

[English]

Miss LaMarsh: There is a very considerable competition between the other means of communication and direct selling advertising in newspapers and periodicals, on radio, door to door, and all kinds of things. Nobody requires you to use this particular media if you want to get your selling message over, so I am sorry but I cannot agree with you.

[Translation]

Mr. Grégoire: Then do you not believe such a measure is indicated?

[English]

The Chairman: Gentlemen, I think the time for adjournment has arrived.

● (5:35 p.m.)

Mr. Stafford: Could I ask one more question on that press release?

The Chairman: No, I think we should adjourn for today and on Thursday we

should proceed with a clause-by-clause study of the Bill in the hope that they are passed or amended as we go along. We will ask the Minister and her officials to return at 9.30 o'clock on Thursday, please.

Mr. Jamieson: Mr. Chairman, what is the present status of the Radio Act?

The Chairman: The suggestion has been made that the Minister will not be available next Tuesday so we will ask her to kindly arrange for the experts on the Radio Act to be here on Tuesday morning so that we might then dispose of those sections of the Bill. Is that agreeable?

Some hon. Members: Agreed.

Mr. Macaluso: My question has been answered.

The Chairman: The meeting is adjourned.

[English] ... a very interesting proposition, Mr. Grégoire, because you go and raise money and are now concerned about spending it and the rates at which you will have to spend it. I am not prepared to suggest that we should have a regulatory body which will force these rates down in any way in which you wish to buy time. ... Mr. Grégoire, I am not thinking of lowering the rates. I am speaking of those television stations which have no other competition than that which the federal government allows in my opinion. These should be forced when they wish to raise their rates to submit a request to an administrative body ...

[English] ... in my commodity we have all kinds of television that comes in from Toronto, Hamilton and two or three American stations but we have no television here and all of our very healthy businessmen compete against one another by advertising in the newspapers. ... Mr. Grégoire: That may be true, Mr. Chairman, when speaking of the cities of Toronto and Montreal, which are situated quite close to the American border. However ...