

form which is hardly acceptable. I hesitate to suggest that he ought to rephrase the question. Perhaps it might be better to allow the minister to reply.

Hon. Otto E. Lang (Minister of Manpower and Immigration): Mr. Speaker, I will try to indicate to the right hon. member what I believe I said in answer—

Mr. Diefenbaker: I want what the minister said, not what he believes he said.

Mr. Speaker: Order, please. I did not think that the minister would reply in those terms. We have tried to follow the general rule that no question should be asked directly of ministers about statements made outside the House. That is why I thought that the question should be asked directly and not in reference to what the minister might have said outside the House. Perhaps the minister could reply in those terms.

Mr. Diefenbaker: Mr. Speaker, the minister will understand what I have in mind. According to the records that he has and the prognostications and prophecies that have been developed in his department, does he expect there to be a material increase in unemployment during the next two or three months?

Mr. Lang: Mr. Speaker, the efforts which the government has taken on the fiscal and monetary side are expected to have an impact in favour of a better unemployment picture than would otherwise have been the case.

Some hon. Members: Better unemployment?

Mr. Lang: Of course, one normally expects slightly higher unemployment as the winter deepens. This is, therefore, a factor against which the effective policies of the government are working.

Some hon. Members: Oh, oh!

Mr. Diefenbaker: There will be increased unemployment; that is what the minister is saying.

Mr. Stanfield: We ought to export that minister to the Common Market.

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COMMUNICATIONS

REPORT ON MASS MEDIA—CORPORATION PROFITS AND CONCENTRATION OF POWER—GOVERNMENT ACTION

Mr. T. C. Douglas (Nanaimo-Cowichan-The Islands): Mr. Speaker, may I direct a question to the Prime Minister which arises out of the report of the Special Senate Committee on the Mass Media. In view of the findings of the committee that the profits earned by media corporations, that is, by both broadcasters and publishers, are, in their words, extraordinary and astonishing, and in view of the evidence of the growing concentration of power in the hands of fewer and fewer of these media corporations, what action does the government propose to take? Is the government studying the matter? Is any particular

23568—53

Inquiries of the Ministry

minister or department of the government looking into this matter? Also, will the Prime Minister or one of his ministers fairly soon give the House some indication of what course the government intends to follow?

Right Hon. P. E. Trudeau (Prime Minister): Mr. Speaker, we have not yet considered the report in cabinet. When we have considered it, we will announce the government's course to the House.

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FINANCE

LIMITATION OF AMOUNT OF ADVERTISING DEDUCTIBLE FOR INCOME TAX PURPOSES

Mr. T. C. Douglas (Nanaimo-Cowichan-The Islands): Mr. Speaker, may I direct a question to the Minister of Finance. In view of the very large mass media advertising revenues, which have doubled since 1960 and are expected to increase by another 25 per cent by 1975, is the minister giving any consideration to the possibility of limiting the amount of advertising which can be used as a deductible item for income tax purposes?

Hon. E. J. Benson (Minister of Finance): Not at this point, Mr. Speaker.

TAX CONCESSIONS TO "TIME" AND "READER'S DIGEST"

Mr. Lorne Nystrom (Yorkton-Melville): Mr. Speaker, may I direct a supplementary question to the Minister of Finance. Since the House of Commons Standing Committee on External Affairs, the Senate Committee on the Mass Media and the Liberal convention have all recommended the discontinuance of the special tax exemptions for *Time* and *Reader's Digest*, will the minister now act upon that advice and end these special exemptions?

Mr. Speaker: Order, please. It seems to me that the question is a repetition of one asked previously. I may be wrong. Perhaps the minister might reply to the question.

Hon. E. J. Benson (Minister of Finance): Mr. Speaker, if there are to be any changes in taxation, they will be announced in the House in the usual manner.

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IMMIGRATION

QUEBEC LEGISLATION ON INTEGRATION INTO FRENCH-SPEAKING CULTURE—CONSULTATIONS WITH FEDERAL GOVERNMENT

Mr. Steven E. Paproski (Edmonton Centre): Mr. Speaker, I wish to direct a question to the Minister of Manpower and Immigration. In view of the new legislation presented to the National Assembly of Quebec regarding the integration of immigrants into the French-speaking culture, can the minister say what consultations were held between the two levels of government on this matter?