

The Department of Trade and Commerce trade commissioners make efforts to facilitate the sale of Canadian tobacco abroad. They make special arrangements for growers of Canadian tobacco to meet buyers of other countries. The trade commissioners are very helpful and share the cost with the growers. The Minister of Industry, Trade and Commerce (Mr. Pepin), at the recent Japanese Trade Fair in Tokyo, apparently urged the Japanese to buy Canadian cigars when he had his picture taken with the president of General Cigar Company at the company's exhibit.

More Canadians, and in particular the young, watch "Hockey Night in Canada" than any other C.B.C. program. This program, exhibiting Canada's national sport, is intermittently interrupted by rhythmic beer commercials which exude such fun, laughter, song and dance that the listener is almost lulled into feeling that its consumption is linked to some patriotic embrace of our big land. It is interesting to compare the free wheeling beer commercials, which offer every conceivable inducement to viewers, with the restricted cigarette commercials which so limit the scope of tobacco advertising.

Approximately 5,500 people were killed on our highways last year and statistics show that alcohol was a factor in half of these deaths. There is one thing about smoking—if you hurt anyone you hurt yourself. But if you drink you may hurt or even kill innocent people.

Cigarettes now—but what next? Any industry whose machines or giant smokestacks pollute our atmosphere, or whose organic wastes pollute our waters, may be banned from advertising on the C.B.C. Those great killers, the cholesterol bearing foods, may soon be lost to our television screens. There is no end to the protective role the C.B.C. could assume.

This censorship of advertising smacks of the regulation of human order in George Orwell's allegorical satire "1984". There is no place in Canadian society for the benevolent dictatorship of Big Brother or the Ministry of Truth's dreaded "Thought Police" who suppressed "thought crime." Perhaps I might quote from the diary of Winston Smith, the hero of Orwell's novel, who was himself an employee of the Ministry of Truth—"Down with Big Brother."

Before resuming my seat, may I say that the Canadian taxpayer and parliament have the right to expect the board of directors of the C.B.C. to exercise their authority in the right

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way and not merely to exercise it. In this case common courtesy would surely indicate that the board should have waited for the parliamentary committee to complete its report. The president did not reveal whether or not the decision received the unanimous approval of the board. If I were prone to conjecture, I would say that it did not.

Yesterday morning the president of the C.B.C. said on "Newsmagazine":

We took action on our own initiative rather than have government action push us as reluctant dragons into it.

From these words one logical inference emerges to the surface, that the board beat the government to it. This may not be contempt of parliament, but it is certainly contemptuous of it.

**Mr. Robert Stanbury (Parliamentary Secretary to Secretary of State):** Mr. Speaker, I want first of all to congratulate the hon. member for his stirring defence of his tobacco growing constituents. I appreciate his words of praise for the government's efforts to assist them in selling their product. However, it seems clear that, under present and past broadcasting acts, parliament has delegated responsibility in matters of programming, including broadcast advertising, to the board of directors of the corporation, subject only to the general laws of the land and such conditions of licence and regulations as may be prescribed by the Canadian Radio-Television Commission.

I am informed by the C.B.C. that the question of tobacco advertising has been under periodic review for many years and, like many other products, its acceptance or rejection by the C.B.C. is a matter of the corporation's internal commercial acceptance policy.

The C.B.C. has expressed the opinion that it would be gross impertinence on its part to believe that its actions would or could in any way prejudice the findings of the Standing Committee on Health, Welfare and Social Affairs. As for the suggestion that the corporation's action constitutes an insult to the committee, the members of that committee will undoubtedly speak for themselves. It is doubtful that many will share the view that the committee has been insulted. I am sure they will make their own decision.

Obviously the committee is free to make its own comments or recommendations, unimpaired by the corporation's action which has been taken on the authority and responsibility delegated to it by parliament. The corporation has advised me that it is its practice to follow