

# Index

## ABUSE OF DOMINANT MARKET POSITION

See also REVIEWABLE PRACTICES  
Cases, 2:41  
Defences, 2:49  
Elements of practice, 2:42  
anti-competitive acts, 2:45  
class or species of businesses, 2:44  
control, 2:43  
practice, 2:46  
substantial lessening or prevention of competition, 2:47  
Exemptions, 2:49  
Joint dominance, 2:48  
Overview, 2:39  
Summary, 2:50  
What constitutes practice, 2:40

## ADVERTISING STANDARDS CANADA

Alcoholic beverage advertising approval, 5:27  
Canadian Code of Advertising Standards, 5:17  
Clearance process, 5:18  
Complaints to, 1:100  
Consumer complaints, 5:19  
Food advertising approval, 5:29  
Generally, 5:16  
Trade practice disputes, 5:20

## ALCOHOLIC BEVERAGES

See also SPECIFIC PRODUCT ADVERTISING  
Advertising content regulation and preclearance  
Advertising Standards Canada approval, 5:27  
Code for Broadcast Advertising of Alcoholic Beverages, 5:26  
provincial approval, 5:28  
regulations under Broadcasting Act, 5:24  
types that may be advertised, 5:25  
Advertising content restrictions, 7:229  
Introduction, 7:226

## ALCOHOLIC BEVERAGES—Cont'd

Jurisdiction of regulations, 7:227  
Other restrictions, 7:230  
Permitted forms of advertising, 7:228

## ATTEMPTS TO INFLUENCE PRICES

See also PRICE MAINTENANCE  
Agreement, 2:10  
Any like means, 2:13  
Generally, 2:9  
Promise, 2:12  
Threat, 2:11

## AUTOMOTIVE

See also SPECIFIC PRODUCT ADVERTISING  
Bait and switch advertising, 7:225  
Disclaimers, 7:210  
General impression rule, 7:203  
ambiguity, 7:204  
omission, 7:205  
text of advertisement literally true but visual impression false, 7:207  
text of advertisement technically correct but creates false impression, 7:206  
Legislative overview, 7:201  
Materiality, 7:209  
Not false or misleading in material respect, 7:202 et seq.  
Popularity and preference claims, 7:217  
Price advertising, 7:218 et seq.  
Price disclaimers, 7:211  
comparative price claims, 7:213  
limitations on special offers, 7:214  
particulars of financing offers, 7:215  
total price, 7:212  
Savings and sale claims, 7:223  
Sophistication of typical purchaser, 7:208  
Special features offers, 7:224  
Technical and performance disclaimers, 7:216  
Total price disclosure, 7:219  
disclosure of non-optional elements, 7:220

**AUTOMOTIVE—Cont'd**

Total price disclosure, **7:219**—Cont'd  
financing and lease disclosure, **7:222**  
regulatory policies, **7:221**

**BAIT AND SWITCH ADVERTISING**

See also MISLEADING ADVERTISING  
Automotive advertising, **7:225**  
Bargain price, **1:77**  
Commissioner's guidelines, **1:80**  
Defences, **1:81**  
Reasonability, **1:79**

**BROADCAST ADVERTISING**

Advertising content regulation and  
preclearance  
alcoholic beverages, **5:24 et seq.**  
cosmetics, **5:31**  
drugs, **5:30**  
food and non-alcoholic beverages, **5:29**  
natural health products, **5:32**  
Advertising Standards Canada, **5:16**  
Canadian Code of Advertising Stan-  
dards, **5:17**  
clearance process, **5:18**  
consumer complaints, **5:19**  
trade practice disputes, **5:20**  
Basic federal broadcasting policy, **5:2**  
Broadcast television, **5:8**  
Canadian Association of Broadcasters,  
**5:23**  
CBC, **5:4**  
CBC Advertising Standards, **5:22**  
Children, advertising to  
Broadcast Code for Advertising to  
Children, **5:33**  
Quebec Consumer Protection Act, **5:34**  
relevant court decisions, **5:35**  
Constitutional issues—jurisdiction over  
broadcasting, **5:5**  
CRTC, **5:3**  
Distribution undertakings, **5:9**  
advertising controversy, **5:12**  
general provisions, **5:10**  
specific provisions, **5:11**  
Limitations on obscene or abusive  
advertising content, **5:15**  
Pay television and pay per view, **5:14**  
Radio, **5:7**  
Specialty services, **5:13**

