

Hon. MR. MCGUIRE: We are not putting through this act for the benefit of doctors or physicians but for the population.

Hon. MR. GRANT: For the safety of the public.

DR. MORRELL: Yes.

Hon. MR. HAIG: Are you a member of the medical profession of Ontario?

DR. MORRELL: No, I am not.

Hon. MR. HAIG: Well, in my profession we are limited to a certain kind of advertising and if we get beyond it we are struck off the roll.

Hon. MR. MCGUIRE: Yes, for advertising yourself.

Hon. MR. HAIG: Then why shouldn't the doctor be dealt with by his own profession? If he is improperly advertising, his own profession will meet the problem and handle it in the same manner as the legal profession.

DR. MORRELL: The doctor is able to advocate—

Hon. MR. MCGUIRE: You say "no person" and that covers the doctor, if my understanding of the law is correct.

DR. MORRELL: It depends on what position the doctor is taking. If he is the President of the Vitamin E Corporation, and goes out, and talks about the product of vitamin E he may be talking about it to promote its sale, and that is the objection. It may not be a doctor—it might be a businessman.

Hon. MR. HAIG: But "person" covers businessmen.

DR. MORRELL: Yes.

Hon. MR. HAIG: I do not see what objection you have to doctors advertising something.

Hon. MR. HAWKINS: You wouldn't have any check regarding a businessman.

DR. MORRELL: But he is in business then.

Hon. MR. HAWKINS: If it is wrong for the businessman to advertise vitamin E for heart disease, then it should be wrong for the doctor too.

DR. MORRELL: If he is acting in his capacity as a medical man only he can say what he pleases, but if he is acting as general manager of a vitamin corporation, or whatever it might be, he is then a businessman.

Hon. Mrs. FALLIS: Mr. Chairman, any person reading this section and seeing the words "no person" would not know of all these fine distinctions. Supposing some member of the general public read in the section the words "no person shall advertise any food, drug..." and then Dr. Shute advertised vitamin E from the platform, he would be violating this prohibition under the Act.

DR. MORRELL: He is not advertising vitamin E, as I understand it.

Hon. MR. HAIG: Of course he is.

DR. MORRELL: He is advertising a treatment for heart disease, in which he is qualified to give the treatment.

Hon. MR. MCGUIRE: As a doctor.

Hon. MR. HAIG: You will certainly have trouble making the magistrates appreciate all these fine distinctions.

DR. MORRELL: We have never taken any action against medical advertisements, and there are medical advertisements—

Hon. MR. MCGUIRE: You are proposing to pass a prohibition against the medical profession and everybody else telling what they know.

DR. MORRELL: No, it is certainly not that.

Hon. MR. MCGUIRE: That is the wording here.