

Hon. Mr. DAVIS: Dr. Morrell, do the words "no person shall advertise any food" include such items as corn flakes and Coca-Cola?

Dr. MORRELL: Supposing I thought I could sell corn flakes for the treatment of cancer—

Hon. Mr. DAVIS: Not cancer...

Dr. MORRELL: That is what this is intended for: We are concentrating on vitamin E, but there are many, many things apart from heart disease treatment.

Hon. Mr. BURCHILL: What would be the objection to adding the words "except by a duly authorized medical practitioner"?

Hon. Mr. STAMBAUGH: It would give him an advantage that he shouldn't have.

Hon. Mr. PRATT: It would take him out of his profession and put him into business.

Hon. Mr. HAIG: His profession will look after any wrong advertising, make no mistake about that.

Dr. MORRELL: This is quite apart from the medical practice. If his own profession got after him, that is another thing. We have no authority over the medical practice, and we do not want to regulate it.

Hon. Mrs. WILSON: According to my reading of this section, Dr. Best could be prohibited from advertising insulin, but I do not interpret it that way.

Dr. MORRELL: For the purpose of promoting or selling insulin—Dr. Best is not promoting and selling.

Hon. Mrs. WILSON: That does not prohibit Dr. Shute from talking about vitamin E, as I read it.

Hon. Mr. HAIG: Perhaps the doctor does not realize this: One or two of our witnesses have told us that the present organization of the Health Department is very satisfactory to them. That may be absolutely so; I don't know. But supposing that in five or ten years, while this bill is still the law—and we must legislate with that in mind—the people who get into that department do not have the fine ideals that present personnel have, where would we be? I think we should pass the type of law that cannot be abused. I still think that the wording "except by a duly qualified medical practitioner" should be allowed; and the medical association will deal with their own men, if they go outside proper medical practices.

The CHAIRMAN: Ladies and gentlemen, will you listen to our legal adviser, Mr. MacNeill.

JOHN F. MACNEILL, Q.C., Parliamentary Counsel:

Mr. Chairman, I have just come into the room and have not heard the earlier discussion. However, what impresses me about the definition of "advertisement" is that it includes—and that means whatever the word in its ordinary sense means and also it includes something else—

advertisement includes any representation by any means whatever for the purpose of promoting directly or indirectly the sale or disposal of any food, drug, cosmetic or device

One might argue that if Dr. Shute got up on the platform and discussed the merits of vitamin E, that by doing so he was indirectly promoting the sale of that product.

Dr. MORRELL: I would be prepared to strike out the word "indirect".

Mr. MACNEILL: I would like to hear Mr. Curran's opinion on that. He is the legal adviser of your department and I am sure he must have considered