

*Non-Canadian Publications*

opinion; and Charles Smith is a Canadian. *Reader's Digest* has already lost one editor because of the job insecurity created by this bill. These Canadians are suffering great trepidation over this whole debate. They do not know whether they are going to have a job when this is done. *Reader's Digest* owns its own presses in Montreal and has done so since 1948. It is now investing \$3 million in new printing equipment. Incidentally, in first-class mail revenue alone, Canada will lose \$3 million from *Digest's* operation. It has an editorial, art and production staff of 76 people. In a comparatively small industry, as it is in this country, that number is a good size.

Every word which appears in the French and English issues of *Digest* is edited by Canadians. Articles about Canadian go out from here to 26 international editions, in 13 languages, with a potential readership of over 105 million. I can tell hon. members that long before I came to this place, I worked for them; I made a bit of a living out of writing, and *Reader's Digest* was one market I occasionally used. One story I wrote is one about a Canadian subject, a Canadian man, a western man who this month was named a Good Citizen of British Columbia for 1975 by the Native Sons. He is Ben Wosk, an immigrant who came here and helped to build a great corner of this country. He performed many humanitarian acts. Now he is rich enough to be called a great philanthropist—once he was a humanitarian. In either case, that story has now been printed in three countries, Canada, Holland and Japan.

There was one about Canadian leadership in prison reform started in 1960. The subject, the prison reformer, was Allen J. MacLeod, Q.C. commissioner of Canadian penitentiaries from 1960 to 1969—a non-political person. This story is published in at least two countries this year—Canada and France. The story on Ralph Bunche by Lester Pearson, a great writer and statesman, has been circulated throughout the world. "A Whale for the Killing", by Farley Mowat, has been printed in about 15 countries. Only "One Earth", by Noel F. Bush, has as many printings. These are only a few of the opportunities for Canadians and Canadian subjects. Lester Pearson's "Golden Opportunity" of August, 1963, was printed in the U.S. and French Canadian editions. That would have gone around the world, I am sure, because of its greatness, except for the fact that there was some contractual limitation.

● (1610)

*Time* and *Reader's Digest* are very important to westerners. We do not feel out there that *Maclean's*, that alleged national magazine, is truly national. Nor do we feel that *Maclean-Hunter Publishing*, which is the national publishing company that seems to be giving strong support to this bill, is serving the whole country. It is serving the country in a token way. They deign to give one page to British Columbia. Sometimes they include accounts of westerners in what we call their wrap-up news or features. On occasion they even have one or two British Columbians as special subjects for their magazines.

*Maclean's* magazine seems to be overly saturated with advertising. If this company had an obligation to this country, it would cut back on editorial advertising to the 35 to 40 per cent limit *Reader's Digest* has imposed on itself. Also, I wish *Maclean's*, the "national magazine", could be a

[Mrs. Holt.]

little more honest and objective in its reporting. I suggest that its editorials are slanted. Many of us here, I'm sure, would prefer honest and objective reporting. I know they will probably be annoyed at me and I will never get a chance to write for *Maclean's* magazine again, but that is fine.

An hon. Member: I will see to it.

Mrs. Holt: You are going to see to it; that is fine. As members of parliament—and I do not care whether you sit over there or over here—you know as well as I do that the whole system of parliament has been deliberately held in disrepute. No one knows better than the people in Toronto how parliament works, because they are closer to it. Has anyone ever really seen an objective report in that national magazine about this job, or how hard and conscientiously members of parliament work, or even what they do?

I do not see this matter as a partisan thing at all. I wrote a letter to Charles Smith, who I knew before I came here, a senior *Digest* editor, a Canadian and a very good man, asking him about Canadian content. I like a balance of content or a mixed content. I like to know what is happening all over the world. *Reader's Digest* contains general interest articles on issues that affect us all. Many of them are of universal interest. These articles do not have to be simply Canadian or relate to Toronto or Montreal. Their accuracy in recording universal human issues, touching subjects of interest to people of many parts of this world, is the reason for *Digest's* success. This is the type of thing we should all be interested in, because we are the people they write about.

I wrote and asked Charles Smith last fall about Canadian content—since it seems to be important—and he wrote back suggesting I look at the October current issue, then, of the United States and Canadian editions of *Reader's Digest*. I may say that there is quite a difference, and Mr. Smith admitted that. He stated that our edition contained eight Canadian stories, and he pointed out that four were written by women. That was just to make me feel good, I think. Out of eight Canadian stories there were four written by women. These women were Michele Landsberg, June Callwood, Carolyn Katariya and Lois Neely.

Mr. Smith also pointed out that additional Canadian information had been inserted in articles "Natural Child-birth Comes of Age," "A Breath of Hope for Asthmatic Youngsters," and "How to Make Houseplants Behave." I suppose the latter explains how much Canadians love their houseplants and can make them grow better. I guess that was what he meant by that injection. He pointed out that there were pure American interest subjects that were pitched out, as he said, including "Labor Drives for a Veto-Proof Congress," and Barry Goldwater's "Second Wind," and others. These U.S. interest articles did not get into the Canadian issue, whereas the universal ones did.

The Institute of Canadian Advertising has suggested that we should note that the news and entertainment media are to a large degree international in scope. I cannot understand the great striving for cultural nationalism, especially in a world where we have satellite communication and we are going to the moon, and where we have international conflicts and international co-operation. Why in the cultural field must we keep ourselves in a