**BROADCAST ADVERTISING—Cont'd**

Telecaster Committee of Canada (Televi-  
sion Bureau of Canada), **5:21**

**BUSINESS PRACTICES****LEGISLATION**

See also TRADE PRACTICES  
LEGISLATION

**CHILDREN, ADVERTISING TO**

Broadcast Code for Advertising to Chil-  
dren, **5:33**  
Children and drug advertising, **7:98**  
Quebec Consumer Protection Act, **5:34**  
Relevant court decisions, **5:35**

**CONSUMER PROTECTION**

Legislative history, **4:1**

**CONSUMER RESEARCH AND****SURVEYS**

Generally, **1:47**  
See also PERFORMANCE CLAIMS  
TEST

**CONSUMER WARRANTIES**

See also CONSUMER PROTECTION  
Introduction, **4:24**  
Remedies for breach of consumer warran-  
ties, **4:49 et seq.**  
consumer's and seller's respective  
obligations, **4:53**  
consumer's rights, **4:50**

**CONSUMER WARRANTY****LEGISLATION**

See also CONSUMER WARRANTIES  
Contractual privity defence, abolition of,  
**4:48**

Express warranties, **4:46**  
parol evidence rule, abolition of, **4:46**  
written warranties—minimum require-  
ments, **4:47**

Generally, **4:36 et seq.**

Implied warranties, **4:38**

durability, **4:40**

quality and fitness for purpose, **4:39**  
service, **4:42**

spare parts and repair facilities, **4:41**

Implied warranties—special requirements  
in Quebec

automobiles and motorcycles, **4:43**

other special requirements, **4:45**

repair of household appliances, **4:44**

**CONSUMER WARRANTY****LEGISLATION—Cont'd**

Transactions of all forms protected, 4:37

**CONTESTS**

See also PROMOTIONS

Contests and sweepstakes in new economy, 3:1

Early Canadian legislation, 3:3

Early English legislation, 3:2

Sample contest rules, 3:37

**CONTESTS AND COMPETITION ACT**

See also CONTESTS

Adequate and fair disclosure, 3:21  
contest rules, 3:22

general, 3:21

minimum disclosure for advertising, 3:23

program of advisory opinions, 3:24

Deceptive prize notices, 3:27

Overview of s. 74.06, 3:20

Telemarketing contests, 3:26

Undue delay in prize distribution, 3:25

**CONTESTS AND CRIMINAL CODE**

See also CONTESTS

Application of Criminal Code to contests, 3:4

Elements of Criminal Code offence, 3:5  
breakdown of s. 206(1), 3:6

chance, 3:17

chance—mixed chance and skill, 3:13

chance—skill-testing question, 3:10

consideration, 3:8, 3:12, 3:16

consideration, prize and chance, 3:5

prize, 3:18

prize—disposition of property, 3:9

prize—goods, wares or merchandise, 3:14

Penalty under Criminal Code, 3:19

**COSMETICS**

See also SPECIFIC PRODUCT ADVERTISING

Advertising, 7:196

Advertising content regulation and preclearance, 5:31

Basic restrictions on sale, 7:174

Cosmetic defined, 7:173

**COSMETICS—Cont'd**

Food and Drugs Act

jurisdiction for administration of FDA, 7:190

offences and penalties, 7:200

powers of inspection, 7:199

Importation, 7:194

Inspection, 7:195

Introduction, 7:171

Notification to HPB, 7:193

Packaging and labelling, 7:197

**COUPONS AND TRADING STAMPS**

See also PROMOTIONS

Avoiding application of s. 379, 3:49 et seq.

