

Proceedings on Adjournment Motion

educational program in Canada costs \$600,000 on a five year basis, it has had some moderately good results in encouraging people to give up cigarette smoking. Three hundred Canadians, mostly youngsters, start smoking every day—9,000 a month. Many of these people, including youngsters, begin smoking largely because of the massive advertising campaigns conducted by the cigarette companies. The officials of the health department in this and other countries of the world believe that cigarette smoking is very injurious to health and in many cases promotes early death.

The cigarette companies, in order to promote their product, spend about \$400 million at the present time in the United States. Recently, as we know, the broadcasters in the United States have been ordered by the federal communications commission to give some time on their stations, whether radio or television, for messages designed to offset the inducement type of advertising carried on by the cigarette companies. If this is continued for any length of time there is a possibility that perhaps further legislation will not be necessary.

When an equal amount of time is given to the broadcasting of messages by the cancer and heart agencies it is possible that the cigarette companies will find that they are subsidizing health material to the detriment of their own product, and because of this they may very well decide to reduce their advertising through the broadcasting media.

I should like to see the minister give consideration to action similar to that taken by the federal communications commission in the United States and encourage, or in fact order, our broadcasting outlets to make time available for the broadcasting of health material in an effort to combat cigarette sales promotion.

I should like to conclude by asking the question I attempted to ask the other day on orders of the day. Would the Minister of National Health and Welfare take some steps to regulate advertising of this unsafe product? Perhaps I might add one more thought. I wonder whether the minister has made the decision, as he suggested he might, to turn over to a committee this whole question of cigarette smoking, health and advertising. I would suggest the appropriate one would be the committee on health and welfare. This matter could be studied by the committee and some decision might be arrived at.

Mrs. Margaret Rideout (Parliamentary Secretary to Minister of National Health and Welfare): Mr. Speaker, I appreciate the remarks of the hon. member for New Westminster (Mr. Mather). I can only say that the United States Cancer Society report which was quoted in the press yesterday further underlines the seriousness of the health problem associated with cigarette smoking.

The department's smoking health program is based on full recognition of this program. For some time we have held the view that further measures probably requiring legislative action for their implementation would be required to complement our educational and research efforts. We are examining such measures at this time. Having regard to the hon. member's question about referring this subject to a committee, probably the committee on health and welfare, let me indicate that no such decision has been made at this time.

NATIONAL DEFENCE—USE OF RESERVE OFFICERS AS LANGUAGE INSTRUCTORS

Mr. L. M. Brand (Saskatoon): During last summer a constituent of mine, an English teacher and also a captain in the army reserve, received information that there were in army terminology call out positions available for teachers at the Canadian Forces language school at St. Jean, Quebec. Since he is a teacher and was interested in learning French as well as teaching English in such circumstances, he made inquiries and eventually a formal application for such a position. When he was informed by telephone that such a position was indeed available, he applied as instructed to technical command headquarters in Winnipeg, which forwarded his request to the Canadian Forces headquarters for ratification. The command officer in command of the Canadian Forces language school at St. Jean forwarded a wire requesting his service, in military parlance "soonest". He waited, but as often happens in military matters, time passed by until he actually became somewhat worried. He had not signed a contract for the next year, hoping of course that he would receive this position. He received assurances from the technical command headquarters in Winnipeg, specifically from Major Komph, that the delay was only temporary and ratification would be forthcoming. As a consequence of this assurance he did not sign a teaching contract, and then found he could not return to the master's program at university since the quota had been filled by this time.