

Hon. Mr. HAIG: Well, I can acquire a copy of the *Medical Journal* and read all about it. I can see it advertised there and it could have the same effect as though I had read it in a newspaper. As a matter of fact, it would have greater effect if I read it in the *Medical Journal*.

Mr. CURRAN: Not many people read the *Medical Journal* as a source of pleasure. The circulation of that *Journal* does not take in the general public.

Hon. Mr. EULER: Can a doctor, if he wishes to, advertise vitamin E?

Mr. CURRAN: He can advertise vitamin E in the *Canadian Medical Journal*.

Hon. Mr. HAIG: He would probably be disciplined within his own profession, but can he himself advertise the use of vitamin E?

Mr. CURRAN: There is nothing in the legislation to prevent a doctor from advertising in the *Canadian Medical Journal* the use of vitamin E as a treatment for heart conditions.

Hon. Mr. GRANT: What about advertising over the radio? What about all those cure alls we hear advertised over the radio?

Mr. CURRAN: Those are not for any of the conditions coming within schedule A. There is no prohibition on the advertising over the radio to the general public unless it is for the treatment of one of these conditions contained in schedule A.

Hon. Mr. GRANT: Why is the radio permitted to advertise drugs for the treatment of arthritis or rheumatism?

Mr. CURRAN: Those do not come under schedule A.

Hon. Mr. HAIG: Arthritis is bad enough too.

Dr. MORRELL: I do not think they advertise a cure.

Hon. Mr. HAIG: What about the product of Dr. Templeton?

Mr. CURRAN: That is for the relief of rheumatic pain. It is quite proper to advertise things for the relief of pain, but they are not represented as being treatments.

Hon. Mr. BURCHILL: I know a prominent Canadian who has represented to a group of his friends that they take vitamin E for their hearts, and I know a lot take vitamin E regularly every day. Now, has that gentleman acted in an illegal way?

Mr. CURRAN: I do not think he made that representation for the purpose of promoting the sale of the drug, did he?

Hon. Mr. BURCHILL: No, but the sale resulted.

Mr. CURRAN: That may be an indirect consequence, but was the purpose of making the representation that of promoting the sale of vitamin E? If not, there is nothing illegal about it. If he made a representation for the purpose of promoting the sale of vitamin E for a heart condition, then it would definitely come within the definition of an advertisement as contained in this bill.

Hon. Mr. HAIG: Why do you object to us putting in the words "medical practitioner" in section 3?

Mr. CURRAN: Would it be proposed that a medical practitioner could advertise to the public?

Hon. Mr. HAIG: He can do what he likes, but I know it wouldn't get by his profession.

Mr. CURRAN: I am not entirely clear whether the suggestion would be to permit a physician to advertise to the general public, or whether it would be to restrict the physician to advertising in what I regard as unethical and legitimate sources. If it is the latter, then there is nothing in the legislation to prevent that. It is only when it is a representation to the general public that it is prohibited.