avoidance generally, 3:50

cross coupon promotions, 3:51

Manufacturer's exemption, 3:48

Offence, 3:39

Redemption criteria, 3:44

place and method of redemption, 3:45

place of delivery and merchantable value, 3:46

redemption upon demand, 3:47

Relevant provincial legislation, 3:52

Threshold test—form and intention, 3:41

a discount on the price of goods, 3:42

a premium to the customer, 3:43

given to the purchaser of goods by the vendor thereof, 3:41

Trading stamp defined, 3:40

Trading stamp schemes, 3:38

**DELIVERED PRICING**

See also REVIEWABLE PRACTICES

Defences, 2:38

What constitutes practice, 2:37

**DISTRIBUTION PRACTICES**

Introduction, 2:1 et seq.

Legislative history, 2:2

**DOUBLE TICKETING**

See also MISLEADING ADVERTISING

Generally, 1:76

**DRUG ADVERTISING STANDARDS (FOR ADVERTISING TO THE GENERAL PUBLIC)**

See also DRUG ADVERTISING TO GENERAL PUBLIC

Absence of side effects, 7:92

**DRUG ADVERTISING STANDARDS  
(FOR ADVERTISING TO THE  
GENERAL PUBLIC)—Cont'd**

- Children and drug advertising, 7:98
- Comparison advertising, 7:89
- Exaggeration of speed and amount of relief, 7:96
- False advertising, 7:87
- Generally, 7:83 et seq.
- Imagery, 7:95
- Industry standards, 7:85
- Misleading terminology, 7:93
- Misrepresentation, 7:88
- Negative statements and claims re toxicity, 7:90
- Review and preclearance of advertising, 7:99
- Scare advertising, 7:94
- Scientific or technical references, 7:91

**DRUG ADVERTISING TO GENERAL  
PUBLIC**

- See also DRUGS
- Drugs that cannot be advertised
  - advertised as cures for Schedule A diseases, 7:77
  - controlled drugs, 7:79
  - narcotic drugs, 7:78
  - new drugs, 7:80
- Generally, 7:76 et seq.
- Name, price and quantity only
  - limited dose drugs, 7:81
- Prescription Drug List, 7:82

**DRUG ADVERTISING TO HEALTH  
PROFESSIONALS**

- See also DRUGS
- Basic requirement, 7:100
- Industry standards, 7:101 et seq.
- PAAB Code of Advertising Acceptance
  - claims, quotations and references, 7:104
  - comparisons, 7:106
  - data presentations, 7:105
  - preclearance and enforcement, 7:108
- Rx&D Code of Marketing Practices, 7:101

**DRUGS**

- See also SPECIFIC PRODUCT ADVERTISING

**DRUGS—Cont'd**

- Advertising content regulation and preclearance, 5:30
- Constitutional issues, 7:5
- Criminal Code, 7:57
- Development of Canadian food and drug legislation, 7:3
- Early English food and drug legislation, 7:2
- Food and Drugs Act and Regulations, 7:4
- Narcotic Control Act, 7:58
- Recent statutory changes, 7:51 et seq.

**DRUGS—PACKAGING AND  
LABELLING**

- See also DRUGS
- Child-resistant packaging and labelling, 7:121
- Definitions, 7:110
- Directions for use, 7:118
- Drug identification number, 7:112
- Drug names, 7:112
- Drug standards, 7:114
- Expiration dates, 7:119
- General requirements, 7:111
- Lot number, 7:117
- Manufacturer, 7:116
- Other drugs, 7:122
- Prescribed and parenteral drugs, 7:122
- Quantities of ingredients and contents, 7:115
- Standardized and small containers, 7:120

