

bring in some recommendation as to what it thinks is the best procedure in political broadcasting. All we want to do is what is fair to everybody. Continuing:—

9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.
- (2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the corporation reduce the total daily advertising content of its program if the said total daily advertising content in the opinion of the corporation occupies an undue proportion of the daily broadcast time.

We have never yet had to exercise that rule.

- (3) Upon notice in writing from the corporation any station shall change the quality or nature of its advertising broadcasts.

That is if the thing is unduly offensive, and so on. Now we come to No. 10 which provides that under certain conditions stations may be permitted to use mechanical reproductions until but not beyond the 31st December, 1937. That is past and gone. Then we come to 11:—

11. (1) In any program no one shall advertise
 - (a) any act or thing prohibited by law;
 - (b) the prices of goods or services, except the prices of publications auxiliary to the information services of the corporation.

That is not particularly popular with the private stations. Some of them do not mind it. It is an inheritance of the rules which were made at the beginning of broadcasting in this country. It has merit in that it prevents, perhaps, the dishonest use of the radio to advertise an alleged bargain. I have no doubt that it is popular with the newspapers if not with the radio stations. In any event, I am never much impressed by the arguments for it or by the arguments against it. Continuing with section 11, in any program no one shall advertise:—

- (c) any insurance corporation not registered to do business in Canada;
- (d) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;
- (e) spirituous liquors;
- (f) wine and beer in any province of Canada

There were some special regulations made there to allow wine and beer advertising to be continued in the province of Quebec, inasmuch as there it was not definitely prohibited by provincial law and had been continued by local practice. I may say, however, that that regulation will be applicable to the whole of Canada after the end of March, I think the date is.

12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

- (2) No "spot" announcement shall be broadcast on week-days between 7.30 p.m. and 11 p.m.

And so on.

- (3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports.

[Mr. Leonard W. Brockington, K.C.]