

"The new National Food, Drug and Cosmetic law thus enacted is a strong one; it is indeed the most important social law yet enacted by Congress."

How do we assess our law in Canada after it has been for so many years in our service? There is much steady progress to report but little that is sensational. The Food and Drugs Act insures our people against health hazards and protects them against fraud. Its success lies in its quietly effective performance. But every day, in 25 districts in Canada, 40 members of the field force of this Division are on guard against the adulteration, misbranding or misleading advertising of food and drugs, while in five branch laboratories in Halifax, Montreal, Toronto, Winnipeg and Vancouver, and in the central laboratory in Ottawa, scientific tests are applied to the 60,000 samples sent in each year for checking and the claims made for them are closely scrutinized.

The Co-operation of the Canadian Producer

Not only the individual citizen and the individual family are given protection by this law - Canada's great food and drug industries, on whose prosperity so many depend, are also protected against loss of public confidence and against unfair or dishonest competition.

What Mr. Dunn has said about the United States food and drug act is true also of Canada's legislation:

"This law has fundamentally benefited the drug industry by protecting its integrity, requiring its due operation and stimulating its constructive development....the National Drug Law has played an essential part in developing the science of medicine and in providing our country with the highest medical standards in history, which are nowhere surpassed."

This view, I am glad to say, is widely endorsed by representatives of Canadian producers affected by these regulations. The Department of National Health and Welfare, through its Food and Drugs Division, can always count on the co-operation and understanding of the Canadian manufacturer, wholesaler and retailer. While our law has teeth, and while prosecutions and seizures are necessarily part of our enforcement pattern, the main intent of our regulations is prevention -- to persuade anyone who is tempted to break the law to choose the way of wisdom and to correct faults brought to their attention before the public is injured. To ensure that the interests of both producers and consumers are reconciled, and that there will be willing acceptance of new regulations, they are first discussed by our officers with the producers concerned.

Silence and anonymity is the mark of the success of this regulatory service. For example, of 15,000 radio advertisements studied each year, prior rejection or amendment of many before they are broadcast eliminates the need for prosecution after the harm has been done. Similarly, while misleading food and drug labels and advertisements are often rejected, increasingly they are referred voluntarily to our officers for advice before being used.

In its natural anxiety to avoid loss and to observe the rules for honest and fair dealing with the Canadian consumer, Canadian industry believes in prior consultation on all questions that, if not cleared up, would end in objectionable publicity and expensive public prosecutions. Consultation and co-operation -