

Supply—Trade and Commerce

find in Great Britain those products which can be brought into Canada and take the place of things we are now buying from non-commonwealth countries. That is what they are doing. They are not there to see what can be imported from the United Kingdom in direct competition with the Canadian manufacturing industry or Canadian producers.

Mr. Benidickson: What will they do if they find such an item?

Mr. Churchill: On the other hand, trade is competitive and I suppose there may be—there has been, of course—competition between United Kingdom manufacturers and producers and Canadian manufacturers and producers. But the prime purpose of the mission is not that and it is incorrect to attempt to place emphasis on that.

Let me give hon. members a view from the United Kingdom itself with regard to the mission. Some hon. members have made a little fun of statements I have made with regard to the Canadian trade mission in the United Kingdom. That is all right. It is good parliamentary practice. I have indulged in it myself and I may again because I like a little political infighting from time to time. But at the present moment I will just give this comment rather than any of my own. I have here an article which appeared in the *Globe and Mail* of December 6. It is a Canadian Press dispatch from London which summarizes articles in the *Manchester Guardian* and reads in part as follows:

The *Guardian*, in a leading editorial, says the mission's tour of British industrial centres, now in its second week, "has been approached by both sides with an enthusiasm and imagination that neither country, perhaps, really expected."

In past editorials, the newspaper expressed doubts as to the purpose and possible results of the mission, fearing that the Canadians were more interested in selling their own products than in buying British goods. It had also taken a pessimistic attitude towards Britain's ability to satisfy Canadian customers with prompt deliveries and adequate servicing. But the *Guardian* now says there never was much doubt that Canadians would be glad to buy British goods, "provided they knew that we had the goods they wanted at the right price and at the right time."

It urges British businessmen to follow up the Canadian visit by sending missions of similar calibre to Canada and to counter U.S. salesmanship with a more vigorous selling program of their own.

Now that, Mr. Chairman, is a more objective view of the purpose of the mission and the success it is achieving than I am able to give the house because I was there with the mission, and hope to return to it, and you may naturally think my views are a bit biased. The *Manchester Guardian*, which started out by being pessimistic with regard to the mission, has now changed its opinion and is

[Mr. Churchill.]

urging British businessmen to take a greater interest in Canada. When people ask me what are the results of this mission I think they may be seen there in the comments of the *Manchester Guardian*. We will have an increase in trade between the United Kingdom and Canada, and without any doubt I think we will see British trade missions coming over to this country to see what they can buy from us, to see what they can establish in this country in the way of branch industries and so on. They are being better informed with regard to the methods of operating in the Canadian market.

Some people have said that if you send a mission that indicates there has been a failure on the part of your commercial representatives abroad. I do not think the hon. member for Melville would agree with that because he drew our attention to missions in the past which were also successful. The purpose of this trade mission is to raise the thing a little above the level of ordinary commercial dealings, to stir up enthusiasm, build up morale and create greater interest. I think that will be the result of this trade mission, just as it was the result of the ones mentioned by the hon. member for Melville in the course of his speech.

I have endeavoured, Mr. Chairman, to deal with some of the major points that were mentioned this afternoon. I have not intentionally omitted comments on any other matters that were raised. If any member of the committee wants me to comment on some particular point, I am quite prepared to do so. I thought at this stage I would deal with these major matters that have been the subject of discussion during the course of our meeting this afternoon.

Mr. Quelch: I should like to ask the minister a question. He referred to the fact that selling wheat is the responsibility of the wheat board, and not so much his. He has referred also to the fact that other countries are subsidizing their wheat producers. I am wondering if the government is giving any consideration to supporting the price of wheat so that the Canadian farmer will not, in the future, have to compete with the treasuries of other nations, but will have the Canadian treasury behind him in the same way the wheat producers of other nations have the treasury behind them. In other words, is the government giving any consideration to meeting the request of the farm union that a deficiency payment be made on wheat for the crop year 1956-57?

Mr. Churchill: I have been giving a great deal of my time to these problems that affect the wheat grower. This question of a deficiency payment is one to which I have