

*Adjournment Debate*

well. He is the man who took two and a half years to release \$9 million of farmers' money to research and who will not consent to dual labelling in metric and Imperial on farm chemicals, despite the fact that the farmers want it. That is the friend of the farmers. He was supporting the Minister of Transport.

So we had an \$850,000 advertising program. As I said, it was dishonest advertising because the advertising in Quebec said one thing and it said the reverse in western Canada. The Minister is shaking his head because there was some suggestion that the people who translated the advertisement were in error. Well, I had the French advertisement translated by the official Translation Bureau of the House of Commons and it was there reverse of what was said in western Canada.

**Mr. Pepin:** It was a lousy translation, that is the truth.

**Mr. Neil:** I will let the Minister have the translation.

**Mr. Pepin:** Yes, please.

**Mr. Neil:** I have a smattering of French, and when he argued about it, I was able to compare the translation with the actual French, and I was satisfied that the translation from the Translation Bureau was correct.

The advertising campaign did not work, so then the Minister was being countered by the Saskatchewan Government and by the Saskatchewan Wheat Pool, and then Quebec M.P.s put on the pressure. He was being pressured, so then he changed his provision and brought in this Bill. He brought in this Bill, and the result is that he is now caught in the squeeze. There is no one that is really happy with him. He has some qualified support, but he has no unanimous support. He has placed himself in an impossible position and he says, "Either pass the Bill by June 30 or we will undoubtedly have to bring in closure".

We must be realistic, Mr. Speaker. When looking at this Bill, we must forget about all the money that has been promised to the East and we must forget about the small amount of money that has been promised to the West, and we must look at the bare bones of the Bill. We must ask ourselves what the issue is. It boils down to this: this Bill is simply a measure that will increase the cost of moving grain that the western producer will pay from one half cent a tonne mile to give times that by 1985-86, and possibly ten times that by 1990.

I suppose the question to be asked now is, should the historic rate be changed to make the producers pay more? There is no question and no argument by the National Farmers Union and the NDP but that the railroads are losing money for transporting grain. There is a question, of course, as to the amount of their loss. The figures of Snavely and the figures of the railways are in question, but there is consensus that the railways are losing money, and I think there is consensus that the railways' loss should be covered.

Now, the question is how should the loss of the railways be covered. I see, Mr. Speaker, that it is six o'clock.

• (1800)

## PROCEEDINGS ON ADJOURNMENT MOTION

[English]

CANADA POST CORPORATION—COMPETING WITH WEEKLY NEWSPAPERS FOR ADVERTISING REVENUE

**Mr. Jack Shields (Athabasca):** Mr. Speaker, this evening I should like to elaborate on a very serious matter that I have brought up in the House on two occasions.

The editor of a weekly community newspaper in my riding brought to my attention the fact that postmasters in northern Alberta and in northern Saskatchewan are now soliciting advertising from local businesses. This advertising is then printed in a flyer and given free distribution through the postal system.

Most of the small weekly newspapers, as I am sure all Hon. Members know, depend on local advertisers for their livelihood. These advertisers recognize the very real contribution that the weekly newspaper makes to the community. They also recognize that the newspaper, usually with the same editor, the same publisher and the same reporter, provides an information service to the community.

These community newspapers are now finding themselves under attack from a Crown corporation that has access to the Canadian taxpayer's dollar, as well as the revenues coming to it from the weekly newspapers themselves. These newspapers must use the post office for their wide distribution but the post office is their direct competition.

I cannot think of anything the Government has done through a Crown corporation that is more sinister or unfair than this. Weekly newspapers are run, on the whole, by very dedicated individuals who are committed to the community. In many cases these individuals put everything they have into the newspapers. It is said that these people have ink in their blood and that is why they become involved. They do not get involved to make millions of dollars. I submit they become involved because of real sense of commitment to the community, a real sense of commitment to getting the news to the people in the community. They are often subsidized by local businessmen who appreciate that they are doing a service to the community and who therefore advertise in the weekly newspaper.

The post office, a Crown corporation, has now directed every postmaster in the country to go after the same advertisers. It will create an advertising flyer. In effect it is saying "Advertise with us, it is cheaper. Advertise with us and get free distribution through the mail. Advertise with us and you will get more results." It is taking away the livelihood of the weekly newspaper.

I emphasize again, Mr. Speaker, there is nothing I can think of that is more sinister or unfair than that mighty Crown corporation, Canada Post, using revenue it receives when the community newspaper deposits its papers for delivery to go into competition with that newspaper, on the basis that the