

Hon. MR. HAIG: Before you leave that, may I ask you why we could not accept the suggestion of the words "no person except a medical practitioner"?

DR. MORRELL: I was about to say that we have no objection to medical doctors talking about vitamin E or talking about diabetes. If Dr. Best wants to talk about it, he does. We have no particular interest in that.

You will see from the definition of advertisement, that we are limited to taking action against anyone,

- (a) '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.

We are not interested in medical people advocating any treatment. I think Dr. Shute would include in his treatment the medical advice and diagnosis that goes with it. This to my belief will not interfere with Dr. Shute's activities in promoting the sale of, or advertising vitamin E to be used by the general public. If Dr. Shute is head of a company which manufactures vitamin E, and he is interested directly, or financially, in the sale of the product, then it will apply otherwise. It will not apply to any doctor who advocates treatment of vitamin E or any other drug—

Hon. MR. MCGUIRE: That means that the company manufacturing vitamin E is prohibited in offering it for sale?

DR. MORRELL: No—in advertising it is for sale.

Hon. MR. MCGUIRE: In advertising it, yes, but why?

DR. MORRELL: For the treatment of heart disease.

Hon. MR. MCGUIRE: If it is something that is lawful to make, why is he prohibited in putting it before the public?

DR. MORRELL: We are not prohibiting him from putting it before the public.

Hon. MR. MCGUIRE: On your own statement, the section under advertisement means that, if it means anything.

DR. MORRELL: They can put it on the market and they do put it on the market. There is vitamin E on the market.

Hon. MR. EULER: What do you mean by "putting it on the market"? It must have some other purpose?

DR. MORRELL: Any other purpose...

Hon. MR. MCGUIRE: How could it be put on the market without letting the people know something about it?

DR. MORRELL: The doctors know about it.

Hon. MR. HAIG: But under this legislation, the doctors can't tell.

DR. MORRELL: Yes, they can.

Hon. MR. HAIG: But I say they cannot. This section provides "no person shall..."

Hon. MR. MCGUIRE: And the druggist can't tell.

DR. MORRELL: The druggist is not supposed to tell.

Hon. MR. MCGUIRE: The druggist is not supposed to tell?

DR. MORRELL: Not to the public.

Hon. MR. MCGUIRE: Then how is the public going to learn, and who from?

DR. MORRELL: Their doctor.

Hon. MR. MCGUIRE: But supposing the doctors have a prejudice against a particular thing, and speak against it rather than for it?

DR. MORRELL: We can't stop them from speaking against it. That is a matter of medical practice, and if a doctor wants to prescribe vitamin E and discusses it with his patient—