

prominent position. It is pointed out that a big chain store in a shopping centre could receive between \$4,000 and \$6,000 annually for a variety of displays, and that six years ago it was not unusual for a big store to receive between \$12,000 and \$15,000 annually in such incentives.

There is a demand that not only advertising as such be prohibited but that tobacco companies should disclose all of the additives in cigarettes, because, I think it is fair to say, there are some 400 additives available for use in connection with smoking and that are added to cigarettes that are placed on the market. Some of the additives which have been found would frighten almost anyone. They range from turpentine, shellac, butane, ammonia, volcanic ash and a long list of others.

This measure is important. Other things should, perhaps, be done in parallel with the same objective in mind.

The cost to Canadians flowing from the use of tobacco, impaired health and the loss of time at the workplace is of astronomical proportions. It is estimated that the total cost runs into many billions of dollars. The sum of \$4.5 billion dollars is lost in income; \$1.5 billion dollars is lost due to hospitalization costs; \$860 million is lost due to disability payments; and so on.

Other countries have banned tobacco advertising. In Norway, it is stated, before the banning of tobacco advertising, 41 per cent of women between the ages of 16 and 20 smoked. In 1984 only 22 per cent smoked. There was a major reduction. In Canada in 1983, 40 per cent of women between the ages of 20 and 24 smoked. In 1985 this had increased to 51 per cent. While there is some change in the habits of Canadians generally in relation to smoking, the statistics indicate that young women, in particular, have increased their incidence of smoking.

I wish Senator Haidasz every good fortune in gaining the unanimous support of the Senate in the initiative he has taken. I think that if we pass this bill, and if it should result in a change in the law, we all shall have made an important contribution towards improving the general health of Canadians.

Hon. Senators: Hear, hear!

Hon. Royce Frith (Deputy Leader of the Opposition): Honourable senators, the only intervention I make on this order is to suggest that there seems to be a consensus that this is an appropriate subject for the Senate to deal with, that is, that it is appropriate for us to consider launching some legislation on this question of smoking and the hazards attendant on smoking to the smoker and to non-smokers who are exposed to side-stream smoke.

If there is some problem in terms of modalities, it seems to me that the study of those modalities—that is whether the correct way to proceed is by a change to the Hazardous Products Act—is eminently appropriate to be considered by a Senate committee.

Unless someone else wishes to speak to this matter, perhaps Senator Haidasz should close the debate on second reading

[Senator Argue.]

and, with his agreement, we should refer the bill to committee for study and report before third reading.

Hon. Stanley Haidasz: Honourable senators—

The Hon. the Speaker: Honourable senators, I wish to inform the Senate that if the Honourable Senator Haidasz speaks now, his speech will have the effect of closing the debate on the motion for second reading of this bill.

Senator Haidasz:—in thanking Senators Argue and Frith for their participation in this debate on second reading of Bill C-4 to amend the Hazardous Products Act, I should like to mention that there have been several reports, not only epidemiological reports but also reports from anti-smoking advocacy groups, about the dangers not only of direct smoke but also of second-hand smoke, specifically the ill-effect on health in an environment where smoking is taking place. I believe that one of the most flagrant actions of the tobacco industry was the recent promotion of an ad giving three, four or five cigarettes per package free to entice more sales of cigarettes. There has also been put on the market a 15 cigarette package of tobacco products directed especially towards those who feel that the price of 25 cigarettes is too high. I believe that this is a temptation, especially to the youth of Canada, to begin smoking.

● (1530)

Without any further remarks at this time, honourable senators, I move second reading of Bill S-4.

The Hon. the Speaker: It was moved by the Honourable Senator Haidasz, P.C., seconded by the Honourable Senator Lapointe, P.C., that this bill be read the second time. Is it your pleasure, honourable senators, to adopt the motion?

Senator Flynn: I do not think Senator Lapointe can second the motion.

The Hon. the Speaker: I must say that I have researched this matter, and Senator Lapointe was here to second the motion when it was first moved.

Senator Flynn: Mr. Speaker, you said that it is moved now.

The Hon. the Speaker: I am sorry, I said that it was moved. Motion agreed to and bill read second time, on division.

REFERRED TO COMMITTEE

The Hon. the Speaker: Honourable senators, when shall this bill be read the third time?

On motion of Senator Haidasz, bill referred to the Standing Senate Committee on Social Affairs, Science and Technology.

ILLITERACY IN CANADA

DEBATE ADJOURNED

Hon. Joyce Fairbairn rose, pursuant to notice of Friday, December 19, 1986:

That she will call the attention of the Senate to the question of illiteracy in Canada.