

the minister will seriously consider this complaint because it affects the whole of Canada so far as vital items in our diet are concerned.

I should like to speak about another matter which has not been dealt with at all in this debate. I receive a great many complaints from parents of teenagers across Canada. They feel very bitter about the advertising of buying on credit. They feel that often these young people, who are old enough to get away from home and have a part time or even a full time job, are being victimized by misleading and enticing advertising into incurring debts through credit buying facilities before they are old enough to know what they are doing and before they are fully financially independent. I think this is a field where the consumer needs protection badly. As I suggested once before in the house, the minister would do well to look at what is being done in the United States by one of the big foundations to counteract some of the fraudulent and misleading television advertising.

● (5:30 p.m.)

I feel that this is an area of particular concern when young teenagers are involved who are not really on their own except in the sense that they have the power to obtain credit but then have to rely on their parents to take care of the resulting debt. I believe this situation underlines the need for the minister to examine the recommendations of the prairie commission that facilities connected with credit buying ought to be brought within the purview of the Combines Investigation Act.

I hope the minister will take a real look at the report of the prairie commission on groceries. I am keeping my fingers very firmly crossed in this regard. I hope that his examination does not involve taking one horrified look and then deciding the problem is too big and too difficult to tackle. I hope he realizes that it may be big and difficult now but that it will become more unwieldy and more difficult as time passes.

There is one point upon which I wish to congratulate the minister. I refer to the introduction of Bill No. C-190 which could perhaps bring down the price of prescription drugs to consumers in Canada. I have been disappointed to find that one large group in the house feels that the bill is not good and they are not going to co-operate in giving the consumer the benefit of this legislation. Frankly, this is the first piece of consumer protection I have

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seen emanate from the Department of Consumer and Corporate Affairs and I believe that the house would do well not to adjourn until Bill No. C-190 has been passed. I for one intend to advise every consumer I can find that Bill No. C-190 is a definite attempt to bring down the price of prescription drugs. One federal party in this country does not want that done. In my opinion these people are ignoring the interests of Canadian consumers, particularly the low income consumers who are today groaning under the heavy price of prescription drugs. I do not believe the house should adjourn until Bill No. C-190 has been considered in committee and given third reading.

I believe we should have followed the idea promulgated earlier to get these supplementary estimates out of the way today so we could go on with Bill No. C-190 tomorrow. If some of us in this corner are talking about other consumer difficulties today I want it clearly understood this simply results from the fact that one of the large parties in this house would not agree to go ahead with Bill No. C-190. I hope they will change their minds because they are going to be exceedingly unpopular with the consumers across this country if they do not do so.

In my view the consumers of this country are watching very closely what is being done by this new department. The minister has made a good start in what he has been doing lately. I want to urge him not to forget the motto which he has put so prominently in his new book. It reads:

My plea is that we Liberals should embark on a crusade to defend the individual—whenever the rights of the weak are being sacrificed to the power of the strong.

This motto is in the minister's new book. The minister knows quite well that too often people who have written books have found that their contents have come back to haunt them. If the minister wants to avoid being haunted for the rest of his life he will remember that the rights of the weak are being sacrificed to the power of the strong across Canada today in the whole field of consumer activities, whether it be prairie retailing, prescription drugs, combines, housing or any other field. If the minister will embark on a genuine crusade and not just look into what is happening but seek one piece of legislation after another, he will find that a number of us in this corner will give him the same type of wholehearted support we have given Bill No. C-190. We will give this support to any effort he will make to