

Canadian Press saw fit to put it across the country. I have received a great many responses as a result of the publicity given my question.

I come back to this point. I should like a representative of the government to say whether the Minister of Justice intends to look into the promotion put forward by Mark Ten Cigarettes with a view to ascertaining whether this is a matter that concerns the minister under the Criminal Code, or whether he would at least refer the matter to the attention of his colleague the Minister of Consumer and Corporate Affairs (Mr. Basford).

In conclusion, I am sure I am right in suggesting that the Mark Ten Cigarette Company, and perhaps others, knowing very well that the day is very close when the government will finally introduce legislation to phase out cigarette advertising and couponing, are seeking the opportunity of hooking as many people as possible and making them as addicted to smoking as they can before cigarette advertising is prohibited. I should like a

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representative of the government to state what is the position of the government in this regard.

Mr. Barnett J. Danson (Parliamentary Secretary to Prime Minister): Mr. Speaker, the minister's views on the use of promotional gimmicks are well known to members of the House and the public in general. The government has laid charges recently in a number of cases involving advertising and promotion through games, contests and other devices, under the misleading advertising provisions of the Combines Investigation Act. Two companies, including one cigarette company, have been convicted. We have four cases involving games and contests before the courts at the present time. We will, of course, examine this promotion, which involves premiums, to see whether it contravenes the Combines Investigation Act. Hon. members can be assured that we will take whatever action the existing law allows.

Motion agreed to and the House adjourned at 10.22 p.m.
