

Many countries have acted against the cigarette disease and curtailed its promotion through advertising. This includes lands on both sides of what used to be referred to as the iron curtain and both sides of the Atlantic. Disease knows no geographical or political boundaries. In this country one million Canadians over the past 12 years have quit smoking cigarettes but about 8,000 begin smoking each month. Most of them are young people. It is this group of young people that we wish to benefit by reducing the inducement to smoke carried in advertising.

• (1610)

I have spoken so far only of terminal cases of cigarette induced disease and not of the millions of persons who are ill from smoking cigarettes or the hundreds of millions of dollars involved in lost lives and loss of time. Through the kind of legislation proposed in this bill, Mr. Speaker, there are several things we can do to help the nation's health. For one thing, we will encourage the government to move now on its own "Ban the cigarette advertising" law. This legislation also will encourage the Department of National Health and Welfare, the CBC and the CTV people to step up educational program aimed at putting out cigarettes across Canada. I might add that apparently the CBC's powerful recent show entitled "One way to quit" is to be aired again next Wednesday. The CBC says that this show has won more favourable audience reaction than any other informational show of this season.

I particularly urge the Department of National Health and Welfare to continue and expand its very fine educational efforts in this field of one year or so ago. Let it continue those efforts on paper and on the air, for without this kind of campaign cigarette smoking will increase. Despite the demise of air and cigarette advertising, this has occurred to some extent in the United States. That has happened, as I say, even though cigarette advertising has been taken off the air in that country. We could if we wanted to take a dramatic and immediate step that would save tens of thousands of lives over the next two or three years in Canada, follow the advice of the Royal College of Physicians of Great-Britain which recommended that cigarette smokers should simply switch to a pipe or cigars. We learned at the health and welfare committee hearings that pipe and cigar smoking are almost as safe as not smoking at all.

Another step we could take is this: Until the government proceeds with its own bill to end all cigarette advertising in Canada, we could say that any advertising so permitted at present must carry within itself, that is, within the text of the message, a warning. If the advertising is printed, there must be a tangible warning taking up at least one-sixth of advertising space and that warning must say something like, "Cigarette smoking is a hazard to health. Department of National Health and Welfare."

I conclude my remarks by urging the government to heed my suggestions. Also, I undertake to take the present bill and similar bills in my name off the order paper if the government will indicate that it will take action this year on its own cigarette advertising legislation and stop the spread of disease.

Measure to Restrain Tobacco Use

Mr. Joseph-Philippe Guay (St. Boniface): Mr. Speaker, it is a pleasure to speak immediately after the hon. member for Surrey-White Rock (Mr. Mather). I am glad of the opportunity to say a few words on this subject.

[*Translation*]

Mr. Speaker, for some time now, there has been no doubt that cigarette-smoking is a health hazard. So overwhelming are its devastating effects that they shorten the life of most smokers. Considering this, one may be lead to try and study the psychic process by which man is urged to smoke, while he very well knows that this will be detrimental to his health. This phenomenon is interesting. Most smokers will readily admit that they do harm to themselves by smoking day in and day out and that the only way to recover is to give up the habit. Nonetheless, they choose to go on smoking, in defiance, it seems, of the medical art; they keep laughing at the warnings and not caring a rap about their health.

Once the Minister of National Health and Welfare (Mr. Munro) and his officials have discovered the reasons why people go on smoking despite the risks involved, I believe a great step forward will have been taken towards the elimination of the danger that the use of cigarette entails.

The Prime Minister (Mr. Trudeau) announced in the House of Commons, on February 17, that the government intended to introduce a legislation concerning cigarettes during this session. In this House, thousands and thousands of words have been uttered over the last years concerning tobacco and health. During the short period of time allotted to me, I should like to review the reasons why cigarettes create a problem, in our country and elsewhere, in view of which they have become a priority.

I am pleased to say that I think that the Minister of National Health and Welfare has done whatever he could in that field.

In order to become acquainted with some of the ill effects of cigarettes, all hon. members would be well advised to read the 1968 and 1969 proceedings of the House Standing committee on health, welfare and social affairs, dealing with tobacco and cigarette.

During those sittings, the minister himself referred to the health hazard created by cigarette smoking and with your consent, Mr. Speaker, I will now read part of the minister's statement. I quote:

I said that cigarette smoking was harmful to the individual as well as to the community. The damage caused to the individual can easily be shown. Tobacco is the main cause of lung cancer. In addition, smokers are more liable than non-smokers to other kinds of cancer. It is not the only charge that can be laid against cancer. Since it affects the lungs, it gives rise to some chronic respiratory ailments, such as bronchitis and emphysema. Those who have suffered from strong painful fits of coughing know what I mean. Ask any athlete. As a simple experience, I could ask any heavy smoker to try either a 200-yard sprint or to run a mile. Wait till he comes back gasping for breath. You tell me then whether their respiratory system is in good shape.

That is not all. If you consider the report, you will notice that the number of heart failures is 70 per cent higher for smokers. The risk is particularly high for young and middle-aged smokers since the risk of this type of stroke is from two to three times higher for them than for non-smokers of the same age. Now, coronary disease is the main cause of death in our country. Generally speaking,