

HOUSE OF COMMONS

Wednesday, February 23, 1966

The house met at 2.30 p.m.

THE ROYAL ASSENT

Mr. Speaker: I have the honour to inform the house that I have received the following communication:

Ottawa, February 23, 1966

Sir:

I have the honour to inform you that the Honourable Robert Taschereau, P.C., Chief Justice of Canada, acting as Deputy of His Excellency the Governor General, will proceed to the Senate chamber today, February 23, at 5.45 p.m., for the purpose of giving royal assent to certain bills.

I have the honour to be,

sir

Your obedient servant,

A. G. Cherrier

Assistant Secretary to the Governor General

SHIPBUILDING

BRITISH COLUMBIA—TABLING OF CORRESPONDENCE RESPECTING SUBSIDIES

Right Hon. L. B. Pearson (Prime Minister): Mr. Speaker, the hon. member for Comox-Alberni (Mr. Barnett) asked me the other day to table my correspondence with the premier of British Columbia concerning the shipbuilding subsidies program, and I am very glad to do this now.

PRIVILEGE

MISS LAMARSH—REPORTED STATEMENT RESPECTING CENTENNIAL ADVERTISING CONTRACTS

Hon. Judy V. LaMarsh (Secretary of State): Mr. Speaker, I rise on a question of personal privilege related to certain remarks reported to have been made in Toronto yesterday by one Jerry Goodis, president of the Toronto advertising firm of Goodis, Goldberg, Soren Limited.

As reported in the business section of this morning's *Globe and Mail*—

Mr. Speaker: Order, please. I regret to interrupt the minister. Notice was given to the Chair within a few minutes of two o'clock or around two o'clock that this question of privilege might be raised by the minister. However, as far as I know, no written notice was given as required by the rules, and I

suggest in the circumstances that the minister cannot raise a question of privilege unless the house desires to allow the minister to make a statement.

Some hon. Members: Agreed.

Mr. Speaker: Agreed.

Miss LaMarsh: I thank the house for its indulgence, Mr. Speaker.

As reported in the business section of this morning's *Globe and Mail*, Mr. Goodis has publicly accused me of what he calls partisan pork-barrelling in the allotment of what he refers to—

An hon. Member: What's wrong with that?

Miss LaMarsh:—as \$5 million worth of centennial advertising and promotion.

If I might correct Mr. Goodis on one point of fact at the outset, I would point out that the \$5 million figure referred to represents the total amount of advertising and promotion to be contracted by government agencies—and this includes the government travel bureau as well as the centennial commission—for the promotion inside Canada and without of our centennial celebrations.

Of that amount authorization has to date been finalized for only \$1,260,000. This involves promotion and advertising inside Canada by the centennial commission. Within this amount three separate contracts have been awarded; one for English language advertising, one for French language advertising and one for the special promotion of the Canada Festival performing arts program. The award of a fourth, for public relations services, currently is under study.

As to the three that have been awarded, I wish to make it clear that these were matters initiated and decided by the centennial commission itself. The procedure followed by the commission in this regard was completely in line with that normally followed by all governments and private interests in this field. It was—and I have a statement from the general manager of this organization to confirm this—in line to the letter with the code of ethics laid down by the Institute of Canadian Advertising.

The commission, as is done in every other case, invited certain advertising and public relations agencies to bid for the contracts.