

*Adjournment Debate*

find that the report has been received well before that date every year for the past five years. I did not go back any further.

It is a very full report. In 1972, for example, the report consisted of 13 full pages. I think it is very informative regarding exactly what has transpired under the act in each of the years under review, and it is regrettable that the report is not before the House as we consider the amendments before us. I urge that the acting minister contact the department to see whether it could be tabled tomorrow in order that, as the debate continues, we could have the advantage of it.

In dealing with the 1972 report, to show the impact of this act I think it is relevant to point out that the report gives a statistical summary of the export permits processed during 1972. In that year, applications received for export permits totalled 10,633. In the same year, the officials issued 10,024 export permits. They refused 431 applications and cancelled 81 export permits. Also they handled 2,321 import applications, and 2,287 import permits were issued. There were 315 applications refused and six import permits cancelled. There were 528 import certificates issued in 1972.

I mention those figures to indicate that this legislation is relatively important; and I suggest that if the amendment contemplated to Bill C-4 is passed by the House, the legislation could well become much more important than it has been in the past. In fact, when I hear that the NDP are almost enthusiastically in support of this legislation, I wonder if it should be reviewed.

**Mr. Knowles (Winnipeg North Centre):** That was said by the hon. member for Trinity.

**Mr. Stevens:** I wonder if there is something in the legislation that I have not noticed, although I feel that it would have far reaching effects if applied to the export of various resources from Canada.

**Mr. Speaker:** Order, please.

## PROCEEDINGS ON ADJOURNMENT MOTION

A motion to adjourn the House under Standing Order 40 deemed to have been moved.

[*English*]

### PUBLISHING—INTENTION OF HOUGHTON-MIFFLIN TO EXPAND INTO CANADA—GOVERNMENT POSITION

**Mr. Doug Rowland (Selkirk):** Mr. Speaker, on April 15, as reported on page 1420 of *Hansard*, I asked a question of the Secretary of State (Mr. Faulkner) designed to elicit his response to the announced intention of the American publishing house of Houghton-Mifflin Incorporated to locate a branch plant in Canada. The question was motivated by the very clear evidence that the Canadian publishing industry, for a variety of reasons, is in imminent

[Mr. Stevens.]

danger of collapse and that foreign intrusion into the Canadian market will hasten that collapse.

It is odd that on the day when this House has given second reading to a bill designed to protect Canadian football we should be discussing the future of the Canadian book publishing industry, without any stated governmental guideline beyond the minister's professed belief that "a substantial portion" of the industry should remain in Canadian hands. That is a statement which he admits is subjective in the extreme and which cries out for definition, a definition which is not forthcoming.

Without in any way suggesting that the continued existence of the Canadian Football League and the annual Grey Cup spectacle is unimportant or that they are not an expression of Canadian culture, I venture to state that the continued existence of an independent Canadian book publishing industry might be of at least equal importance, and that the incursion of Houghton-Mifflin into the Canadian market constitutes a danger to the independent Canadian book publisher equivalent to the danger presented by the World Football League to the CFL, and that action of equal vigour is required.

● (2200)

The final report of the Ontario royal commission on book publishing outlines clearly on page 51 the way in which Canadian owned publishing houses have been damaged by the establishing of subsidiary companies in Canada. I quote:

Most non-Canadian publishing houses are branch plants of long-established British or American houses that first sold their books here through Canadian publisher-agents. We have been reminded frequently that representation of foreign principals has always been an important prop to the creative side of our country's publishing industry; we have also been told that such agencies face many problems. We have come to think that one of these must be that if a Canadian publisher agent does not succeed in selling his principal's books he may lose the agency, but if he sells them too successfully he may lose the line anyway, when his principal decides to open up here on his own. After all, the foreign publisher says, my books are being purchased by bookstores, schools and libraries across Canada. Why should they be promoted and billed in the name of another publisher, perhaps halfheartedly (he may suppose) alongside a number of lines other than my own? It's hard enough to earn a single profit in book publishing; it is even harder to earn two profits—one for an agent and one for a principal. And if original publishing is what is wanted in Canada, he rationalizes, all the more reason for me to open up there so that I can do my share of it.

The commission outlined the advantages that each subsidiary company possessed in its competition for the Canadian market. I again quote:

—the momentum of the backlist of its own parent company; the fact that it enjoys "a cost advantage" . . . as overwhelming as the economics of this advantage are easily explained, "the international momentum of information and promotion (which) favours imported books," and "the size and sophistication of its sales organization".

The extent of the problem is even clearer when one looks at the Ernst and Ernst reports finding that 65 per cent of the books sold in Canada were foreign publications and a further 10 per cent were adaptations of foreign publications. Small wonder then that the Independent Publishers Association on March 21 wrote to the minister in the following vein:

"It has just come to the attention of this Association that a new subsidiary American publishing company is in the process of establish-