

*Non-Canadian Publications*

Canada. I think we should ask that this be achieved over a 24 to 36 month period.

We have discussed the need for Canadian editorial content, Canadian management, Canadian production facilities, Canadian payrolls, and the use of Canadian supplies. I think it would be a mistake to demand more than 30 per cent Canadian content. I do not think we have the talent to produce more than that and still maintain the broad popularity and the world perspective most Canadians want, at least the Canadian readers who support such magazines as *Time* and *Reader's Digest*.

I plead for a more positive approach in resolving this national debate and the dilemma which have now been going on for more than 15 years. I think we should try to resolve them with a program of incentives and not of disincentives and destructive moves such as are contained in Bill C-58.

**Some hon. Members:** Hear, hear!

**Mr. F. Oberle (Prince George-Peace River):** Mr. Speaker, one should express gratitude for being able to participate in an important debate such as this, but I personally have mixed feelings about the privilege of standing here to respond to a measure which I consider to be a threat to the orderly cultural evolution of our country.

I listened with great interest to the minister when he spoke in defence of this measure, the elimination of Section 19(2) of the Income Tax Act, and I heard him speak about the cultural integrity of our country. He compared the magazine industry with our transportation industry. He went as far as to compare the magazine industry with the National Hockey League. I wonder whether there will ever be a day when I will have to speak in this House in response to a measure which might recall our Canadian hockey players from the United States, or which might put a tariff on editorial comment which may come to Canada from other parts of the world or leave Canada for some other part of the world. That is about how ridiculous I consider the measure before us.

We want to protect and stimulate interest within the magazine industry in Canada, and the problem is that there is an obvious and deliberate attempt to censor not only magazines coming into Canada from other parts of the world but also to direct the content of the Canadian magazine industry within our country. This is a serious matter which is of concern to most of us. It is a deliberate attempt to direct cultural evolution within our country. I would like to know who is attempting to direct our cultural evolution. It certainly is a departure from the words I heard expressed by one of our learned colleagues, the President of the Treasury Board (Mr. Chrétien), who was here a few moments ago.

A couple of years ago I had the privilege to attend a dinner at the Chateau next door when we had asked a number of young Canadians under the Adventure in Citizenship program to come to the capital city. I was proud to be a member of parliament that night because the then secretary of state for external affairs told these young Canadians that he was not so concerned as some people about the lack of an identity for our country, but that he was concerned with the preservation of something we valued, a multicultural approach and the cultural mosaic

[Mr. Huntington.]

of which we are so proud, and of which the world is so envious.

This cultural mosaic allows us to pick the best from the world and from all the cultures of the citizens who live within our country, and to shape it. I do not see any attempt by the government to go to the newsstands and regulate and direct the cultural evolution when it comes to dirt magazines. They seem to have taken over. I wish the hon. member from Vancouver who spoke before me had expounded on how that industry has been allowed to evolve and take over the front shelves of the newsstands in the last while.

**Mr. Huntington:** I don't read them.

**Mr. Oberle:** My hon. colleague does not read them, and neither do I. Nor will I encourage my kids to do so. This is a matter of serious concern to many people in my constituency, and they have written to me about it. It is a matter of serious concern to many people in other parts of the country as well.

How is this cultural maturity, of which the minister speaks, to be achieved? Is it for example to be achieved in a similar way to the way we treat CBC? I think the reason why the minister is concerned about the financial welfare of the magazine industry in Canada is that he considers it to be in trouble. The magazine industry in Canada is in as much trouble as the CBC would be were it not for the taxpayers of Canada who support it. The reason is that neither the CBC nor the magazine industry responds to the contemporary mood and desires of citizens. The electronic and the print media are directed by a group of intellectual socialists, an elite group who believe it necessary to direct and advance the cultural evolution in the way they see fit. That is the reason why the magazine industry is in trouble, and that is the reason why it costs Canadians so much to support this monster called the CBC.

• (2110)

As you know, Madam Speaker, I grew up in another part of the world. I too am starved for the cultural milieu in which I grew up. I used to enjoy classical music, and still do. Nobody denies me the privilege of reading classical books. I too am starved for this cultural milieu that these people tell us is missing. But I travel around this country, Madam Speaker, and I feel the pulse and the desire of Canadians. They are not the same as I feel perhaps, or that the people I represent in this House feel, who live so far away from the great cultural centres of Toronto, Montreal or Vancouver. They live in the smaller centres of the country, but still are not as culturally starved as some people who live in the concrete jungles. That is because they can make contact with things that people in the great cities cannot—with nature. They know what it is to be out and challenge the elements, to be your own man. They have the pioneering spirit still, which is being stifled by this cultural evolution that is taking place. It is necessary to preserve that pioneering spirit if we are to continue to develop this country in the way it has been developed over the last hundred years.

I should like to know who is making the decision that there is going to be censure. The Minister of National