

The Hon. the Acting Speaker: I would point out to honourable members that if the honourable leader speaks now he will close the debate.

Hon. Mr. Macdonald: I expected that the honourable senator from Toronto, who opened the debate, would close it. However, I have followed the discussion very closely and I have also read the report of the debate which took place in the House of Commons. Therefore I feel that I am sufficiently well informed to speak for my honourable friend at this time, although probably not as effectively or as eloquently as he himself would speak.

Now, the last thing I want to be is provocative in my remarks. I think we have had an excellent debate. Honourable senators have spoken with feeling and vigour, and that is all to the good. No one can complain today about not having heard the debates in this chamber, because the participants have all been enthusiastic.

I was rather surprised at the tone of some of the speeches at a time when we hear so much about a desire to help the Canadian people, particularly writers, and artists, to do something for the fine arts. There has been much agitation to have an arts council. Well, the Government has been trying over the years to help in many ways, and it hopes that this tax will produce satisfactory results.

The attention of the Government was brought to the fact that it was not advertising sufficiently in magazines and other publications. So there has been an extension of advertising by the Government in magazines, not for the purpose of helping the publisher or the printer, but in order that the magazines could keep going and that Canadian writers and artists might contribute to them.

Also we have established special postal rates to make it possible for these magazines to exist so that they might publish articles written by Canadians, not necessarily for Canadians only, but for consumption in foreign countries as well.

Now, despite what has been said here today, we are not endeavouring to keep any American magazine out of Canada. I think that was done at one time. The honourable senator from Victoria (Hon. Mr. Hackett) may recall that in the thirties duty was imposed on magazines entering Canada. I am not sure, because I was not in the house at that time.

Hon. Mr. Golding: As I recollect, it was a tax on advertisements in magazines. My honourable friend was in the House of Commons.

Hon. Mr. Macdonald: I know there was some such tax at the time. But my point is that

this legislation is not in the form of a tax on magazines coming into Canada, and I do not think anybody can interpret it in that way.

The Hon. the Acting Speaker: May I draw the attention of honourable senators to rule 13, which compels the Speaker to leave the Chair at six o'clock unless he has unanimous consent to suspend the rule.

Hon. Mr. Macdonald: I shall not be very long.

Hon. Senators: Go ahead.

The Hon. the Acting Speaker: I take it that the honourable gentleman has the unanimous consent of the house to continue.

Hon. Mr. Haig: Agreed.

Hon. Mr. Macdonald: I agree with the honourable Leader of the Opposition (Hon. Mr. Haig) in his high opinion of *Time* magazine, which he reads regularly, as I do. I also read that excellent magazine the *Reader's Digest*, of which the honourable senator from Ottawa (Hon. Mr. Lambert) made mention, and *Newsweek*, to which I think the honourable senator from Toronto-Spadina (Hon. Mr. Croll) referred. All of them are splendid publications. This legislation will not prevent them from coming into Canada on the same basis as heretofore.

Hon. Mr. Lambert: May I interrupt my honourable friend? It is not a question of their coming into Canada; they are here and are being produced here now. Would my honourable friend care to venture an opinion as to whether the publishers of the *Reader's Digest*, whose payroll in Canada is over a million dollars a year, will think it is worth while to retain quarters here, or will they return to the United States and publish their Canadian edition from there, as is done by *Life* and other United States magazines? The owners of the *Reader's Digest* came to Canada in order to publish here, and they are to be penalized for doing so. I should not be at all surprised to see them move back.

Hon. Mr. Macdonald: I do not want to venture an opinion on that question. I was going to say, "Time alone will tell", but it might be supposed that I was referring to the magazine! I am sure that, notwithstanding this legislation, the *Reader's Digest* will have an excellent market in Canada, and it will retain at least one subscriber, in any event, in the person of myself.

The honourable senator from Ottawa said, I believe, that Canadian magazines are increasing their circulations.

Hon. Mr. Lambert: That is so.