

about labelling. We would appreciate an answer as soon as possible.

**Mr. Ouellet:** Mr. Speaker, I signed the answer to the question today, and I expect the hon. member will have it by Wednesday.

**Mr. Speaker:** Orders of the day.

## GOVERNMENT ORDERS

[English]

### INCOME TAX ACT

#### REMOVAL OF PROVISION ALLOWING DEDUCTION OF EXPENSES FOR ADVERTISING IN NON-CANADIAN PERIODICALS

The House resumed, from Tuesday, May 20, consideration of the motion of Mr. Sharp (for the Minister of Finance) that Bill C-58, to amend the Income Tax Act, be read the second time and referred to the Standing Committee on Broadcasting, Films and Assistance to the Arts.

**Mr. Heath Macquarrie (Hillsborough):** Mr. Speaker, I am happy to be taking part in this debate, for a number of reasons. One is that despite what certain newspapermen say, I have very high regard for the minister who is sponsoring the bill. That is not just because a while ago he graciously received from me a Kronberg T-shirt to mark the wonderful concert that is coming to Ottawa tomorrow, but because I think he is a well intentioned, thoughtful and, in the good sense of the word with a small "l", liberal person.

I am also pleased to be involved because I have always been a very ardent nationalist. My party, the oldest in Canada, in my opinion has always been at its best when espousing and acting upon nationalist causes. My great heroes in Canadian history are the great nationalists—people like Sir John A. Macdonald, who insisted that we be not a colony but a country; Sir Robert Borden, who insisted that we not only move on to the international scene as a full-fledged nation but that we take our responsibilities fully and proudly in the world community. He was unlike those who wanted to isolate themselves from the world and from other international organizations. He was the man who in 1916 thought that governors general of this country should be Canadian citizens. He was thought to be hopelessly ahead of his time, yet it has certainly been the case that the finest and greatest incumbents of that office have been men born in this country.

I think we are looking at ways to expand our Canadianism and buttress our nationalism in a very important aspect of life, namely, in publications, in the media. The communication of ideas and thoughts, of course, is the essence of any civilized society or co-ordinated community. I have always been disposed toward those organizations which help extend Canada's intellectual independence. Even with its thousands of faults, I like the CBC and when I am outside the country I miss it. I can even live with its great Toronto empire and all the emperors

### Non-Canadian Publications

and praetorian guard that it has built into its headquarters. They are probably better paid than even Roman emperors paid their praetorian guards.

I think we have done more great things in this country through such organizations as the Canada Council which has allowed Canadians of talent and ideas to be heard more clearly and read more widely by their fellow citizens. I might even say—despite my youthful appearance—that I remember such bodies as the humanities research council and the social science research council which did great things before the Canada Council began to pick up that major responsibility and important challenge.

This has always been a problem in Canada. It is as trite as it is truthful to say that Canada has been troubled about its identity. In problems social, in problems economic we obviously, because of our location, have had to be preoccupied with the assertion of our economic individuality, our political integrity and our cultural identity. Sometimes in the past it has been a grim, crude struggle for survival; in the later stages it has been a push for identity. In crude geo-political terms, I suppose we would not want to admit that at times our country existed at the sufferance of the United States. That phase, barring a nuclear conflict, which of course would make all those considerations academic or non-existent, is now past.

I think we have reached the stage where we need no longer worry about the bare fact of our cultural survival. We are here. The Dominion of Canada is. Canadians are. At this time, in 1975, we can assess our cultural and spiritual values with more realism, less frenzy, more careful thought and less blowing of uncertain trumpets.

The question of what to do about or with *Time* and *Reader's Digest* is not new. It was very much in the public domain before I entered this chamber 18 years ago. We have had many briefs, investigations in depth and at length, numerous recommendations, as well as abortive efforts to legislate curative measures.

I know it has been said that Bill C-58 is really not a *Time* and *Reader's Digest* bill. I suppose, strictly speaking, we must accept that. The major thrust of my remarks will deal with a publication which is neither *Time* nor *Reader's Digest* but which is gravely affected by this bill. In the public mind, however, this bill is about *Time* and *Reader's Digest*. Each of us knows, of course, that if it were not for those two compendia of the printed word in Canada, there would be no Bill C-58 before the House of Commons.

I think in the main the debate has been a serious and helpful discussion of a complex and difficult matter. It is difficult because it requires us to do more than look at the formal phrasing of the statute and, heaven knows, I cannot think of anything less interesting than legal language, if I may call it that.

● (1520)

Before we consider the clauses of the Bill we must assess and evaluate the social goals for the advance of which this bill is a mere vehicle. Debate on this measure has attained the level of the philosophical, as is proper. Recalling the adage that all comparisons are odious, I shall be careful in selecting my words. I read the minister's speech carefully. It contains thoughtful utterances and evidence of positive thinking. Some of its aspects