

Hon. Mr. McGUIRE: Senator Haig's idea is to tell the public that they should consider using this drug on their physician's advice.

Mr. CURRAN: There is nothing in the definition of "advertisement" which would prevent any scientific lecture or paper from discussing the merit or otherwise of a particular form of treatment. It is only when its purpose is to promote the sale of a product that it becomes an advertisement under the Act.

Hon. Mr. McGUIRE: It is the business of a druggist to sell his products.

Mr. CURRAN: There will be nothing to prevent a druggist from making a representation unless it happens to be for one of the conditions contained in schedule A of the bill.

Hon. Mr. McGUIRE: Let us suppose a man walks into a drugstore and says, "I am bothered with a heart disease. What do you think I ought to do about it?". Couldn't the druggist say, "Well, I advise vitamin E but you will have to consult your physician as to whether you should take it or not".

Mr. CURRAN: He can, but he should really say, "You had better see your doctor".

Hon. Mr. HAIG: What cases have come about to cause the putting forth of this legislation? What experience have you had in connection with this proposed legislation?

Mr. CURRAN: If you will look at schedule A which is set forth on page 13 of the bill you will see the conditions that are in there, and if you will cast your minds back some thirty-five years you will remember all the advertisements that appeared in the various publications. They advertised treatment for cancer, diabetes and so on. That was the type of thing that caused the bringing about of this legislation: To prevent the representation to the general public for over-the-counter purchases of drugs for self-administration for diseases and conditions which should only be treated under medical supervision.

Hon. Mr. KING: Under schedule A we find Bright's Disease. There are all kinds of pills sold by druggists for the treatment of this disease.

Mr. CURRAN: They are not represented as being for the treatment of Bright's Disease.

Hon. Mr. HAIG: I think so.

Hon. Mr. KING: It comes pretty close to it.

Mr. CURRAN: I appreciate that there are many devices employed which are exceedingly difficult to detect, but the purpose of the legislation is to limit it to legitimate advertising and to professional groups, including retail druggists and members of the medical profession. There is nothing in the legislation to prevent any advertisement appearing in the *Canadian Medical Journal* advertising the use of vitamin E for the treatment of heart conditions. That would not be an advertisement to the general public but would be considered a legitimate field for advertising vitamin E for heart conditions.

Mr. MACNEILL: The reason for that being that it was not the purpose of that article to advocate the sale of that product?

Mr. CURRAN: That is right. It is a representation to the medical profession. It could have been published for the purpose of selling a product, but it is not a representation to the general public.

Hon. Mr. GRANT: Does it specify in this legislation that you can advertise these things in the *Medical Journal*?

Mr. CURRAN: It does not directly. It does in a negative way because it says, "No person shall advertise to the general public". Now, if an advertisement is not to the general public then it does not come within the prohibition of section 3. It is only an advertisement to the general public of a drug for the treatment of one of these conditions which is prohibited by this legislation.