

(c) Mexico City office—2 persons—

Hirst, M., production and distribution officer, \$250 per month; Nieto, J., office boy, 300 pesos per month.

3. (a) Films sold:

Canada, 2,189 prints; British commonwealth (excluding Canada), 234 prints; United States, 1,060 prints; other countries, 93 prints.

Note: The figures given in 3 (a) are sales to agencies and exhibitors who, in turn, rent or exhibit the films free, but no reports or records on such showings or rentals are provided to the National Film Board.

(b) Films rented:

Canada, 150 prints—total 47,194 recorded showings; British commonwealth (excluding Canada), 214 prints—total 6,091 recorded showings; United States, 399 prints—total 3,466 recorded showings; other countries, 168 prints—total 4,558 estimated showings.

Note: The figures given in 3 (b) are rentals made directly by the National Film Board and do not take account of rentals of films which have been sold to agencies or exhibitors.

(c) Films exhibited free:

Canada, 16,831 prints—total 120,941 recorded showings; British commonwealth (excluding Canada), 3,302 prints—total 32,612 recorded showings; United States, 655 prints—total 2,940 recorded showings; other countries, 2,487 prints—total 7,460 estimated showings.

Note: The figures given in 3 (c) do not include prints of newsreel stories of which 16 stories were released by major newsreel companies in the United States for world distributors reaching audiences estimated at more than 70 million.

HEALTH AND WELFARE—FOOD AND DRUGS DIVISION

Mr. MacLEAN:

What was the purpose of combining the food and drug division, the advertising and labels division, and the proprietary or patent medicine division as the directorate of food and drug division in the Department of National Health and Welfare?

Mr. MAYBANK:

The food and drugs division, the proprietary or patent medicine division and the advertising and labels division of the department have been combined and organized as a directorate for the following reasons:

1. Administrative reasons:

A. The work of the food and drugs division and the advertising and labels division overlaps because—

(a) Both divisions were established to enforce provisions of the Food and Drugs Act. The Food and Drugs Act deals, among other

things, with adulteration and misbranding and false, misleading or exaggerated claims for foods or drugs. Its provisions cannot be completely and easily divided into two parts, one dealing solely with advertising and labels and the other with adulteration or health measures. The limits of the duties of the two divisions cannot, therefore, be clearly defined. Confusion from their activities can only be prevented through direction by a single authority.

(b) The Food and Drugs Act was designed, as evidenced by its wording and arrangement as well as its history, to be administered by one authority, the chief dominion analyst, who is mentioned in the act. The food and drugs division under the chief dominion analyst was organized for this purpose and has the necessary laboratory and inspection services. Punitive or corrective action in respect to improper labels and advertising can only be instituted in many cases after collection of an official sample by the inspection services and analyses by the laboratory. Much of the work on advertising and labels must, therefore, be carried out through the food and drugs division unless parallel services were to be established in the advertising and labels division. Such a situation could be a potential source of confusion and conflicting authority.

(c) The Food and Drugs Act necessarily places restrictions on trade. These restrictions must be uniformly enforced throughout the country, and those on advertising and label claims must be correlated with the composition of the products and vice versa. Correlation and uniformity can be most efficiently obtained through one authority: i.e. by bringing the two divisions into one directorate.

(d) Much of the work of examining advertising and labels in a locality must be carried out by the inspectors and offices of the food and drugs division; another case of overlapping work.

B. The work of the proprietary or patent medicine division is closely related to the work of both the food and drugs division and the advertising and labels division.

(a) The Proprietary or Patent Medicine Act deals with secret formula remedies. These contain ingredients which are under the authority of the Food and Drugs Act. It is necessary that claims made for secret formula remedies, on the basis of these ingredients do not exceed or be essentially different from those made for the same substances under the Food and Drugs Act. This requires a careful and close correlation of the work of the proprietary or patent medicine division and the advertising and labels division.