

Non-Canadian Publications

different. A government subsidy, fine; a *Digest* subsidy, never.

Some ridiculous and restrictive legislation has been introduced by this government and I feel that this bill is a classic example of the type of legislation that is drafted from time to time in a blundering, unthinking fashion. Mr. Speaker, I am having this bill framed, to hang it in my office as an example of how this government serves Canadians, especially our senior citizens.

Has the Secretary of State really addressed himself to the effect that this bill will have on other magazines—magazines such as *MD of Canada*? What does this bill impose upon that and other professional magazines? Let us just deal with *MD of Canada*. This is a controlled-circulation magazine without an assured subscription revenue. Paid circulation magazines might have the alternative of sending non-Canadian editions into Canada for sale to readers. *MD of Canada* does not have that choice, yet it is affected by this bill. Its only source of revenue is advertising. If *MD of Canada*, which is an important medical publication that has been sent to physicians in this country for more than 15 years, ceases to publish in Canada as a result of Bill C-58, the MD concept behind this magazine, the purpose and thrust of it, will be lost and will not be replaced. I say that the Secretary of State has not addressed himself to this concern, Mr. Speaker. He probably has never heard of the magazine.

MD of Canada is not a Canadian edition of a parent magazine; it is neither a split-run edition nor the result of overflow circulation of a parent magazine. It is a fully integrated Canadian medical publication whose editorial content is based upon the MD concept. *MD of Canada* has always purchased all of its mechanical production from Canadian suppliers, typesetting, printing and labelling, mailing—more revenues for the Post Office—and yet what concern, what mention has been made of it by the Secretary of State and those who would support Bill C-58?

By definition, *MD of Canada* is a magazine of medical culture and of cultural medicine. It carries a completely Canadian medical news section. It prepares original features which, when researched, appear along with Canadian medical news in MD, the medical news magazine in the U.S.A., *MD en Espanol* and *MD Pacific*. This magazine reworks editorial material prepared internationally before it appears in *MD of Canada*. It publishes an English edition and a combined English-French edition at no subscription fee; the advertisers pay for this fine magazine.

Physician readers identify strongly with *MD of Canada* for a variety of reasons, not the least of which is the fact that the magazine is researched, written and edited for them. Another reason is that *MD of Canada* is always responsive to the requests of its readers. Thousands of reprints of essays which have appeared in the magazine have been distributed to physicians who requested them, free of charge, yet the Secretary of State would have the magazine expunged from the Canadian market.

The contents of *MD of Canada* are not the same as any other edition of MD, the U.S. edition, the Latin American edition or the edition for the Far East. There is no simultaneous publication of contents in any of the four magazines; all items published in this magazine are especially scheduled and edited for that edition. The magazine plays

[Mr. Brisco.]

an important role by serving a numerically small but professional, highly dedicated and important segment of the population and responds to the full range of physicians' interests. Surely it should have imposed upon it this silly, indeed this ridiculous, little bill, C-58.

In the busy, nay, hectic life of a member of parliament, I find that one of my few moments of rest and repose is on the occasion when nature makes certain normal demands upon the nether regions of the digestive tract. It is at those times that I digest the *Digest* and pause and reflect upon the multitudinous follies of the Secretary of State. Surely this government is not—indeed it must not—denying me and the Minister of National Revenue (Mr. Basford) and thousands like us the former condition while aggravating the latter. Mr. Speaker, I unequivocally reject the bill and the premise of the bill.

[Translation]

Mr. Gérard Laprise (Abitibi): Mr. Speaker, I wish to have the floor on Bill C-58 because, in my opinion, it is a bill that could have very serious implications for Canadian publications, if passed unchanged.

The bill attacks a magazine that I have been reading for numerous years. I know little about *Time* but I am very familiar with *Reader's Digest*. I feel it is a magazine that is within everyone's reach and that meets very well the requirements of readers, be they English or French Canadians.

● (1540)

Where the Secretary of State (Mr. Faulkner) announced his intention to amend section 19 of the Income Tax Act, I thought it would be a good thing to seek the opinion of my constituents to know what they thought of the bill and the possibility of having *Reader's Digest* cease publishing, because I knew that it was being read by a great many persons.

As a result, I received several replies to the letters that I had sent out. Several of my constituents read the magazine, and 36 per cent replied that they were in favour of it, and consequently against Bill C-58. Only one letter was in favour of Bill C-58, and I realized that the person concerned was ill-informed, since she believed that *Reader's Digest* did not pay any taxes to the Canadian Government or that of Quebec. This is completely false, *Reader's Digest* and *Time* or any other magazine must pay their taxes.

Mr. Speaker, among the letters which I received, I would like to quote a few to the House. The first comes from La Reine, Abitibi:

Having read the documents which you sent me, I feel that we must keep our magazine even if we have to pay something.

I have based my opinion on three points:

Contribution of *Reader's Digest* to the Canadian economy.

Number of jobs created by the magazine.

And finally *Reader's Digest* has served to unite the Canadian people.

I feel, Mr. Speaker, that those are very important facts which sum up quite well the word of *Reader's Digest*.

From another letter from La Sarre, I quote:

Needless to say that like most French Canadians, I presume, I would be very unhappy to witness the demise of this monthly magazine of high literary, cultural and moral quality. I just cannot believe there are no other means to favour Canadian publications. In any trade,