**DRUGS—REGULATORY SCHEME**

- See also DRUG ADVERTISING STANDARDS
- Adulteration and unsanitary manufacturing, 7:70
- drug identification number (DIN), 7:73
- new drugs, 7:60 et seq.
- proprietary medicines, 7:74
- Drug defined, 7:59
- Natural health products, 7:59
- Standards for drugs, 7:75

**ENVIRONMENTAL FRIENDLINESS  
CLAIMS**

- See also PERFORMANCE CLAIMS—TEST
- Comparative claims, 1:56
- Evaluation and verification, 1:55
- General requirements, 1:52

**ENVIRONMENTAL FRIENDLINESS****CLAIMS—Cont'd**

- Generally, 1:51
- Specific claims, 1:57
- Specific requirements, 1:53
- Symbols, 1:54

**EXCLUSIVE DEALING**

- See also REVIEWABLE PRACTICES
- Defences, 2:28
- Exclusionary effect, 2:26
- Exemptions, 2:28
- Major supplier, 2:25
- Substantial lessening of competition, 2:27
- What constitutes practice, 2:24

**FALSE OR MISLEADING IN MATERIAL RESPECT**

- See also MISLEADING ADVERTISING—GENERAL RULE
- General impression test, 1:18
  - ambiguity, 1:19
  - disclaimers, 1:24
  - general impression, 1:23
  - internet advertising, 1:25
  - materiality, 1:23
  - omission of essential information, 1:20
  - standard of deception, 1:23
  - technically true representation but text gives false impression, 1:21
  - text literally true but visually false impression, 1:22
- Generally, 1:11
- Materiality, 1:13
- Standard of deceptiveness, 1:14
  - average purchaser, 1:16
  - credulous man, 1:15
  - sophisticated purchaser, 1:17
- Subjective and objective, 1:12

**FOOD**

- See also SPECIFIC PRODUCT ADVERTISING
- Advertising Standards Canada approval, 5:29
- Broadcasting Act, 7:9
- Competition Act, 7:8
- Constitutional issues, 7:5
- Consumer Packaging and Labelling Act, 7:7
- Development of Canadian food and drug legislation, 7:3

**FOOD—Cont'd**

- Early English food and drug legislation, 7:2
- Food and Drugs Act and Regulations, 7:4
- Introduction, 7:6 *et seq.*

**FOOD—REGULATORY SCHEME**

- See also FOOD
- Adulteration and unsanitary manufacturing, 7:12
- Advertising, 7:14
  - health claim, 7:15
  - misleading advertising, 7:16
- Diet-related health claims, 7:39
- Food defined, 7:11
- Foods for special dietary use, 7:42
- Formulated liquid diets, 7:45
- Guide to Food Labelling and Advertising, 7:18
- Infant formula, 7:45
- Meal replacements, 7:45
- Nutrition content claims
  - cholesterol, 7:32
  - energy value, 7:33
  - fat, 7:28
  - generally, 7:26
  - poly-unsaturated fatty acids, 7:31
  - protein or amino acid content, 7:34
  - salt, sodium or potassium content, 7:35
  - saturated fatty acids, 7:29
  - trans fatty acids, 7:30
- Nutrition labelling
  - bilingual requirements, 7:24
  - exceptions from mandatory disclosure, 7:21
  - new mandatory regime, 7:19
  - Nutrition Facts table, 7:20
  - optional additional information, 7:22
  - presentation of Nutrition Facts table, 7:25
  - serving of stated size, 7:23
- Nutritional supplements, 7:45
- Packaging and labelling, 7:17
- Prepackaged meals for weight reduction, 7:45
- Standards for foods, 7:13
  - recommended daily intake, 7:37
- Vitamin and mineral nutrient content claims
  - action or effect of vitamins or minerals, 7:38

**GENERAL IMPRESSION TEST**

See also FALSE OR MISLEADING IN MATERIAL RESPECT

Ambiguity, 1:19  
 Disclaimers, 1:24  
 General impression, 1:23  
 Generally, 1:18  
 Internet advertising, 1:25  
 Materiality, 1:23  
 Omission of essential information, 1:20  
 Standard of deception, 1:23  
 Technically true representation but text gives false impression, 1:21  
 Text literally true but visually false impression, 1:22

