

Serial Number 1950/96

**THE MEDICAL ADVERTISEMENTS REGULATIONS 1943,
AMENDMENT NO. 2**

B. C. FREYBERG, Governor-General

ORDER IN COUNCIL

At the Government House at Wellington, this 14th day of
June, 1950

Present :

HIS EXCELLENCY THE GOVERNOR-GENERAL IN COUNCIL

PURSUANT to the Medical Advertisements Act, 1942, His Excellency the Governor-General, acting by and with the advice and consent of the Executive Council, doth hereby make the following regulations.

REGULATIONS

1. These regulations may be cited as the Medical Advertisements Regulations 1943, Amendment No. 2, and shall be read together with and deemed part of the Medical Advertisements Regulations 1943* (hereinafter referred to as the principal regulations).

2. The principal regulations are hereby amended by revoking Regulation 9, and substituting the following regulation :—

“ 9. (1) The Travelling-allowance Regulations 1949† shall apply to and be deemed to be incorporated in these regulations so as to relate to the Board and its members.

“ (2) The subsistence allowance referred to in Regulation 5 of the Travelling-allowance Regulations 1949† shall be at the rate of £1 15s. a day :

“ Provided that where a member is entitled to a subsistence allowance and occupies a hotel room for one night only, an additional amount of 2s. may be paid to that member.”

3. (1) The principal regulations are hereby amended by adding thereto the following regulation :—

“ 23. No medical advertisement relating to any alcoholic beverage, being a beverage for which a standard is prescribed in Part XXIII of the Food and Drug Regulations 1946‡, shall contain any word, statement, claim, design, or device which directly or by implication indicates or suggests that the beverage contains any nutritive or medicinal properties.”

(2) This regulation shall come into force on the 1st day of September, 1950.

T. J. SHERRARD,
Clerk of the Executive Council.

* Statutory Regulations 1943, Serial number 1943/63, page 132.

Amendment No. 1 : Statutory Regulations 1949, Serial number 1949/133, page 555.

† Statutory Regulations 1949, Serial number 1949/94, page 387.

‡ Statutory Regulations 1946, Serial number 1946/136, page 382.

EXPLANATORY NOTE

[This note is not part of the regulations, but is intended to indicate their general effect.]

The effect of Regulation 3 is to prohibit, in advertisements relating to alcoholic beverages, suggestions that the beverages have nutritive or medicinal properties. The beverages referred to are wines, fruit wines, cider, perry, non-dutiable fermented drinks, ale, beer, porter, stout, brandy, whisky, rum, gin, and liqueurs. The term "medical advertisement" is defined in section 2 of the Medical Advertisements Act, 1942. Under that Act the term "advertisement" includes an ordinary label. This regulation is to come into force on the 1st September, 1950.

Issued under the authority of the Regulations Act, 1936.

Date of notification in *Gazette*: 15th day of June, 1950.

These regulations are administered in the Department of Health.