

Tobacco Products

(a) by striking out lines 37 to 40 at page 2 and lines 1 to 3 at page 3 and substituting the following therefor:

"4.(1) No person shall advertise any tobacco product offered for sale in Canada.

(2) No person shall, for consideration, publish, broadcast or otherwise disseminate, on behalf of another person, an advertisement for any tobacco product offered for sale in Canada.

(3) For greater certainty, subsection (2) does not apply in respect of the distribution for sale of publications imported into Canada or the retransmission of radio or television broadcasts originating outside Canada.

(4) No person in Canada shall advertise a";

(b) by striking out lines 7 to 9 at page 3 and substituting the following therefor:

"Canada primarily for the purpose of promoting the sale in Canada of a tobacco product

(5) Notwithstanding subsections (1) and (2), the";

(c) by striking out lines 32 to 34 at page 3 and substituting the following therefor:

"(c) a health warning is provided in accordance with the regulations on any sign put in place after the coming into force of"; and

(d) by striking out lines 36 to 45 at page 3 and substituting the following therefor:

"(6) In subsection (5), "sign" does not include

(a) a sign displayed at the place of business of a retailer; or

(b) a representation described in paragraph 6(1)(a) or (b)."

Ms. Lynn McDonald moved:

Motion No. 2.

That Bill C-51 be amended in Clause 4 by striking out lines 12 to 32 at page 3 and substituting the following therefor:

"signs at any time before July 1, 1988, if a health warning as prescribed by the".

The Acting Speaker (Mr. Paproski): As the Hon. Member for Vancouver East (Ms. Mitchell) is not in the House, is there unanimous consent to have the Hon. Member for Winnipeg North (Mr. Orlikow) move the motions which stand in her name?

Some Hon. Members: Agreed.

Ms. Lynn McDonald (for Ms. Mitchell) moved:

Motion No. 3

That Bill C-51 be amended in Clause 4 by striking out line 18 at page 3 and substituting the following therefor:

"year does not exceed one-half of the".

Motion No. 4

That Bill C-51 be amended in Clause 4 by striking out line 28 at page 3 and substituting the following therefor:

"exceed one-quarter of the expenses of the".

Hon. Bill McKnight (for the Minister of National Health and Welfare) moved:

Motion No. 5

That Bill C-51 be amended in Clause 5

(a) by striking out lines 12 to 15 at page 4 and substituting the following therefor:

"name, otherwise than in association with a tobacco product, for the purpose of advertising the retailer's business, except by means of a radio or television transmission; and"; and

(b) by striking out lines 24 and 25 at page 4 and substituting the following therefor:

"a term allowing for the extension or renewal of the contract after that day."

Ms. Lynn McDonald moved:

Motion No. 6

That Bill C-51 be amended in Clause 5 by striking out line 17 at page 4 and substituting the following therefor:

"ness, at any time before January 1, 1989,".

She said: Mr. Speaker, I am pleased to take part in the debate on Bill C-51 with respect to the amendments. We have a number of amendments before us this morning. Some of them are housekeeping amendments, and some of them are more substantive. Let me get right to them.

The first motion is a very long and involved motion. Some aspects of it are merely housekeeping. I will not comment on those aspects of it. However, there is one part of Motion No. 1 which is not merely housekeeping. I am very concerned about it.

It is one that would change the wording: "No person shall advertise any tobacco product in Canada." to: "No person shall advertise any tobacco product offered for sale in Canada." This change in wording seems to indicate that one can advertise tobacco that is not for sale in Canada but which is for sale somewhere else. One might wonder why anyone would bother to do that if they cannot sell it in Canada. However, the result is that it is a promotion of tobacco and a promotion of smoking. It can have a generic effect of saying: "Tobacco is all right. It is even good for your health—nothing wrong with it".

This wording was much discussed in committee. The original wording was more along those lines, and we got rid of it. We changed the wording to close what would seem to be an inadvertent loophole which would permit advertising in Canada of products that are not for sale in Canada but nonetheless which would give the impression that tobacco products were just fine to buy. What we really need to get rid of is tobacco advertising, period.

We have to realize that in other countries loopholes have been used by tobacco companies. They have advertised lighters. They use the same logos and the same colours. By advertising lighters or matches, they are in effect advertising tobacco. Therefore, any loophole which is allowed in here can be a very serious one. I think we have to treat this as something that could weaken the impact of this much needed legislation.

My Motion No. 2 would restore to Bill C-51 the spirit that was approved at second reading. It changes the three year