

No. 123

# JOURNALS

OF THE

## HOUSE OF COMMONS

OF CANADA

OTTAWA, MONDAY, JULY 16, 1973

2.00 o'clock p.m.

### PRAYERS

Mr. Stewart (Cochrane), from the Standing Committee on Broadcasting, Films and Assistance to the Arts, presented the Second Report of the said Committee, which is as follows:

On Tuesday, March 27, 1973, your Committee received the following Order of Reference:

"Ordered,—That the subject-matter of Bill C-22, An Act to amend the Broadcasting Act (advertising on children's programs), be referred to the Standing Committee on Broadcasting, Films and Assistance to the Arts."

Your Committee held nine sittings during which the following witnesses were heard and evidence adduced:

1. Mr. McGrath, M.P., Sponsor of Bill C-22;
2. Mrs. Pamela Sigurdson, Center for Public Interest Law;
3. Mrs. Marie Vallée, Mouvement pour l'abolition de la Publicité aux Enfants;
4. Dr. John Liefeld, Department of Consumer Studies, University of Guelph;
5. Drs. M. E. Goldberg and Gerald Gorn, Faculty of Management, McGill University;
6. Mr. Harold Buchwald, Q.C., Chairman, Canadian Consumer Council;
7. Mrs. Marie Kurchak on behalf of Mr. William Kurchak, Independent Producer of children's programmes;
8. *From the Canadian Broadcasting Corporation:*  
Messrs. Laurent Picard, President; Lister Sinclair, Executive Vice-President; Raymond David, Vice-President and General Manager, French Services Division; M. Munro, Assistant General Manager, English Services Division; and Pierre DesRoches, Director of Development.
9. *From Kellogg Co. of Canada:*  
Mr. Gerald D. Robinson, President;  
Mr. Arne G. Langbo, Vice-President Sales and Marketing;  
Dr. Gary Costly, Corporate Director of Nutrition.
10. *From the Consumers' Association of Canada:*  
Mrs. Helen Morningstar, Co-Chairman National Research;  
Mrs. Hanna Lambek, Vice-President.
11. *From the Canadian Advertising Advisory Board:*  
Mr. Robert E. Oliver, President;