

a short time ago, such as "Canada is coming through." Do they remember that? To my hon. friend, the Scotch gentleman, I would say:

O wad some power the giftie gie us
To see oursels as ithers see us!

Mr. McMILLAN (Huron): If when the Hon. Mr. Low was administering the affairs of his department he placed an advertisement like this before the country at the public expense—

Mr. CHAPLIN: That is what he did:

Mr. McMILLAN (Huron): —I would denounce it at once, and I would ask my hon. friend to produce the proof. I speak subject to correction when I say that I never noticed any such advertising placed before the country under a Liberal administration. When hon. members opposite stand up and make a charge such as that, they should at least provide the evidence.

Mr. VALLANCE: I should like to ask the minister a question: At the beginning of the session I asked for a return indicating the papers and all periodicals and publications which carried this advertisement. I received from the department a certain list of newspapers, periodicals and magazines. I have seen these advertisements in papers that were not in the list that was given to me by the minister. I would ask the minister if he can tell me now what the publication of this creed cost Canada in dollars and cents, because I have been asked that question by a good many people.

Mr. STEVENS: It is not included in this item, but I had the answer the other night. It was \$7,000, if I recall rightly.

Mr. VALLANCE: That was the cost of all the advertising?

Mr. STEVENS: What does my hon. friend refer to?

Mr. VALLANCE: What did this creed cost?

Mr. STEVENS: I have already told my hon. friend, \$7,000, and the other series cost, if I remember correctly, \$92,000 or \$93,000.

Mr. VALLANCE: I wish to join with the member for West Edmonton in objecting to the public moneys of Canada being spent in this way. I think that where Canada needs to spend her money to-day, so far as the primary producers are concerned, is not in Canada but outside, and so long as the primary producers of Canada have no more purchasing power than they have to-day it is futile to spend money in advertising Canadian made

goods. I would also like to associate myself with the hon. member for Weyburn, and say that every dollar you spend in advertising Canadian made goods, much as you may believe in that policy, makes it just that much harder for the farmer in this country who grows wheat to find a market for it in the world outside. One reason we are not able to sell wheat to-day is that we are not purchasing from other countries goods that we could more economically buy from them than manufacture here at home. The consequence is that they are not able in return to buy our exportable surplus of farm products.

Mr. STEVENS: My hon. friend surely does not seriously advance that argument, because this year we have sold nearly 40 per cent more wheat than we did last year.

Mr. VALLANCE: The minister says that we exported 40 per cent more wheat this year than last, but did we bring into the country 40 per cent more value for that wheat? It is values that we are dealing in.

An hon. MEMBER: That is childish.

Mr. VALLANCE: If that is childish, I wish to talk in a childlike way. The minister says that he sold 40 per cent more wheat.

Mr. STEVENS: I did not say that I did—Canada did.

Mr. VALLANCE: Canada, the minister tells us, sold 40 per cent more wheat this year than last. Did Canada in return receive 40 per cent more purchasing power?

Mr. STEVENS: There is a general drop in the price of commodities the world over, as my hon. friend knows perfectly well.

Mr. VALLANCE: I wish to repeat, Mr. Chairman, that I object to this item going through.

Mr. MACKENZIE KING: There is just one other reference that I wish to make to this creed, so that there may be no misunderstanding as to its meaning. I remember that last session my right hon. friend was asked just what was meant by a producer, and he replied:

I regarded the manufacturer as a producer; I used the term as a synonym.

That remark will be found in the revised Hansard of last session, September 19, 1930, page 485. If we keep that in mind in connection with my hon. friend's creed, the pledge at the end will read, "To her products I pledge my patronage, and to the cause of her manufacturers I pledge my devotion." So at last we have the true meaning of the creed.