

competition usually serves to improve service and quality and has always been an excellent incentive.

There is another very interesting thought and much to the point.

In another letter coming, this time, from Amos, I read the following comment:

Really, I deplore this gesture on the part of our governments, because this magazine is very well written, in a clean language. Why would we deprive ourselves of good reading suitable to all ages? Does the government prefer dirty magazines filled with photos of the same quality, which make us feel ashamed only by looking at them on newsstands.

Now, this person from Amos is concerned because of the possible disappearance of a magazine like *Reader's Digest* which features articles that can be put in the hands of almost any member of the family, while other Canadian magazines which make us ashamed just by looking at them on the newsstands are allowed to be published. The disappearance of an honest and well written magazine worries those people.

In another letter coming from a Mont-Brun resident, I find another version, another interesting viewpoint:

Here is what I think. *Reader's Digest* is perhaps the only magazine giving almost complete information on sensible issues. Its articles are not solely devoted to murder, rape, violence, sex, etc., and many other wrong food for the mind. As far as we are concerned, we have been receiving the magazine for 22 years. The children read it and we are not worried about leaving that publication in their hands. I know the time spent reading it is not lost.

Mr. Speaker, that is the general tone of the letters I received from my constituents in favour of the continued existence of *Reader's Digest* and against Bill C-58. Indeed, it is an interesting publication that can be read by all members of the family. In many families, the young people find interesting articles and material that help them in their studies. As we know, many of them cannot afford more expensive books. Mr. Speaker, this again is something we must preserve because this publication is useful to both Canadian families and students.

A number of the letters I have received mention that the articles in this publication are so interesting that current issues of *Reader's Digest* are kept for reference, along with past issues which may date back many years.

Well, Mr. Speaker, not only because of the adverse reaction I have received from my constituents, but also for personal reasons, I am against Bill C-58 which I feel would not benefit Canadian publications in any way, but would only serve to jeopardize the cases of a couple of publications which have received, as has been fully demonstrated, the seal of approval from their Canadian readership.

With regard to the figures which have been quoted, I think that we must keep in mind what they mean in terms of the Canadian economy. Let us consider what the contribution of a publication such *Reader's Digest* is. An annual turnover of \$30 million—in Canada, not the United States—90 cents out of every revenue dollar being spent in Canada, with a capital investment of \$8 million. Land: \$557,000; buildings: \$2,729,000; and over \$4.5 million in machinery and equipment.

We know also that nearly 500 employees in Canada are working at publishing *Reader's Digest*. That magazine patronizes mostly Canadian suppliers, even if some ma-

#### Non-Canadian Publications

terials or services could be imported from elsewhere more cheaply.

Such an input in the Canadian economy is therefore significant. Perhaps we could find in Canada, if we took trouble to analyse the financial assets of every magazine, some Canadian corporations which are more foreign than *Reader's Digest* is.

As for the contribution to Canadian culture, first of all, the choice, editing or writing of the full content of every issue is done in Canada, whether in English or French. Second, about 80 writers, artists and graphists are working at the preparation of magazines and books published by *Reader's Digest*. We know that *Reader's Digest* does not produce only a monthly magazine, it markets and has marketed a variety of quite interesting, quite instructive and quite well prepared books. And those 80 writers, artists and graphists put out those magazines and books.

Furthermore, 80-odd free-lance writers work for *Reader's Digest* and some 140 Canadian authors saw their articles published in Canadian magazines since 1960 and for some it was the first time a magazine published their work. That too is important.

Mr. Speaker, we know that articles written in Canada by Canadian authors were published in *Reader's Digest* magazines in other countries of the world, and that allowed articles of Canadian origin to be translated into 13 languages and be exported, if I may put it that way, all over the world.

For Canadian authors that too is very significant indeed. So, I think that wanting to deprive Canadian readers, wanting to deprive Canadian authors and workers of a very lucrative source of income, and an equally very eloquent means of expression, goes against the whole Canadian interest.

In conclusion, Mr. Speaker, I must say that *Reader's Digest*—the one I know best of the two magazines involved in that legislation—is very well presented. Again I repeat that it may be put into the hands of all members of the family. With respect to other Canadian publications, I perused a few of them to realize that in a magazine containing barely some twenty pages I found at least 15 pictures of 40-ouncers alongside a glass with ice praising the merits of alcohol coming from English distilleries or imported wines from France, Italy or elsewhere.

Mr. Speaker, considering the quality of a magazine like that I think one must oppose Bill C-58, and allow magazines which proved themselves to continue to exist and serve the Canadian reader.

● (1550)

[English]

**Mrs. Simma Holt (Vancouver-Kingsway):** Mr. Speaker, I was in this House the day the Secretary of State (Mr. Faulkner) brought in this bill to rescind section 19(2) of the Income Tax Act. Unfortunately, obligations of extreme urgency in Vancouver prevented me from being here to speak earlier. I feel very strongly about the publishing business in Canada since I am a writer and have been involved in it throughout my whole career.

It is a comparatively small industry. It is not strong, except for the newspapers, Maclean-Hunter, publisher of