

Energy

into a new era, we will be headed for disaster. I compliment the minister for at least facing up to the problem, and while his statement today may contain rhetoric, which is much better than his policies, he is at least recognizing the problem and I hope that the country as a whole will recognize it.

However, my concern is that the proposals the minister is making are mainly cosmetic. There are some good proposals, and I commend the minister for them. Recycling, insulation of buildings and other suggestions are excellent, but I do not think they deal with the fundamental question. I do not think they really come to grips with the problem. The government must give leadership. An ounce of example is better than a pound of precept.

What is the use of the government telling people to turn down their thermostats at home and put on a sweater, when they go downtown and see thousands of kilowatts being burned by neon signs that are doing nothing but advertising chewing gum, Coca Cola and deodorants? What is the use telling people to turn off the kitchen light, when they drive down Sussex Drive and see the Lester B. Pearson building with every light in the place burning, because there is a master switch and they either have to turn off all the lights or none at all? How are you going to persuade the people of Canada that they ought to be a little chilly in order to conserve energy when they will be asking, "How much heat are we using to heat the Prime Minister's swimming pool at 24 Sussex Drive?"

What is the use of telling the Canadian people to conserve energy when the government is being ambivalent in regard to the proposed project for enriched uranium which will use one-quarter of the entire electrical output of the James Bay project, and 18,000 tons of uranium oxide a year, which is three times our annual production? We talk about conserving energy, and we will use 2,500 megawatts of electrical power a year and 18,000 tons of uranium oxide to produce uranium hexafluoride, which is not even going to be used in this country! Surely the public are going to laugh if the government does not give some leadership in this regard.

If we are really serious about telling the people to drive their cars at 55 miles an hour, then we ought to be doing something about setting national standards for automobiles and about carburetors that will use less fuel. While we tell our civil servants that they are going to have less parking spaces so they won't be able to drive their cars to work, we also surely have a responsibility in this parliament to provide the necessary money to the metropolitan areas to put in rapid transit programs. We are not going to kid the public by talking about turning off a 60 watt light if, at the same time, we are paying no attention to the squandering of power and energy resources in other regards.

The minister is going to deal with this problem by means of an advertising program costing \$1.3 million. While I read the minister's statement I kept wondering why this announcement was put off until eight o'clock. I wondered what stock was going to be affected by this announcement. Then when I came to one of the items I realized why. It was because tonight's announcement will probably cause the stock of Maclaren's advertising agency, and all the other fortunate advertising agents who for 40

[Mr. Douglas (Nanaimo-Cowichan-The Islands).]

years have enjoyed the patronage of the Liberal government in advertising, to go up. They are the only people whose stock is likely to go up as a result of the program the minister has announced.

The minister dealt with this question in a very serious way tonight and I commend him for that, but it is too serious, I suggest, to be resolved by slick advertising methods and by public relations experts. I have before me one of the proposed pamphlets the minister circulated. On page 7 is one of the admen's dreams. It says:

Don't bath so often. Don't worry about it. Your friends will soon tell you if you need another bath and look at all the water and energy you'll save. . . you'll be a hero!

You will also be a stinker! I think that admen who may be able to sell bras and deodorants will fail to understand that we will have to make a much more serious type of appeal to the Canadian people. This is the proposed wording for the cover of the pamphlet: "100 ways to save energy and money in the home. Tips on how you can stretch Canada's energy resources and put money in your pocket". I think we will have to appeal to the Canadian people with something much more fundamental than talking about money in their pockets.

If this country and other countries are going to deal with the problem of scarcity, of sharing the world's resources, we must appeal to people on the basis of new and different standards of moral and social ethics, not on the basis of just putting money in their pockets.

● (2110)

We will be required to convince the people of this country that the measure of a nation's greatness does not consist of the rate of growth of the gross national product, but that the measure of a nation's greatness is how it preserves the quality of life, and how it provides a good life for all its people without destroying its environment and without squandering the resources which belong to future generations. That is the kind of appeal that has to be made to Canadians, and that is the kind of appeal to which the Canadian people will respond. I think the minister is capable of making that kind of appeal, and he does not need cheap, slick advertising to do it.

Let me say to the minister that, as far as this party is concerned, we will co-operate with him and the government in everything that can be done to persuade the Canadian people to join in a program of conservation, but it is going to require more than telling them they will save a few dollars or that they should not bother taking a bath. It is going to mean persuading Canadian people that there has to be a new motivation in our society, that we have to be prepared to join wisdom with knowledge, that we have to be prepared to use our resources without ravaging them, and that we have to be prepared to conserve those resources which we hold in trust for the benefit of the generations that come after us.

Some hon. Members: Hear, hear!

[*Translation*]

Mr. Léonel Beaudoin (Richmond): Madam Speaker, following the important statement just made by the Minister of Energy, Mines and Resources (Mr. Macdonald), on behalf of my party, I should like to make a few comments