

- CHAPTER 5 - CLASS ACTIONS AND OTHER FORMS OF COLLECTIVE REDRESS
- (16) *Ibid.*, p. 330-331.
 - (17) *Ibid.*, p. 116.
 - (18) *Ibid.*, p. 116-117.
 - (19) *Unfair Trade Practices Act*, R.S.A. 1980, C. U-3, as amended. *Trade Practice Act*, R.S.B.C. 1979, c. 406, as amended, s. 18.
 - (20) *Hearings*, Issue No. 34 (March 22, 1988) 34:28.
 - (21) United States, Federal Trade Commission, Advertising Substantiation Policy Statement, (1984).
 - (22) 16 *Code of Federal Regulations* s. 1.6.
 - (23) 15 U.S.C. s. 57a (a)(1)(B).
 - (24) *Supra*, note 15, p. 161-163.
 - (25) *Labatt Breweries of Canada Ltd. v. Attorney-General of Canada et al.*, (1979) 110 D.L.R. (3d) 594 (S.C.C.).

2. Class Actions

2.1 History and Development

A class action has been described as an action which brings together and a single determination the claims of a number of persons against the same defendant that essentially raise an identical question. A judgment in a class action binds not only the defendant and the plaintiff who commenced the class, but also all those whom the plaintiff represents. In other words, a class action is a substitute for what might be numerous individual actions involving the same issues against one defendant.