

vitamin products for reason of special premiums.

(5) Advertisements should not utilize nationally-known persons or characters in the direct presentation of children's vitamin products.

Mr. Munro stated that neither he nor officials of the Health Protection Branch were questioning the safety of the products or the channels taken to market these items. He emphasized that the Department's responsibility in relation to the marketing of these products, particularly radio and television advertising, was to keep matters in their proper perspective so there was no improper impact made on impressionable youngsters.

All advertisements for children's vitamins currently being presented on radio and television are being reviewed in respect to the new guide-lines. Those advertisements which prove to be acceptable may continue to be used after that date. New advertisements must meet the requirements of the guide-lines.

All advertisements of products covered by the Food and Drugs Act must be approved by the federal Health Department before they can be aired on television and radio. The Department acts as the adviser to the Canadian Radio and Television Commission in this respect.

THE TREASURE OF CHAMEAU



Treasure hunters Harvey MacLeod (from left) David MacEachern and Alex Storm, revealed gold from Le Chameau soon after discovery.

In a modest house near the grey commanding walls of eighteenth century Fortress Louisbourg lives Alex Storm, a 34-year-old adventurer whose undersea exploits have made him Canada's most successful treasure-hunter.

Storm's great discovery was the treasure lost for 240 years in the remains of the French pay ship *Le Chameau*, wrecked in a gale near Louisbourg in 1725. Last December, in the fashionable Parke-Bernet Galleries of New York, Storm and his partners, David MacEachern and Harvey MacLeod, watched as inter-

national buyers of aristocratic taste marvelled at the treasure being auctioned and paid the Nova Scotians nearly \$200,000 for the lot.

Of the 4,500 *louis d'ors* and silver *écus* and other valuable artifacts recovered by Storm and his partners, 705 items were auctioned, including 688 coins, silverware, sword fragments, a silver watch, a gold cross, and a 1.8-carat emerald ring. The total of \$199,680 they brought was nearly double the amount expected.

One ardent bidder paid \$3,000 for a chevalier's