

## ENERGY

## NATURAL GAS—REQUEST FOR STATEMENT ON STEPS TO ENSURE EXPLORATION PROGRAMS TO GUARANTEE CANADA'S FUTURE NEEDS

**Mr. T. C. Douglas (Nanaimo-Cowichan-The Islands):** In view of the findings of the National Energy Board regarding the inadequacy of gas supplies to meet Canada's future needs, would the Prime Minister undertake to have whoever is Acting Minister of Energy, Mines and Resources make a statement to the House at an early date as to what steps the government is taking to ensure adequate exploration programs to guarantee adequate supplies of gas for Canada's future needs?

**Right Hon. P. E. Trudeau (Prime Minister):** I will transmit the representation of the hon. member to the Acting Minister of Energy, Mines and Resources.

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## CONSUMER AFFAIRS

## ACTION TO CONTROL TELEVISION ADVERTISING AIMED AT CHILDREN

**Mr. James A. McGrath (St. John's East):** I should like to direct a question to the Minister of Consumer and Corporate Affairs. In view of the widespread interest in this matter and in view of the interest and approval of all parties in the House during the debate on Friday that action should be taken, does the minister intend to take the necessary action to control in this country advertising on television aimed at children which is especially apparent at this time of the year?

**Hon. Ron Basford (Minister of Consumer and Corporate Affairs):** I read the debate with interest and I am sorry I was not able to participate in it last Friday. I think I made the position quite clear some time ago when I said that I welcomed the adoption by broadcasters of a voluntary code, that we would see how it worked, that we urged people to live up not only to the letter but to the spirit of the code, that we were intending to enforce as vigorously as we have over the last three years our campaign against misleading and deceptive advertising, and that after we had seen the two programs in operation for some time it would then be the appropriate time to judge the degree of their effectiveness.

**Mr. McGrath:** Does the minister intend to recommend to his colleague, the Secretary of State, that immediate action be taken by the CBC in view of the fact that their voluntary code does not take effect until next year?

**Mr. Basford:** My understanding is that the code was to be put into effect as soon as possible, but I will take up the matter with the Secretary of State so far as the CBC is concerned.

## ADVERTISING PRACTICES OF SNOWMOBILE MANUFACTURERS

**Mr. W. C. Scott (Victoria-Haliburton):** I have a supplementary question, Mr. Speaker. Does the minister plan to

*Inquiries of the Ministry*

investigate advertising practices by snowmobile manufacturers that mislead the public and very likely contribute to the dangerous use of all-terrain vehicles?

**Hon. Ron Basford (Minister of Consumer and Corporate Affairs):** The law relates only to misleading, deceptive or untrue advertising. If the hon. member thinks that certain types of advertising are in fact untrue or deceptive, I wish he would speak to me and bring them to my attention. If they are unlawful in the view of the law officers of the Crown, action will be taken.

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## AGRICULTURE

## SUGGESTED INDUSTRIAL MILK QUOTA TO MAINTAIN BUTTER AND CHEESE INDUSTRIES

**Mr. Arnold Peters (Timiskaming):** I should like to direct my question to the Minister of Agriculture. In view of the fact that a shortage of milk for butter and cheese has developed, will the minister give consideration to opening a quota for industrial milk so as to help to maintain our cheese and butter industries in Canada?

**Hon. H. A. Olson (Minister of Agriculture):** As I have said, we may be short about eight or ten days supply of butter out of the whole year, but already some adjustments have been made in the market-sharing quota for industrial milk in Ontario and Quebec. Under the new arrangement this now comes under the provincial marketing agencies, and I think they are prepared to increase the quota so that there will be greater supplies for the increasing market.

**Mr. Peters:** In light of the fact that Ontario and Quebec have a market-sharing quota arrangement under the auspices of the federal government, will the minister, through the Canadian Dairy Commission, ask that this be reviewed immediately so that we will not lose any more of our butter factories and cheese factories in Ontario?

**Mr. Olson:** The responsibility for that and the assignment of milk to these various factories lies within provincial jurisdiction, not that of the Canadian Dairy Commission.

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## EXTERNAL AFFAIRS

## NEVADA UNDERGROUND NUCLEAR TEST—CANADIAN PROTEST

**Mr. Chas. L. Caccia (Davenport):** My question is directed to the Secretary of State for External Affairs. Does the government intend to protest against the United States underground nuclear test which was conducted in Nevada last week?

**Hon. Mitchell Sharp (Secretary of State for External Affairs):** As I said in reply to the hon. member for Oxford, I do not think it would be useful to make protests on all nuclear tests, and in this particular case the venting that took place does not seem to have reached Canada.