

Measure to Restrain Tobacco Use

If it were agreed—and I subscribe to this—that all advertising of tobacco should be banned, that would be one thing. But here in the House of Commons we are suggesting that one segment of the media should be discriminated against. I believe this would be most unfair. I feel we would be discriminating against radio and television. I would hope we would go forward with our bill to effectively eliminate all advertising or reconsider our stand in respect of discriminating against one section of the media.

On January 1, 1972 the cigarette advertising code of the Canadian Tobacco Manufacturers' Council became effective. Under the regulations of this code, cigarette advertising on radio and television ceased. In other words, the tobacco industry has accepted the suggestion and has decided to devote its advertising budget to media other than radio and television. While we are at it, let us cover the whole spectrum. Cablevision, of course, is becoming a very vital medium for Canadian citizens in their enjoyment of television. We are subject to advertising from the United States. The advertising dollars of Canadian companies might find their way in the not too distant future into the United States advertising market. Of course, ciga-

rettes, tobacco and other items which we may not prefer to be used or sold in Canada are being advertised by United States television companies. I am making my plea regarding this type of advertising based on fair play and on the fact that I do not believe we as Canadians should be discriminatory in this area.

I should like to close by reaffirming my opposition to the promotion, in any way, of the use of tobacco. We should continue to promote health education as much as possible. I think we should have more confidence in our youth. While our efforts may never be 100 per cent successful by virtue of the fact that we are a free country and enjoy its freedoms, I believe with the proper approach we would be able to reduce the use of cigarettes and gradually eliminate the habit so as not to upset too drastically the economy of the tobacco industry in Canada.

Mr. Speaker: Order, please. I notice that quite a few of our distinguished colleagues are anxious to participate in this debate, but unfortunately the hour set aside for the consideration of private members' business has expired.

It being five o'clock this House stands adjourned until two o'clock on Monday afternoon.

At 5 p.m. the House adjourned, without question put, pursuant to Standing Order.