

advertising agency for claiming in television commercials that the products will help that tired, run-down feeling, does the minister propose to take similar action to protect the Canadian consumer against such false and misleading advertising?

Hon. Ron Basford (Minister of Consumer and Corporate Affairs): Mr. Speaker, I think the hon. member knows that health claims are a responsibility of my colleague, the Minister of National Health and Welfare.

Mrs. MacInnis: Mr. Speaker, this is not a matter of health claims at all; it is a matter of false and misleading advertising, and the United States government is prosecuting in this matter.

Some hon. Members: Hear, hear!

Mr. Speaker: Order.

Mr. Hees: Stand up and answer like a man.

Mr. Basford: Mr. Speaker, a question of privilege—

Mr. Speaker: Order, please. The hon. member is rising on a question of privilege.

Mr. Basford: I rise on a question of privilege, Mr. Speaker, with respect to the statement by the hon. member for Prince Edward-Hastings. It was clearly Your Honour's intention not to allow me to answer the question. Therefore I think it should be recorded that I remained in my seat as a result of directions from the Chair.

Some hon. Members: Oh, oh.

Mr. Hees: On the question of privilege—

Mr. Speaker: Order, please. I am sure the hon. member can answer but perhaps the statement made by the minister might also apply to the hon. member. We will go on to another question. I really do not think there is a question of privilege. If there is not, the matter should not be pursued.

Mr. Hees: It was equally obvious, Mr. Speaker, that the minister had no intention of replying at all, as usual.

Mr. Speaker: Order, please. Perhaps the hon. member for Vancouver-Kingsway has a supplementary.

Mrs. MacInnis: Yes, Mr. Speaker, I have a supplementary. If the minister feels unable to handle alone this matter involving false and misleading advertising, is he willing to con-

sult with his colleague, the Minister of National Health and Welfare, to see if between them they can find some way of overcoming this tired and rundown feeling?

Some hon. Members: Hear, hear.

Mr. Basford: Mr. Speaker, first with respect to the matter of health claims, in order to clarify my previous answer may I say that we take advice in so far as whether or not anything is misleading from the experts on health in the government, namely, the officials of the Department of National Health and Welfare. When they advise us a health claim is misleading, we take the action. We have consulted on this before and we will consult again.

VETERANS AFFAIRS

VETERANS ALLOWANCES—ACTION TO COMPENSATE FOR DECREASE

Mr. Robert Simpson (Churchill): I have a question for the Minister of Veterans Affairs but in his absence I will direct it to the Acting Minister. In view of the fact that retired civil servants are currently receiving their pension cheques with the first increase which was recently granted and that those in receipt of veterans allowances are finding a corresponding decrease in the moneys they are receiving, does the government plan amendments to the veterans allowance legislation to raise the ceiling in this respect?

Mr. Speaker: Order, please. I have the impression this question was asked previously. In view of the importance of the matter, perhaps the minister might reply.

Hon. Ron Basford (Minister of Consumer and Corporate Affairs): Mr. Speaker, the minister is unavoidably absent today. I will see that he gets notice of the question at the earliest possible opportunity and provides an answer to the hon. member.

THE CANADIAN ECONOMY

INFLATION—REGIONAL APPLICATION OF ANTI-INFLATION MEASURES

Mr. James A. McGrath (St. John's East): I have a question for the Minister of Regional Economic Expansion. Was the minister expressing government policy in Toronto on Saturday night when he said that regional economic disparity was now the No. 1 problem in Canada? If so, does this now mean that the government's fight against inflation will be conducted on a regional basis?