**HAZARDOUS PRODUCTS**

Administration and enforcement, 6:45  
 Generally, 6:1, 6:28

**HAZARDOUS PRODUCTS—CONSUMER-USE**

See also HAZARDOUS PRODUCTS  
 Child-resistant containers, 6:33  
 Consumer chemicals, **Table 6I**  
 Depiction and manner of disclosure of labelling, 6:31  
 Exemptions, 6:32  
 Generally, 6:29 et seq.  
 Prescribed labelling, 6:30

**HAZARDOUS PRODUCTS—INDUSTRIAL/COMMERCIAL-USE**

See also HAZARDOUS PRODUCTS  
 Controlled products—classes and divisions; hazard symbols, **Table III**  
 Controlled products—test criteria, **Table II**  
 Disclosure information, 6:36  
 Exemptions, 6:38  
   bulk shipments, 6:42  
   consumer products, 6:39  
 Hazardous Materials Information Review Act, 6:44  
 import/export, 6:41  
 inner and outer containers, 6:43  
 manufactured articles, 6:40  
 Generally, 6:34 et seq.  
 Hazard symbols, 6:37  
 Identification of controlled products, 6:35

**LABELLING**

See PACKAGING AND LABELLING

**MARKET RESTRICTION**

See also REVIEWABLE PRACTICES  
 Defences, 2:36  
 Exemptions, 2:36  
 Major supplier, 2:34  
 Substantial lessening of competition, 2:35  
 What constitutes practice, 2:33

**MARKET RESTRICTIVE PRACTICES**

See also REVIEWABLE PRACTICES  
 Generally, 2:23

**MARKETING OFFENCES**

See also DISTRIBUTION PRACTICES  
 Multi-level marketing and pyramidical sales  
   constitutional challenges, 2:53  
   disclosure requirements, 2:51  
   prohibited plans, 2:52  
   summary, 2:54

**MATERIALITY**

See also FALSE OR MISLEADING IN MATERIAL RESPECT  
 Generally, 1:13

**MEDICAL DEVICES**

See also SPECIFIC PRODUCT ADVERTISING  
 Cost recovery, 7:148 et seq.  
 Custom-made and medical devices  
   imported or sold for special access, 7:129 et seq.  
 Export certificates, 7:147  
 General requirements, 7:127 et seq.  
   advertising, 7:180  
   distribution records, 7:181  
   establishment licence, 7:178  
   implant registration, 7:185  
   labelling requirements, 7:179  
   mandatory problem reporting, 7:183  
   medical device licence, 7:177  
   recall, 7:184  
   safety and effectiveness, 7:176  
 Investigational testing devices, 7:146  
 Key regulatory elements  
   device defined, 7:125  
   generally, 7:125 et seq.  
   in vitro diagnostic device classification, 7:126  
   medical device classification, 7:126

