

big power but a great one. We live in an affluent society, yet there are several countries in this world which hunger not for power but for their daily bread. While most of our children eat their fill and pursue their dreams, theirs are condemned to malnutrition and early death from famine.

As a Canadian, I was proud when at the recent food conference in Rome our country took the lead. Instead of uttering pious platitudes we put forward constructive action. Nor will we now be complacent about this action. Our Minister of Finance (Mr. Turner) urges us to put aside narrow self-interest and respond generously to the needs of weaker nations. I hope we will all rise to the challenge. If future generations are ever to accuse this parliament of fairness and humanity, I hope they will find ample evidence on which to convict us. The Minister of Finance will probably be criticized by some for not giving enough. Oliver Twist asked for more because he was in genuine need, and therefore no one can honestly blame him. But in our society there are others who ask for more and still more, and here we must be careful to distinguish between need and greed.

I have the greatest admiration for the frankness of the Minister of Finance. Like all of us, he has his ideals, but above all he is a realist. Of course, he would like to offer more, but I firmly believe that the time has come when we must put an end to the fiction that bigger and better programs are paid for by somebody else. There are those who demand, and once they receive they demand more. For those we could, perhaps, carry a statutory warning on every program which would read, "This package is hazardous to your economic health". The Canadian public is wary, and justly so, of those who would offer more goodies than the Sugarplum Fairy herself but at the same time carefully hide the price-tag; because Canadians know that whatever kind of tax system we have, in the final analysis all taxes are paid by the individual taxpayer in one way or another.

Like the Minister of Finance I, too, am confident that by working together at home and abroad we can overcome our difficulties. I feel that this can best be achieved, not by confrontation but by much more dialogue and more education. There have been heavy increases in the price of food and other basic commodities, and the consumer, with a certain sense of hopelessness and frustration, has often hit out at the apparent cause without pausing to wonder whether the attack was justified and, more important, whether the object of the helpless anger was indeed really the guilty party. No one will deny the producer a just and equitable reward. The operations of the Food Prices Review Board have gone a long way toward informing the consumer of the difficulties and uncertainties faced by the producer. But the consumer needs to know very much more than this. We must know how many middlemen there are between the farm gate and the consumer's table. Are they all necessary? Whom are we paying for what? How much do we pay for their services? Do their services always work in the interests of the consumer?

My personal experience in this area leads me to believe that there may well be erroneous assumption when it comes to consumer reaction and buyer attraction. Not too long ago I heard an advertising executive express the opinion that the average housewife would not buy a cer-

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tain brand of cereal unless it were packaged in a colourful box. Mr. Speaker, I can assure you that so long as the cereal is nutritious and reasonably priced, the average housewife will look for her colour at the breakfast table in the natural hues of fruit juice, eggs, and so on, rather than in the more costly production of a multicoloured rooster.

I have already mentioned the advertising media with particular reference to the consumer. I would like to add that in few walks of life can we find the wealth of imagination, creative genius and even power that we find in the advertising media. Because of their power, especially as regards our children and the less sophisticated members of our society, I believe they have a very real responsibility toward our society and the consumer in general. To be more simplistic, I believe that when they teach us to buy they should also tell us why, and their reasons must be as responsible and as honest as their efforts to sell. To take one example, I believe it is morally wrong and highly irresponsible for anyone to try to persuade a young, naive consumer that his or her love-life will dramatically improve if he or she will only use a particular brand of toothpaste or a yucky shampoo. Most of us are well aware that if one does not already have a satisfactory love-life, no toothpaste or shampoo in the world will provide one with it. I would hope, in the interests of future family life in Canada, that our young people would choose their partners on more fundamental and honest criteria than that.

What of the radio announcement which warned us to have our television sets checked now, even though there is nothing wrong with them, instead of next year when prices go up? If we are now asked to have regular check-ups even for our appliances, then all we will end up with will probably be less spending money for other, more necessary items and we may even run the risk of owning a neurotic television set! I believe that this kind of thinking will in turn only lead to inflationary psychosis.

Inflation is a problem which cannot be faced by government alone: it is a battle in which we must all do our share. I believe that the Minister of Finance has made an excellent evaluation in setting his priorities and I feel that we should now do likewise.

Some hon. Members: Hear, hear!

Mr. J. M. Forrestall (Dartmouth-Halifax East): Mr. Speaker, one should commend hon. members who rise in the House for the first time to address their colleagues and the Canadian people and demonstrate great concern for people in their speeches, as evidenced by the distinguished and honourable new member for York South (Mrs. Appoloni). I am not an economist and I know very little about budgets, but I wish some members on the other side would, in terms of priority, let us get on with the bill for which we are all waiting. I wanted, in the limited time available to me this afternoon, to attempt in a historical sense to talk about national defence. I welcome the comments of the hon. member for York South (Mrs. Appoloni) in this regard. Also, Mr. Speaker, I want to do something I have never done in this House, and that is to read a speech. I can read faster than I can talk, and I am less likely to be led astray.