

number of years a high class agricultural magazine. Because it contains advertising and some rather high class fiction it was not classed as an agricultural magazine but was excluded from coming under the low rates that it formerly enjoyed. The result was that whereas in 1930, I think it was, I got a three years' subscription at \$1 immediately the change was brought about I was told I would have to pay \$1.75 if I wanted to continue. I did continue. Last year as soon as this change was announced—I had stopped reading it for a year—I was advised from the head office that if I wished to take it again I could have it for 50 cents a year, a difference of \$1.25 a year or \$3.75 for the three years. Being Scotch I would just as soon have that money in my pocket as in the pocket of some printing baron in Toronto or Montreal.

Let me say a word about the printers. I am under the impression, from what I have read, that various American magazines that are now published in Canada are not printed in this country but are simply impressions taken from matrices sent over across the line.

Mr. DUNNING: That is correct; plates are sent over.

Mr. McLEAN (Melfort): The matrices are sent over and the impressions are made here. They are not printed in this country; there is probably not a single printer in Canada engaged in that work. We all know that the designs and illustrations are done on the other side and sent across here by mail. If that literature is not fit to be read by the people of Canada when set up in Buffalo or New York, surely even with all the goodness of the city of Toronto it does not make it fit for the Canadian people to read when printed there.

Mr. WILTON: With all due respect to the literary knowledge of the hon. member opposite, I have had, as I say, some knowledge of newspaper and publishing work, but I have never yet been able to find a high class magazine for which you can subscribe at fifty cents a year.

Mr. McLEAN (Melfort): If I am forced to by the hon. member for Hamilton West (Mr. Wilton) I will name the magazine. Everyone knows that *The Country Gentleman* is a high class agricultural magazine. I think the hon. member for Hamilton West betrays his lack of knowledge of agricultural magazines. I will admit that I do not like some of the Curtis publications, because they are Tory

magazines published in Philadelphia, but the *Country Gentleman* is in another class; it is a high class country magazine that contains entertainment and educational features along with its agricultural instruction.

Mr. YOUNG: Some hon. gentleman was speaking about a few printers being out of work. I think we on this side are just as much interested in men getting work as hon. gentlemen on the other side. We have been told this afternoon by the Minister of Finance, and I think it was generally known in any event, that the cost to consumers of magazines in this country has been greatly reduced. I wonder if the Minister of Finance has any means of computing the saving to Canadian consumers resulting from the reduction in the prices of American magazines now sold in Canada.

Mr. HEAPS: It is about four months since this item became effective. Has the minister any idea of the effect the change has had on the importation of American magazines?

Mr. DUNNING: I think I answered that some time ago as nearly as I can. Replying first to the hon. member for Saskatoon (Mr. Young), in connection with an item of this kind the saving to the consumers of magazines may be measured of course by the loss to the public treasury, and the approximate loss to the public treasury, as I indicated, will be between \$400,000 and \$500,000 a year.

Mr. LAWSON: Will the minister disagree that what is lost to the public treasury by the reduction of the impost on magazines must be taken from the consumers in taxes in some other manner?

Mr. McLEAN (Melfort): Yes, that is fair enough.

Mr. McIVOR: When I listen to discussions on tariffs I feel like the Queen of Sheba in the presence of a group of Solomons.

An hon. MEMBER: You flatter yourself.

Mr. McIVOR: But, Mr. Chairman, I do not think it is the intention of our hon. friends on the other side to class all the magazines from the country to the south of us as yellow. I should be very sorry to think that some of the magazines that I revel in do not compare favourably with the best of our own. Yet that which is Canadian is just a little sweeter than anything else that is printed. There are good magazines from the other side and there are the other kind, and I am only sorry to say that we have some of them in Canada.