in some of the advertisements of these small loan companies—I think this one included—a statement something to this effect: That the rates are set or fixed by the Dominion Government.

HON. MR. STEVENS: Yes.

MR. KINLEY: That is a statement of fact.

HON. MR. STEVENS: It is not.

MR. FINLAYSON: That is not quite a statement of fact; and I suggested certainly three or four years ago that that statement should be omitted. The rates are fixed by special act of the parliament of Canada, which is a different thing from being fixed by the Dominion Government.

MR. MARTIN: Yes.

MR. FINLAYSON: I suggested it to the companies and all of them adopted the suggestion.

MR. CLEAVER: Is it not just the maximum rates that are fixed?

MR. FINLAYSON: I think what they have substituted for that is a statement of fact that the rates are fixed by a special act of the parliament of Canada.

HON. MR. STEVENS: Yes, and I object to that.

MR. FINLAYSON: There may be objection taken to it, but I think it is not a mis-statement of fact. I think under this section 8 that Mr. Stevens is just reading I could not take action against the company if they used that statement.

[Mr. Arthur P. Reid.]