

*Post Office Act*

Department. We can then find out whether there has been any permission granted which should not have been granted.

In so far as circumventing any provincial law restricting liquor advertising is concerned, not one word in the amendment in any way provides a means to circumvent those laws. If any province wants to make the law stronger that is for them to do, and this measure cannot change that. By whatever device these publications are now distributed in areas where there is a law against the publication of liquor advertising, that situation will remain exactly as it is. The bill before us provides greater facilities for the magazines of Canada, and I for one want to do everything I can to assist them in competing with magazines from outside of this country.

**Mr. Angus MacInnis (Vancouver-Kingsway):** Mr. Speaker, I do not wish to delay the house and I shall speak only for a moment or two. I rise now because I was present when the gentleman from *Maclean's* magazine interviewed the hon. member for Winnipeg North Centre (Mr. Knowles). He met both of us, and there was no doubt in my mind, and I do not think there was any doubt in his mind, as to the purpose of his visit to us and what was wanted from the Post Office Department. He told us about the difficulties the magazine was in because it could not accept liquor advertising under the provisions of the Ontario act. He said it was necessary for the magazine, in order to compete, if you like, with American magazines, to be able to accept liquor advertising. It was solely on that basis that he appealed to the hon. member for Winnipeg North Centre and myself.

I am quite satisfied it was solely on that basis that he appealed to the post office authorities to help them to circumvent the provincial legislation. That is what has been done. I do not know why the question of Canadian culture has been brought into the picture. I am all for Canadian culture, but I hope we shall find better ways to promote Canadian culture than by using the proceeds of liquor advertising. Surely there is some better way than that in a country such as Canada.

**Mr. John M. James (Durham):** Mr. Speaker, I should like to support what the Leader of the Opposition (Mr. Drew) has said. While I hesitate to inject my own particular business into this matter, I think it is only fair that hon. members who have objected so strongly to this legislation should know that there are nearly a thousand weekly newspapers in Canada many of which will be

[Mr. Drew.]

interested in this legislation. Let me explain the problem that arises. My own publication is published in Bowmanville, which is on the lake front. It is published on Thursday mornings, and we have a very large circulation in the north end of Durham county. These people cannot get their papers by mail the same day if we ship them by train. They have to go to Toronto and around by the back way. They get them the next day. If we are enabled through this legislation to send our papers to the north by bus, by car, by truck or any other way, and put them through the post office in the village of Blackstock, our subscribers in that area will be able to get their papers on the same day as the people in Bowmanville and other areas get their papers. I know that this measure was welcomed by us, and I am sure by many other weeklies and indeed provincial dailies and metropolitan dailies, with open arms.

**Mr. A. M. Nicholson (Mackenzie):** Yesterday when this matter was before the house, Mr. Speaker, I was busy in another committee. The case made by the hon. member for Winnipeg North Centre (Mr. Knowles) does not need more support but I would like to say a few words. In answer to the Secretary of State (Mr. Pickersgill), I would say that if Canadian magazines are at an unfair advantage now all that would be necessary would be for the Post Office Department to put United States magazines in the same position as Canadian magazines, namely required to be mailed at one point in Canada.

**Mr. Pickersgill:** May I ask the hon. member a question?

**Mr. Nicholson:** Certainly.

**Mr. Pickersgill:** Does he realize the United States enjoys this privilege because of an international agreement? Is he advocating that we break our international agreement?

**Mr. Nicholson:** As I understand it, the international agreement permits the magazines published in the United States to be sent anywhere in Canada, but they are mailed at Canadian centres by agreement with the Canadian postal department. We have no international agreement, as I understand it, that gives United States publications the right to be mailed at a number of different centres in Canada.

There is one other point I should mention. The people of this country have demonstrated that they are behind the Canadian magazines by agreeing to subsidize these periodicals. I have not the figures before me, but if my memory serves me the Postmaster General told us that we are subsidizing Canadian