

vent their dissemination. It is far better to have them brought out into the open unless they directly propose to change our system of government or our institutions by violent means. With that exception discussion cannot do any of us harm.

Mr. BENNETT: It is not discussion; it is the printed word.

Mr. DUNNING: Well, that is merely a difference in the form of expression of ideas, a difference in the form of recording them. I refuse to be alarmed by this bogey. With means of communication becoming easier from year to year, with the coming of the moving picture and the radio and various other means of intercommunication, I think it is futile for us so to exaggerate the bogey of magazine advertising as an influence upon our future national life as to think that we can do anything about it even by embargo and still less by the method of taxing it down to one-half its former volume. Regarding it as a means of revenue, as Minister of Finance I regret of course to let any tax go, and it is quite fair and proper to say that the revenue lost must be replaced. That is correct. My right hon. friend, I know, must have had this item in mind when he made his offer of a basis of negotiation on November 14, 1934. I am quite sure he knew that the United States government would ask for this concession, especially as in this instance our magazines go into the United States free. True, that does not help our magazine publishers very much because of the natural superiority of magazines published there with a much wider circulation and wider advertising fields to draw from. My right hon. friend knew that, and he was careful in his address not to say that he would not have granted the intermediate tariff. And the intermediate tariff would have put these magazines precisely where they are at the moment. The objection he made was to binding it for three years or for the life of the treaty. Well, we secured the binding of some commodities on the United States free list going in the other direction, commodities of very great importance to this dominion, among them newsprint, representing the second greatest export of Canada—it is second only to wheat.

Mr. BENNETT: We will discuss that when we come to it.

Mr. DUNNING: We secured a binding on the free list in connection with that commodity. I am not pretending for a moment that putting magazines on the free list does not create difficulties for our Canadian publishing indus-

try; of course it does. But I would point out that those strong characters who built up our present Canadian magazines built them up under a tariff the same as the one that exists to-day under this treaty; they expanded them very largely under the artificial stimulus mentioned by my right hon. friend, which has been in existence during the last five years.

Mr. BENNETT: Four.

Mr. DUNNING: Four years. They founded the magazines and developed them under a tariff exactly similar to that which is now going into effect. Some hon. members have asked what the government is likely to do with respect to the requests of magazine publishers, and I believe it was the hon. member for York South (Mr. Lawson) who intimated that he did not expect the Minister of Finance to make a statement in that regard on this occasion. Quite right. The government will give consideration to these requests as it gives consideration to all requests from any industry in Canada. The matter will be very carefully examined. I cannot at present indicate what the result will be, but I would point out in one last word, with respect to the dangers of this advertising, that if you take any Canadian magazine to-day and look at the advertising contained in it you will find in very many cases that the same commodity is advertised as is advertised in American magazines, with the exception that at the bottom there will appear particulars with respect to the manufacture of that article in Canada. That is quite proper and as it should be, but I do not see how one can be regarded as sinister and the other as quite innocent. The same commodity is advertised frequently in exactly the same way, with the difference as to where one must apply in order to obtain the particular article advertised. That is all I have to say. I commend the item to the consideration of the committee.

Mr. MACKENZIE KING: With regard to the tax on advertising, I would ask my right hon. friend whether as a matter of fact the tax on advertising in American magazines was not just one more protectionist device intended to limit competition rather than to promote the development of culture?

Mr. BENNETT: I am glad to answer that question, because my right hon. friend must have known that as regards those primarily concerned about the matter they were unfriendly to us; and if he is interested in anything I may say he will remember that as long ago as 1927 in the city of Winnipeg, speaking to the Kiwanis club, I pointed out the effect of unconscious influences in the