**MEDICAL DEVICES—Cont'd**

Requirements for sale of, 7:123 *et seq.*

**MISLEADING ADVERTISING**

Legislative history of Competition Act, 1:1

Primary rules, 1:2 *et seq.*

**MISLEADING****ADVERTISING—GENERAL RULE**

See also MISLEADING ADVERTISING

Generally, 1:2 *et seq.*

No person, 1:4

Purpose requirement, 1:5

To the public, 1:10

**MISLEADING****ADVERTISING—PRIVATE****REMEDIES**

See also MISLEADING ADVERTISING

Civil court actions, 1:101

Civil remedy under Competition Act, 1:102

Beatrice v. Ault, 1:105

Church & Dwight v. Sifto, 1:104

Maritime Travel v. Go Travel Direct, 1:108

Mead Johnson Canada v. Ross Pediatrics, 1:107

Purolator v. UPS, 1:106

Telus/Bell/Rogers, 1:109

Unitel v. Bell, 1:103

Claim for false or misleading advertising under Trade-marks Act, 1:110

BC Tel v. Rogers Cantel, 1:113

Eveready Canada v. Duracell Canada, 1:114

Johnson & Johnson v. Bristol-Myers Squibb, 1:112

Maple Leaf v. Robin Hood, 1:111

Claims under common law, 1:115

injurious falsehood, 1:116

wrongful interference with economic relations, 1:117

Complaint to Advertising Standards Canada, 1:100

Complaint to Competition Bureau, 1:99

Generally, 1:98 *et seq.*

**MISLEADING****ADVERTISING—REMEDIES**

See also MISLEADING ADVERTISING

**MISLEADING****ADVERTISING—REMEDIES****—Cont'd**

Civil remedies, 1:92

administrative monetary penalties, 1:95

prohibition orders, 1:93

publication of correction notices, 1:94

Civil review vs. criminal prosecution

Commission's guidelines, 1:97

no duplication of proceedings, 1:96

selection of, 1:97

Criminal penalties, 1:91

Generally, 1:90 *et seq.*

**MISLEADING PRICE ADVERTISING**

See also MISLEADING ADVERTISING

Generally, 1:58 *et seq.*

Under general rule, 1:59

**ORDINARY SELLING PRICE CLAIMS**

See also MISLEADING PRICE ADVERTISING

False or misleading in material respect, 1:62

Generally, 1:60

Improper comparisons, 1:63

Like products, 1:65

Manufacturer's suggested retail price, 1:68

Prices of sellers generally, 1:66

Purpose requirement, 1:61

Relevant market, 1:67

Time test vs. volume test, 1:64

**PACKAGING AND LABELLING**

Administration and enforcement, 6:25

Bilingual labelling requirements

federal legislation, 6:26

Quebec legislation, 6:27

Consumer Packaging and Labelling Act, 6:17

Cosmetics, 7:197

Food, 7:17

Generally, 6:1

Prepackaged products, labelling requirements for, 6:18

imported products, 6:22

manufacturer's name and place of business, 6:21

misleading labelling and advertising, 6:23

net quantity, 6:19

**PACKAGING AND LABELLING****—Cont'd**

Prepackaged products, labelling requirements for, **6:18**—Cont'd  
 product identity, **6:20**  
 Standardization of containers, **6:24**  
 Tobacco products, **7:235**

**PERFORMANCE CLAIMS**

See also MISLEADING ADVERTISING  
 Absolute vs. comparative claims, **1:31**  
 Efficacy, **1:30**  
 Generally, **1:27 et seq.**  
 Length of life, **1:30**  
 Performance, **1:30**  
 Purpose requirement, **1:28**  
 Representations, **1:29**

**PERFORMANCE CLAIMS—TEST**

See also PERFORMANCE CLAIMS  
 Bias in user tests, **1:36**  
 Case law, **1:42**  
   Bristol-Myers No. 1, **1:44**  
   Bristol-Myers No. 2, **1:45**  
   Colgate-Palmolive, **1:43**  
   UL Canada v. Proctor & Gamble, **1:46**  
 Completion of testing prior to publishing claim, **1:48**  
 Consumer research and surveys, **1:47**  
 Controlled conditions, **1:34**  
 Environmental friendliness claims, **1:51**  
   comparative claims, **1:56**  
   evaluation and verification, **1:55**  
   general requirements, **1:52**  
   specific claims, **1:57**  
   specific requirements, **1:53**  
   symbols, **1:54**  
 Generally, **1:32**  
 Recognized testing procedures, **1:33**  
 Replication under variety of conditions, **1:35**  
 Reverse onus  
   Charter challenges, **1:50**  
   policy, **1:49**  
 Testing appropriate to claim, **1:37**  
   claims must be appropriate to test, **1:41**  
   claims must be capable of testing, **1:40**  
   subjective vs. objective claims, **1:38**  
   testing under restricted conditions, **1:39**

