

**Mr. Crouse:** Let the minister come to South Shore and tell my constituents that this is nonsense. Then he would get his answers from those people. This is not nonsense, this is truth, and the minister cannot face up to the truth.

These are the serious questions that I pose to the minister tonight. The likely outcome of what is proposed in this bill is that *Time* and *Reader's Digest* will, for all practical purposes, be legislated out of this country. By the use of economic levers Canadians will have been deprived of two means of freedom of choice in their reading material. In my opinion it will be most unfortunate and I agree with some of the Liberal members who have already spoken on this bill, Liberal members whom the minister would wish out of this House. Nevertheless, it is on this type of Liberal member that the future of Canada depends because they alone are the ones who can defeat the government, the worse one we have ever had. By the use of economic levers Canadians will have been deprived of these two periodicals which they thoroughly enjoy.

In my opinion it will be very unfortunate if the bill is approved by the House for, if it goes through the House, a further step will have been taken along the road of repressive action without in any way guaranteeing to Canadians a Canadian magazine industry with a strong economic viability. In my opinion the Canadian government's only concern should be that publications be willing to print and circulate their material from within Canada in order to enjoy the tax benefits under Canadian law. For all these reasons I hope the government will reconsider its actions, and I sincerely hope it will withdraw this bill.

● (2140)

**Miss Flora MacDonald (Kingston and the Islands):** Mr. Speaker, perhaps by now I should be accustomed to the failure of the government to respond to the temper of the times with legislation which reflects the current mood of the Canadian people. But even recognizing the collectivity opposite as a government of missed opportunities, both for itself and for Canada, I still marvel at the inadequacy of Bill C-58.

Given the chance to expect support from those of us who stand for a strong and positive Canadian nationalism, the government comes forward with a bill which is haphazard and incomplete. Given the opportunity to introduce measures which would provide solid underpinnings for the Canadian periodical publishing industry, the government opts for gestures, the effects of which we cannot even be sure will not ultimately be detrimental to this area of Canadian publishing.

There is no doubt that the direction in which the government intends this proposed legislation to take us is the right one and, in so far as that intent can be realized through the measures set out in Bill C-58, I personally feel that the government is to be commended. But there is considerable doubt as to whether the measures in the bill would create the conditions in which a Canadian magazine industry could flourish. Indeed the bill raises questions, among other things, about its implications for one of the fundamental institutions of a free society, freedom of the press. Its inadequately articulated reference to substantially Canadian content raises questions about the economic viability of any new Canadian enterprise which

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tries to enter the publishing field, and it raises a number of other questions which I will deal with in a moment.

But first I should like to make it clear that my concern about this bill arises not only out of my support of a positive Canadian nationalism. It arises as well out of my profound feeling that we have an opportunity today to forge new legislative instruments which will be as potent in welding this country together today as the CPR and the CBC were in meeting the demands of our peculiar geography in their day. At different periods in our history, Conservative governments of the times, imbued with vision and foresight, created the CPR and the CBC—two vastly different institutions with strangely similar objectives—to unite the various regions of this country.

Today national unity is once again a major concern of the Canadian people, national unity in the cultural sense as well as in the political and economic fields. Such a time is not the moment for half way measures such as Bill C-58 represents. It is instead a time for positive measures which will merit strong support from those of us concerned with Canadian nationalism, rather than acquiescence to that which must be accepted simply because it is better than nothing.

The history of the Canadian magazine industry is indeed a sad one. Of the 542 consumer magazines in existence since 1920, less than 200 presently survive. Commissions created by both Liberal and Conservative governments over the past 15 years have well documented the inability, from a business point of view, of Canadian enterprises to compete with foreign periodicals dumped on to the Canadian market.

It is certainly not for want of trying. Canadians started 250 new magazines in the 1960's, and less than half of them survived. There is a dearth of management talent in the Canadian periodical industry, but this is certainly not the main cause of the problems of the industry. Young, interested, and talented managerial personnel cannot be attracted to an industry which is barely able to survive. The terms of competition must be changed to give potential publishers in Canada a fair chance of turning a profit while fulfilling the needs of the country.

I fully concur with my colleague, the hon. member for Fundy-Royal (Mr. Fairweather), that the government is without a publications policy.

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

**Miss MacDonald (Kingston and the Islands):** The hon. member has outlined much more far reaching proposals which cover distribution, postal rates, management training and a capital fund. I support my colleague's global plan for revitalising an essential industry which is the lifeblood of an independent and prosperous country.

Let us make no mistake about how vital the magazine industry is to our country. In a country as large as Canada newspapers can never be truly national in scope. Magazines can, and one needs only to look at other federal countries like Germany and Italy to see the vital role of national unification played by magazines.

I would like to return to the inadequacies of the policies of the government. The minister should not only assist the development of managerial talent in the publishing indus-