

## CHAPTER 114.

## UNDESIRABLE ADVERTISEMENTS.

## ARRANGEMENT OF SECTIONS.

## SECTION.

1. Short title.
2. Interpretation.
3. Prohibition of advertisement relating to certain diseases.
4. Restriction of advertisements of patent or proprietary medicine.
5. Disclosure of composition of medicines.
6. Prohibition of advertisements relating to abortion.
7. Penalty.

## CHAPTER 114.

## UNDESIRABLE ADVERTISEMENTS.

An Ordinance to Prohibit and Restrict Certain Kinds of Undesirable Advertisements.

20 of 1945.  
43 of 1946.  
10 of 1947.

[\* .]

1. This Ordinance may be cited as the Undesirable Advertisements Ordinance; it shall apply to the Colony and Protectorate and shall come into force on such day as the Governor may fix by notice in the *Gazette*.

Short title.  
\*

2. In this Ordinance, unless the context otherwise requires— Interpretation.

“ venereal disease ” means syphilis, gonorrhœa, soft chancre or other genito-urinary diseases in any of their forms;

“ medicine ” means any kind of medicament or other curative or preventive substance, and whether a proprietary medicine or preparation, packed goods or patent medicine or preparation;

\* It seems that this Ordinance has not yet come into operation. There was published in the Sierra Leone Royal *Gazette* No. 3964, dated the 31st December, 1946, Government Notice No. 960. It was thereby notified that the Ordinance would come into force on the 1st January, 1948. Subsequently and before that appointed date, it was notified, in Government Notice No. 814 published in the Royal *Gazette* No. 4040, dated the 20th November, 1947, that the Governor had cancelled the former Notice, No. 960 of 1946; and also that the date on which the Ordinance would come into operation would be notified by a subsequent Government Notice. There does not appear to have been any subsequent notification.

“patent or proprietary medicine” means any medicine held out by advertisement as efficacious for the prevention cure or relief of any malady, ailment, infirmity or disorder affecting human beings and

(a) which is sold under a trade name or trade mark to the use of which any person has or claims or purports to have any exclusive right, or

(b) of which any person has or claims or purports to have the exclusive right of manufacture or for the making of which any person has or claims or purports to have any secret process or protection by letters patent;

“surgical appliance” includes any device which purports to be or is represented, directly or by implication, as being such an appliance;

“advertisement” includes any notice, circular, label, wrapper or other document, or any canvassing.

Prohibition  
of advertise-  
ments  
relating to  
certain  
diseases.

3. (1) No person shall take any part in the publication of any advertisement by any method whatsoever, referring to the sale, supply, or to an offer to sell, or supply any medicine or surgical appliance, or referring to the administration of, or to an offer to administer any treatment to the public whether directly or indirectly or by implication as being effective for the purpose of treatment of human beings for any of the following purposes—

(a) for the cure of venereal diseases;

(b) for the prevention, relief or cure of Bright’s disease, cancer, consumption or tuberculosis, lupus, diabetes, epilepsy or fits, locomotor ataxy, paralysis, or infantile paralysis;

(c) for the cure of arterio-sclerosis, septicæmia, diphtheria, dropsy, erysipelas, gallstones, kidney stones and bladder stones, goitre, heart disease, tetanus or lockjaw, pleurisy, pneumonia, scarlet fever, smallpox, trachoma, amenorrhœa, hernia or rupture, blindness or any structural or organic ailment of the auditory system;

(d) for the cure of any habit associated with sexual indulgence or of any ailment associated with those habits or for the promotion of sexual virility, desire or fertility or for the restoration, or stimulation of the mental faculties.

(2) In any proceedings for a contravention of any of the provisions of the foregoing sub-section, it shall be a defence for the person charged to prove—