

Bill No. 154, introduced on December 11, 1963

THE PARLIAMENT OF CANADA

Bill C-154

The Tobacco Products Control Act

1. The purpose of this Act is to provide for the control of the manufacture, sale and distribution of tobacco products in Canada and to provide for the control of the advertising of such products.

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PART IV

Tobacco Products

15. (1) No person shall label, package, treat, print, or in any way describe or identify a tobacco product in a manner that is false, misleading or deceptive or is likely to cause an ordinary consumer regarding its character, quality, composition, merit, or value.

(2) No person shall label a tobacco product if it is not labeled in accordance with the regulations or if it is labeled in a manner that is false, misleading or deceptive or is likely to cause an ordinary consumer regarding its character, quality, composition, merit, or value.

16. The Act shall come into force on a day to be fixed by proclamation of the Governor in Council.