

Adjournment Debate

post office will distribute the flyer more cheaply. It is telling the small-businessman that this is the way to save money; "Don't advertise with the local weekly, advertise with us." This is criminal, Mr. Speaker. The House should immediately ask the Minister responsible for Canada Post to inform the President of Canada Post that he should cease and desist this practice immediately, and get out of the business of distributing these flyers.

• (1805)

[Translation]

Mr. Carlo Rossi (Parliamentary Secretary to Minister of State (Multiculturalism)): Mr. Speaker, the Member for Athabasca (Mr. Shields) asked the Minister last week why Canada Post was competing directly with small weekly newspapers by selling advertising in flyers to be printed and distributed by the Post Office to all those who receive mail.

The Hon. Member will no doubt recall that two years ago, a bill was passed to create the Canada Post Corporation. The Corporation is now a commercial enterprise, and the Act specifies that "the Corporation, in carrying out its objects, shall have regard to the need to conduct its operations on a self-sustaining financial basis."

It should therefore not come as a surprise that Canada Post and its employees should be attempting to increase revenue by making available to Canadians the various services they are able to offer.

I would therefore like to take a few moments to explain to the Hon. Member how Admail operates and to tell him about the broad range of services Canada Post is offering Canadians, with the co-operation of Canadian commercial enterprises.

Mr. Speaker, commercial enterprises have been advertising their products and services through the mail for many years. Well before the existence of numerous small and larger newspapers, enterprising businessmen had started to use the mail to advertise their products.

Through the mail order system, considered the best way to sell a product, it is possible to eliminate the complex distribution process that is necessary for retail sales of mass-produced goods. For instance, the nicest layout is no longer needed in order to compete. At all stages—production, inventory planning and control, distribution, marketing, and so forth—the process relies entirely on direct communications with the customer.

Similarly, in the marketing of services, such as insurance, for instance, the firm benefits from Admail's profitability because it does not have to pay the high cost of personal visits. Admail does increase profitability, since unprofitable customers may be eliminated and efforts concentrated on personalized sales to people who reply to invitations to write for further information and therefore appear to be willing to buy.

When considered as a major marketing tool, there is no limit to the use that may be made of Admail. Its applications are

limited only by its users' imagination and innovative spirit. The same basic business requirements apply to Admail: a marketable product and a market. Admail is simply an advertising tool through which the product can be sold and marketed.

As an advertising media, and I shall be brief on this, Admail plays the vital role of a channel through which advertisers may communicate or circulate their advertising. The mail reaches people directly and allows advertisers to choose among Admail's various applications.

To conclude, Mr. Speaker, the postmaster who sells Admail and his employer's other goods and services, deserves commendation rather than blame. He is a modern, aggressive, entrepreneurial businessman. In so doing, he contributes to the success of the corporation that performs an essential services for the benefit of all Canadians.

• (1810)

[English]

AGRICULTURE—REQUEST FOR DUAL MEASUREMENT
LABELLING OF FARM CHEMICALS. (B) REQUEST THAT
DISCUSSIONS BE HELD WITH FARM ORGANIZATIONS

Mr. Doug Neil (Moose Jaw): Mr. Speaker, several years ago the Government forced manufacturers of farm chemicals to discontinue labelling their chemicals in imperial measure and to label them in metric only. The result of this, Mr. Speaker, has been confusion, because spraying equipment, as most farmers know, is built to imperial standards. A farmer who has a can of chemical which is coded in metric has to go through a complicated series of calculations to determine the correct measure of chemicals which he applies to his crop. Errors do arise, Mr. Speaker, many errors, and the damage to crops is very costly.

In a *Globe and Mail* article on December 22 the Ontario Federation of Agriculture is reported as having asked the Province of Ontario to give both imperial measures and metric measures in its chemical use guides. I understand that subsequent to that the Ontario Federation of Agriculture made representations to the Minister of Agriculture (Mr. Whelan), who apparently has turned a deaf ear.

It is interesting to note that a chap by the name of Donald Crowe of Walleceburg reported in the December 22 issue of *The Globe and Mail* that he almost lost his oat crop because he and a provincial researcher had not accurately converted the amount of pesticides from litres per hectare to gallons per acre. They were about to put two and a half times the proper mixture on the crop. Had it not been for someone from the research station phoning out, they would have destroyed the crop.

Last Friday, Mr. Speaker, I asked the Minister of Agriculture a followup question to one I had asked him several months ago. The original question was whether or not, based on representations from the Ontario Federation of Agriculture,