**PRICE MAINTENANCE**

See also REVIEWABLE PRACTICES

**PRICE MAINTENANCE—Cont'd**

A person, **2:8**  
 Attempts to influence prices, **2:9**  
   agreement, **2:10**  
   any like means, **2:13**  
   promise, **2:12**  
   threat, **2:11**  
 Defences  
   affiliation exemption, **2:21**  
   loss-leader defence, **2:22**  
 Generally, **2:7 et seq.**  
 Refusals to supply, **2:15**  
   inducing refusals to supply competitors, **2:20**  
   low-pricing policy, **2:19**  
   otherwise discriminate, **2:18**  
   primary and ancillary rules, **2:16**  
   refusal to supply customers, **2:17**  
 Suggested retail price, **2:14**

**PRODUCT SAFETY**

Administration and enforcement, **6:16**  
 Application of Act, **6:3**  
 Canada Consumer Products Safety Act, **6:2**  
 Death or serious adverse effect, **6:10**  
 Defect or characteristic, **6:11**  
 Generally, **6:1**  
 Incorrect or insufficient information, **6:12**  
 Product recalls and other measures, **6:15**  
 Recall or other measure, **6:13**  
 Record-keeping requirements, **6:4**  
   advertisers, **6:6**  
   importers, **6:6**  
   manufacturers, **6:6**  
   retailers, **6:5**  
   sellers (other than retailers), **6:6**  
   testers, **6:6**  
   time and manner of keeping records, **6:7**  
 Reporting obligations, **6:14**  
 Reporting of safety-related incidents and undertaking recalls, **6:8**  
   definition of incident, **6:9**

**PROMOTIONS**

Currency, reproductions of  
 exemption, **3:55**  
 introduction, **3:53**  
 offence, **3:54**  
 Mounties, use of, **3:56**

**PROMOTIONS—Cont'd**  
Protected trade-marks, **3:57**

**PURPOSE REQUIREMENT, 1:5**  
See also MISLEADING ADVERTISING—GENERAL RULE

**QUEBEC LOTTERIES LEGISLATION**  
See also CONTESTS  
Contest launch, **3:33**  
Introduction, **3:28**  
Notice requirements, **3:31**  
Other requirements for advertising, **3:35**  
Post-contest reporting, **3:36**  
Publicity contests, **3:29**  
Regie alcools, des courses et des jeux, **3:30**  
Requirements for contest rules, **3:34**  
Security, **3:32**

**REFUSAL TO DEAL**  
See also REVIEWABLE PRACTICES  
Cases, **2:5**  
Economic impact, **2:6**  
Refusal to deal, **2:3 et seq.**  
When order made, **2:4**

**REFUSALS TO SUPPLY**  
See also PRICE MAINTENANCE  
Generally, **2:15**  
Inducing refusals to supply competitors, **2:20**  
Low-pricing policy, **2:19**  
Otherwise discriminate, **2:18**  
Primary and ancillary rules, **2:16**  
Refusal to supply customers, **2:17**

**REPRESENTATIONS**  
See also MISLEADING ADVERTISING  
General prohibition, **1:72**  
Generally, **1:69 et seq.**  
Means of communicating, **1:9**  
Performance claims, **1:29**  
Scope, **1"6**  
Statement of fact or promise, **1:7**  
Statements of opinion, **1:8**  
Testimonials, **1:71**  
Tests, **1:70**

**REVIEWABLE PRACTICES**  
See also DISTRIBUTION PRACTICES

**REVIEWABLE PRACTICES—Cont'd**  
Abuse of dominant market position, see  
ABUSE OF DOMINANT MARKET  
POSITION  
Delivered pricing, see DELIVERED  
PRICING  
Exclusive dealing, see EXCLUSIVE  
DEALING  
Market restriction, see MARKET  
RESTRICTION  
Market restrictive practices, see MAR-  
KET RESTRICTIVE PRACTICES  
Price maintenance, see PRICE MAINTEN-  
NANCE  
Refusal to deal, see REFUSAL TO DEAL  
Tied selling, see TIED SELLING

