

LIQUOR ADVERTISING REGULATIONS IN CANADA

NOVA SCOTIA AND NEW BRUNSWICK

The Liquor Control Acts of these provinces prohibit the advertising of liquor in any form and these regulations are strictly enforced. In order to reach this market the Company has used national magazines and other publications published outside these provinces but having substantial circulation within the above two provinces.

QUEBEC

Liquor advertising is permitted in Quebec in all forms with the exception of illuminated signs. In publication advertising no reference to the Quebec Liquor Commission shall be made in advertisements. Advertisements shall be worded to inform the reader whether the product is of imported or Canadian origin. For instance where "Highland Whisky" is used to describe a brand, the words "Blended and Bottled by" along with the name and address of the Canadian distiller should be used. The Liquor Commission approved the following wording in the case of our Scotch Type Whiskies - "Blended and bottled under the direct supervision of the proprietors (name of proprietor) by Distillers Corp. Ltd., Montreal." Where sizes of bottles are mentioned in advertisements, the word "Reputed" should not be used to describe the 26oz. bottle commonly termed "Reputed Quart". The actual contents should be stated in ounces.

ONTARIO

The Liquor Control Act prohibits the advertising of liquor but the Control Board have been more or less liberal in their interpretation, having granted permission to certain magazines published in Ontario to carry liquor advertising. However this is the only concession allowed, all other forms of advertising being strictly prohibited. The Company has used the Seagram Golf Cup as a means of advertising in Ontario - advertising in this connection is of an institutional nature on the name of Seagram, no specific brands being advertised directly. The Company also uses national magazines and publications having wide circulation in Ontario. Some of these publications are printed in Ontario and have special permission to carry liquor advertising.

MANITOBA

Publication advertising is permitted in Manitoba but restricted to 100 lines for each advertisement. Direct mail advertising may also be used. In newspaper advertising the following wording must appear at the bottom of each advertisement and is not included in the 100 line restriction. The wording occupies a space of 6 lines by one column or 3 lines by two columns.

"This advertisement is not inserted by the Government Liquor Control Commission. The Commission is not responsible for statements made as to quality or products advertised."

Illustrations depicting drinking scenes or suggestive of drinking are not allowed.

Effusive adjectives such as "wonderful", "marvellous", "delectable", etc. will not be passed by the Commission. The Commission has no objection to expressions such as "high grade", "Fine quality", "aged", etc.

Two proofs of each advertisement must be submitted direct by the agency to the Commission for O.K. before publication.

SASKATCHEWAN

Newspaper advertising is permitted in Saskatchewan subject to the following restrictions: Any reference to the price of the product, the word price or wording that could be construed to suggest price or cost is not permitted. Illustrations depicting a drinking scene or suggestive of drinking are not allowed.

Any wording that could be interpreted as an invitation to drink, such as: "Say", "Ask for", "Try", "Specify", etc., will not be permitted.

No mention can be made where the goods are obtainable or any reference to liquor stores.

The Board also desire each advertisement to be signed by the name and address of the distiller. The name on the label is not necessarily sufficient as these sometimes are too small to be easily readable.

ALBERTA

Newspaper advertising is permitted in Alberta subject to the following restrictions: Illustrations must not depict drinking scenes.

Copy must not be written in such a way that it can be interpreted as an inducement to drink.

No single advertisement will be allowed to dominate a page.

The following wording approved by the Commission must be inserted in each advertisement: "This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta."

Distillers are not permitted to send out price lists, use the radio, novelties, bill boards or signs.

BRITISH COLUMBIA

There are no restrictions on newspaper advertising in this territory but the Liquor Control Board has the authority to pass regulations to curtail any advertising which might be assumed as being offensive or too suggestive.

The following wording approved by the Liquor Board must be inserted in each advertisement in 10 point type at the bottom of the ad:

"This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia."

A.H.Iler
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