

June 24, 1946.
(Afternoon Session)

The Meeting reconvened at 2.30 p.m. in camera and discussed further the CBC's acquisition of properties in Montreal.

At 3.35 p.m. the Board considered the question of amending regulation 10 (e) and (f) governing the advertising of beer and wine. The Manager of Broadcast Regulations division was called to explain the working of the present regulation and the possible affect of the proposed amendment. Under the present regulation sponsors are prohibited from advertising spirituous liquors, wine and beer on radio programs, although institutional announcements are allowed on behalf of breweries and wine companies in the Province of Quebec only. It was suggested that the regulation might be changed to provide for institutional announcements in programs of fifteen minutes or more sponsored by breweries or wine companies in provinces in which the advertising of beer and wine is permitted by legislation. The Chairman pointed out that such an amendment would tend to clarify the situation and that it would still prohibit sponsorship of radio programs by brewery and wine companies where the provincial laws did not permit advertising of wine and beer.

Moved by Mr. Chase, seconded by Dean Pouliot

IT WAS RESOLVED

THAT the following amendment to regulation 10 (e) and (f) be adopted, the effective date of coming into force of this amendment to be decided on by the Chairman:

"In any broadcast, no one shall advertise spirituous liquors, beer or wine, or broadcast or cause to be broadcast any radio presentation or announcement whatsoever by or on behalf of a manufacturer or dealer whose principal business is the manufacture or sale of spirituous liquors, beer or wine provided however that programs of fifteen minutes or more sponsored by breweries or wine companies will be allowed in provinces in which, by Provincial Legislation, the advertising of beer and wine is permissible subject to the following conditions:

- (i) The only announcements of sponsorship allowed shall be an announcement at the beginning of each program of fifteen minutes or more and one at the end provided however that in live talent programs of more than fifteen minutes' duration, the name of the sponsor may be introduced in program announcements at intervals of not less than fifteen minutes.
- (ii) The form of announcements at the beginning of the program and at the end shall be:

"This program is presented with the compliments of the ABC Brewery".

"This program has been presented with the compliments of the ABC Brewery" or some necessary variation of these forms approved in writing by the Corporation.