**SALE ABOVE ADVERTISED PRICE**  
See also MISLEADING ADVERTISING  
Generally, **1:82**

**STANDARD OF DECEPTIVENESS**  
See also FALSE OR MISLEADING IN  
MATERIAL RESPECT  
Average purchaser, **1:16**  
Credulous man, **1:15**  
Generally, **1:14**  
Sophisticated purchaser, **1:17**

**SUGGESTED RETAIL PRICE**  
See also PRICE MAINTENANCE  
Generally, **2:14**

**TELEMARKETING OFFENCE**  
See also MISLEADING ADVERTISING  
Disclosure requirements, **1:85**  
Enforcement, **1:88**  
Introduction, **1:83**  
Liability, **1:88**  
Penalty, **1:88**  
Related amendments, **1:89**  
Specific prohibitions, **1:86**  
Telemarketing contests, **1:87**  
Telemarketing defined, **1:84**

**TIED SELLING**  
See also REVIEWABLE PRACTICES  
Defences, **2:32**  
Exemptions, **2:32**  
Major supplier, **2:30**  
Substantial lessening of competition, **2:31**  
What constitutes practice, **2:29**

## TOBACCO PRODUCTS

See also SPECIFIC PRODUCT ADVERTISING

Access to tobacco products, 7:234

Enforcement and offences, 7:244

Introduction, 7:231

Labelling, 7:235

Prohibition against promotions, 7:236

- advertising, 7:238
- media liability, 7:243
- packaging, 7:239

products displaying brand elements, 7:240

retail displays, 7:242

sales promotion, 7:241

testimonials and endorsements, 7:237

RJR-MacDonald, 7:232

Tobacco Act, 7:233

## TRADE PRACTICES—PRIVATE REMEDIES

See also TRADE PRACTICES LEGISLATION

Damages, 4:10

Generally, 4:8

Injunctive or declaratory relief, 4:11

Other remedies, 4:12

Rescission, 4:9

Specific performance, 4:12

## TRADE PRACTICES—PUBLIC REMEDIES

See also TRADE PRACTICES LEGISLATION

Administrative actions, 4:13

- assurances of voluntary compliance, 4:16
- cease and desist orders, 4:14
- director's investigatory powers, 4:17
- orders for immediate compliance, 4:15
- orders to refrain from dealing with assets, 4:18
- substitute actions by director, 4:19

Criminal sanctions, 4:20

- limitation periods, 4:23
- penalties, 4:22
- proof required and defences, 4:21

## TRADE PRACTICES LEGISLATION

See also CONSUMER PROTECTION

False, deceptive or misleading practices, 4:5

General prohibition, 4:4

Introduction, 4:2

Remedies generally, 4:7

Shopping list, 4:4-4:5

Statutory definitions, 4:3

Unconscionable practices, 4:6

## TRADING STAMPS

See COUPONS AND TRADING STAMPS

## WARRANTY AND SERVICEABILITY CLAIMS

See also MISLEADING ADVERTISING

Generally, 1:73 *et seq.*

Guarantee, 1:74

Misleading or cannot be performed, 1:75

Promise to repair, 1:74

Warranty, 1:74

## WARRANTY PROTECTION UNDER GENERAL SALES LAW

See also CONSUMER WARRANTIES

Benefit only to immediate purchaser, 4:33

Exclusion of warranties and conditions prohibited, 4:31

Implied warranties and conditions, 4:25

- fitness for purpose, 4:29
- free from encumbrances, 4:28
- merchantability, 4:30
- quiet possession, 4:27
- title, 4:26

Limited to sales of goods, 4:32

Non-contractual terms, 4:35

Oral representations, 4:46

Privity of contract required, 4:34

Warranties versus conditions, 4:35

## WEIGHTS AND MEASURES

Administration and enforcement, 6:48

Marking of commodities, 6:47

Regulation of, 6:46