

The CHAIRMAN: Gentlemen, I would like to say that I am going to recognize the series of questions to be asked by Mr. Fairfield, Mr. McCleave, Mr. Grafftey and Mr. McDonald, in that sequence. Have you finished the discussion with respect to blind persons?

Mr. FAIRFIELD: Now that the deputy minister has lighted a cigarette—

Dr. DAVIDSON: Oh, it is the minister's cigarette that I have lighted.

Mr. FAIRFIELD: I was wondering if we might consider the implications of smoking, in so far as cancer is concerned, and the growing importance of this subject, as indicated by research studies in the United States and Canada. We have controlled advertising of liquor over the radio and television channels. Yet this is a very serious problem, and studies are being made of smoking by children, or young adults, particularly those in high schools. They are relating this to their studies of the extensive advertising, the come-on advertising—big bold Belvederes, and all such nonsense as that—these are being related to the impressionable child.

Is there any thought in the department of controlling that advertising.

Mr. MONTEITH (*Perth*): We have not considered that at the moment. I would say that the control of liquor advertising is a provincial matter; it is not federal.

Mr. FAIRFIELD: Do you not feel, or does the department not feel that lung cancer is becoming a national problem?

Mr. MONTEITH (*Perth*): We have every concern for that. I think it was mentioned in my original report, that we have been making some studies, which have not yet been reported upon in full. As to the question by Dr. Fairfield, as to whether the department feels that the advertising should be controlled—well, I do not think that is our sphere.

Mr. FAIRFIELD: From the point of view of the over-all responsibility, in so far as health of the nation is concerned, do you not think that it is a serious enough problem that there should be some curtailment of this nonsensical advertising?

Mr. MONTEITH (*Perth*): I think if the facts learned by the scientists are brought to the attention of the public, that this is as far as government departments can go. We do not want to tell people exactly what they have to do—whether they can take a drink of liquor or whether they can smoke a cigarette.

Mr. HALPENNY: Hear, hear.

Mr. FAIRFIELD: I am speaking from the point of view of youth. This is a big problem, and they are making studies in high schools throughout the United States. They are finding a great increase in smoking among children and young adults.

Whether or not this is the direct responsibility of the government, the fact remains that it is a very serious problem.

Mr. MONTEITH (*Perth*): I agree that it is a very serious problem; I have children of my own. I also do not think, because there are smog and certain other conditions, that we can tell everybody in the city that they must get out, or stop breathing, perhaps.

Mr. FAIRFIELD: No, but I just wanted to point out the fact that, particularly in television, there is an enormous amount of nonsensical propaganda—and I can use that word—which is directly opposite to the medical findings of the last few years.