

*Criminal Code*

er over-riding measure for population control. The more knowledge there is on birth control, the less need there will be for abortions.

There is one feature in this bill which I referred to in committee and to which I will refer now. I am very hopeful the minister will take this factor into account when drafting the regulations under the bill. I refer to the advertising of contraceptives. I feel sure the minister will take this factor into consideration, but I remind him once again it is very necessary.

It was the feeling of the minister and the department that the advertising of contraceptives should not be permissible in commercial journals or media, but only in medical and family planning association journals. The minister took this attitude because he was most anxious to comply with the recommendations of the committee which some months ago studied the whole question of birth control. At that time our committee did not want the countryside to be further polluted by having advertisements showing contraceptive devices in all their horror. In the fear of having screaming billboards and headlines, the committee was very cautious about making recommendations.

There has been a lot of water pass under the bridge since that time. I believe this house and the country are now ready to have the regulations governing advertising of contraceptives the same as those governing the advertising of other products. If advertising of contraceptives is put in a special little pen by itself, it simply draws attention to it and makes it quite different from anything else. The public has become accustomed to advertisements for many items which years ago would not have been considered possible. We have become accustomed to advertising for patent medicines of all kinds, beauty aids, toilet paper, deodorants, feminine douches. It is now legal to advertise all these items and I see no reason why contraceptives should not be advertised in the same way.

I went into some detail in the committee as to the difficulties that would be encountered if these two categories were divided. Some of the present legal advertising is far more embarrassing to public taste than would be advertising of contraceptives. At the present time there is an advertisement which states:

New answer for the intimate, embarrassing problems married women face.

As every married woman knows, embarrassing feminine odor that begins in the vaginal tract is a hygiene problem.

If anyone were disposed to be squeamish, this advertisement would make a person that way. Yet it is a legal advertisement. On the other hand, an advertisement in a United States magazine, which is also for sale in Canada states:

Until you're ready to have your next baby—  
If it's not quite time, consider—

And there follows an advertisement for a certain brand of contraceptive foam. An advertisement for the same brand of contraceptive foam shows the picture of a baby and states:

Right now, he needs his mother more than a brother.

You can give him the time and mothering he needs if you use...contraceptive foam.

This advertising will be illegal if the minister and his department do not permit advertising of contraceptives in commercial magazines. I hope the minister now realizes that would be a mistake. It is the only fault I have to find with this half of Bill S-15.

The women of this country are used to all these contraceptive devices. They are used to the look of them and are not horrified or upset by them. The women of this country should not be forced to seek information on this matter from family planning and medical journals. They should be able to obtain this information in the ordinary way through commercial advertising.

The minister himself pointed out that family planning information is most necessary among the lower income groups. The ones with the low incomes have, proportionately, the largest number of children. It is these fathers and mothers who should know how to control the size of their families. They are not the ones who buy and read family planning medical journals. Even if they did read these journals, family planning associations do not have the necessary money to do the advertising that is necessary.

If sufficient birth control and family planning information were available, there would be fewer abortions in this country. This is a very important point and one of which we should not lose sight. The hon. member for Simcoe North states that in his opinion, having the abortion legislation passed before the birth control legislation, the government was putting the cart before the horse. I don't know whether the government had much choice, but we are having a dead heat as to which will get there first.

But in the second half of the bill, I believe the government really managed to get the cart before the horse. I share the feelings of