

Selling intoxicating drink and cigarettes, like many other aspects of Canadian life, varies greatly—you might even say quaintly—from province to province, as people across the country try to figure out what place it should have in their lives.

Both broadcast and print ads are regulated, more or less. There is no national regulation of cigarette advertising, but measures have been introduced in the House of Commons, and it is expected that cigarette ads will be curtailed or banned in the foreseeable future. Meanwhile, CBC, the government network, has banned all cigarette ads. CTV, the commercial network, allows them, but some affiliate stations don't.

For the selling of beer and wine, the Broadcast Code of the Canadian Radio-Television Commission sets down guidelines which the provinces may use as they like. The guidelines recently were changed somewhat. Until last month they permitted showing the container, but not the beverage. Now the code allows beer or wine to be poured into a glass, but forbids the actor drinking it, or indicating that he might by raising it to his lips.

On radio, sound effects are allowed.

No broadcast liquor advertising is allowed.



## Advertising Downs

The provinces follow the code according to their own lights. Newfoundland, Quebec, Ontario, and Manitoba have followed the CRTC

guidelines and are making the changes. Manitoba adds that no family scenes with minors can be shown, and that beer and wine commercials can't be broadcast between 7 A.M. and 10 P.M. Nova Scotia is keeping its old policy—more or less like the new CRTC proposal. In print ads, Nova Scotia says no more than five bottles can be shown. One bottle can take up only twenty-five per cent of the ad space. Five bottles can take up fifty per cent. Ads can't show an image of one bottle and one glass. On radio, the sound of pouring is OK, but conversation about drinking is not.

Little Prince Edward Island on the Atlantic coast has an outlook more like the giant provinces in the west. Neither Prince Edward, Saskatchewan, nor Alberta allow any beer or wine advertising on radio or tv. British Columbia does, but effective September 1 it will outlaw beer, wine, liquor and cigarette advertising in *all* media, though it will not ban ads originating out of the province, such as in a national Canadian magazine. All along the border, of course, U.S. stations can be tuned in.

The Government of Canada let the Public Order (Temporary Measures) Act expire on April 30, 1971, and said it would propose that a committee of Parliament study legislation "to deal with emergencies that may arise from time to time . . . by reason of lawlessness or violence in Canadian society that would endanger the existence of government or the maintenance of peace and public order."

Speaking to the House of Commons on April 29, Minister of Justice John Turner said that charges pending under the Public Order Act will remain valid. While membership in the Front de Libération du Québec is no longer a criminal offense, Mr. Turner said, "I believe it can be properly said that . . . it will be an illegal organization in the sense that any group of individuals who conspire to commit criminal acts can properly be described as an illegal organization."

There were 497 people arrested under the Public Order Act and the War Measures Act. Of the sixty charged, twenty-four were still in jail as of April 30. Five have been convicted and thirty-six

## The Public Order Act Expires New Legislation May Be Proposed

released on bail.

Five well known Quebecers were arrested under the War Measures Act and accused of seditious conspiracy advocating the overthrow of the Canadian and Quebec governments between January 1, 1968, and November 16, 1970. These charges were quashed in February by Justice Roger Ouzon of the Court of Queen's Bench, but subsequently were reinstated against three of the five (Charles Gagnon, a former teacher, Jacques Larue-Langlois, a former television producer, and Pierre Vallieres, an author who has already been sentenced to fourteen months for several contempt citations in his trial.) These three and the two others, labor leader Michel Chartrand and lawyer Robert Lemieux, are still charged with advocating the policies of the FLQ.

In response to a question on the floor of the House April 29, Prime Minister Trudeau said that the Premier of Quebec, Mr. Bourassa, had asked "that we should enact specific legislation to make the FLQ and like organizations illegal."