

Senator Davey: Comac would have 75 per cent control of a revised Canadian edition of *Time* while Time Inc. would put up \$20 million for 25 per cent control.

Senator Flynn: Come to the question.

Senator Davey: I am coming to the question. This neat little arrangement would require Revenue Canada's approval under section 19 of the Income Tax Act, which was designed as an advertising shelter for Canadian magazines.

Senator Flynn: Order!

Senator Davey: Can the Leader of the Government confirm—or, I hope, deny—the assertion by a Comac director that Revenue Canada has already ruled that this scheme does meet all of the necessary requirements?

Senator Flynn: Good speech.

Hon. Duff Roblin (Leader of the Government): Honourable senators, yes, I do recall my honourable friend's speech of June 19. It was so kind of him to repeat it. I am now doubly informed. I can say to my honourable friend that he knows as well as I do that the questions he has asked are not susceptible of being answered during normal oral Question Period. However, I can assure him that in view of his interest in the problem, and my interest in him, I will read his questions over very carefully to ascertain those to which I may properly reply. In that case, I will regard those as an order for return.

Senator Davey: Honourable senators, in particular, there is some current relevancy to my tenth question relating to *Time* magazine.

Senator Flynn: We have heard that. You have already made a speech on that point.

Senator Davey: I hope the honourable senator enjoyed it. I hope that we shall get the answer more quickly—

Senator Flynn: I have heard it three times.

Senator Davey: You will hear it again and again. I have a further supplementary question. Recently, the Prime Minister appeared on the Betty Kennedy show on CFRB, Toronto, and said that he was aware of this new so-called Canadian edition of *Time*, but that he was aware of "nothing to give it much credence."

In view of the government's repeated assertion that it is protecting our cultural integrity, can the leader confirm that the Prime Minister is, in fact, prepared officially to reject this new proposal?

Senator Roblin: Honourable senators, I can confirm that the advertising policy of the present government is considerably different from that of its predecessors. To begin with, it is a lot less. We are spending a lot less money in that particular field.

Senator Davey: I want to know if—

Senator Roblin: The honourable senator has made his little speech, and I guess I will now make my little speech. The advertising policy is different, because we are not spending so much money on that particular aspect. I must tell my honourable friend that our economies in advertising will be widely

appreciated by the Canadian public. There will be no more of those little geese flying around on my television screen, or any of those indications of Canadian sovereignty which my honourable friends failed to deliver on during their term of office.

Senator Frith: You are getting a lot of free advertising in connection with tuna.

Senator Roblin: Well, tuna is a pretty good issue these days. We will have lots of fun on the fish front. My honourable friends are encouraged to make the most of it, because they will find that—

Senator Frith: There will be another like it before long.

Senator Roblin: Well, there usually is something new to come along from time to time. I, for one, am well prepared for these little incidents that occur. If they provide my honourable friend with some amusement, I certainly would not object.

● (1420)

With regard to the Canadian football situation, I am glad to know that it has been elevated to an item on the agenda of the state. I shall certainly have to try to answer my honourable friend's question, for I know perfectly well that until I do he will not give me any peace. He wants to see this subject pursued to the bitter end, and I will do what I can to oblige him.

With regard to the *Time* matter, all we know, from what my honourable friend has said, is what is reported in the papers and the statement made by the Minister of National Revenue, none of which adds up to a concrete action in respect of the proposal to re-institute *Time* in Canada. That is a subject to which the government will certainly give its attention, as and when it becomes a matter that is properly before it.

What I do want to say is that we will take second place to no one in our concern to preserve the cultural integrity of this nation. We are as well aware as any other group of Canadians of the importance of culture in our economy, in our social structure and underlying our individual Canadian sovereignty and nationality. We understand these things very well, and I would not like it to be thought from the series of questions that have been posed that the government is weakening in any way in its adherence to that principle. It does not mean that every little breeze that blows in the cultural field is important enough to attract the attention of the administrative arm of the state. However, many items in the field of culture will attract the support of the organs of the state. I might also say that in spite of some of the controversy there may be in the public at large, the present Minister of Communications is well aware of his responsibilities in this matter, and I think he can be relied upon to discharge those responsibilities in a manner which is suitable.

Senator Frith: I guess one good speech deserves another.

Senator Davey: Honourable senators, I spoke favourably of the minister in my speech, and I accept both the comments made by the leader and the spirit in which they were made. However, if the government lets *Time* in the back door, it will make a mockery of what it has been saying.