

approaches to the regulation of misleading advertising, the Association of Canadian Advertisers expected that these differences would be exacerbated by free trade. Others felt that the increased flow of goods and services resulting from the implementation of the Free Trade Agreement would necessitate closer cooperation on misleading advertising issues and ultimately require Canada and the United States to harmonize their laws.

Although many of the administrative remedies and procedures recommended in this report are currently in use in the United States, the Committee has not made its recommendations in anticipation of the implementation of the Free Trade Agreement. The hope is rather that a responsive, cost-effective system will be developed for dealing with misleading advertising; one that would enable regulators to overcome some of the problems in the present system which treats misleading advertising as a criminal offence.