

end was going to have an open bar, they were immediately forced to change the ad to word "licensed" and not "open bar". Similar flack has occurred many times in the past such as when one of the local breweries offered to donate the university different sports facilities. Their only request was that their name be recorded on these facilities and of course everyone knows that this is against the law.

If the only rationale that the government can use for the enforcement of this law is that these different forms of media are produced off the Island (though they are seen and read on P.E.I.) then what position would the CADRE have been in which has in the past been printed by the Dartmouth Free Press in Dartmouth, Nova Scotia. To take this further the County Line Courier, a new weekly newspaper serving Eastern Prince and Western Queens counties, is printed in Moncton. What position are these publications in when they are published for an Island audience yet printed in another province?

The whole situation in regards to advertising alcohol on P.E.I. is such that it blatantly discriminates against Island forms on media. The present laws are futile in that they are enforced with a double standard because ALCOHOL is in

fact ADVERTISED on P.E.I. This raises three basic questions:

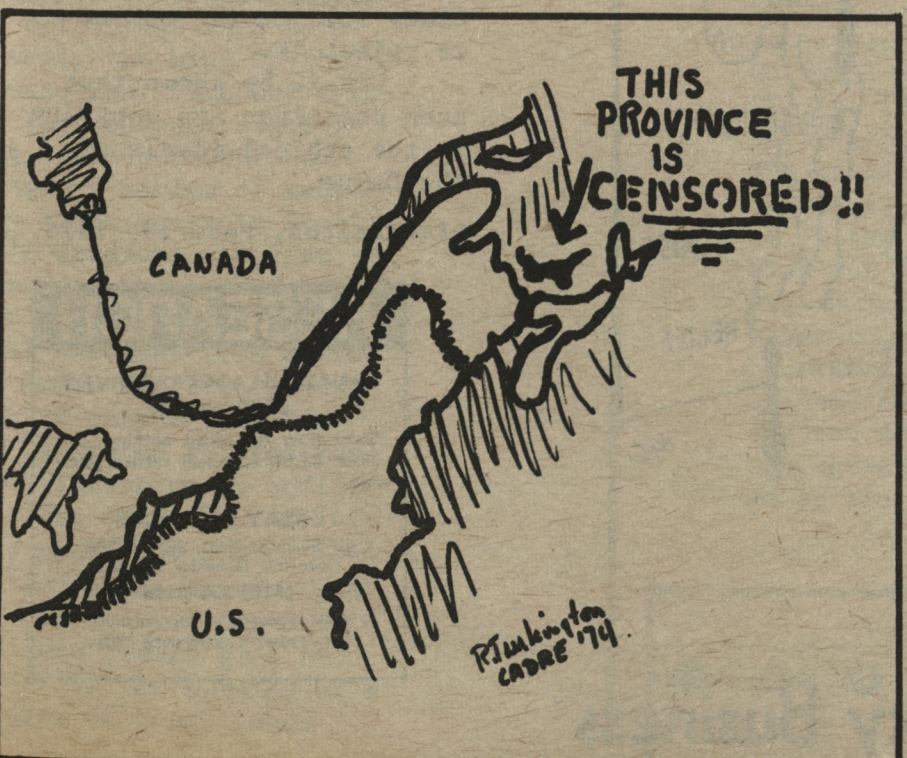
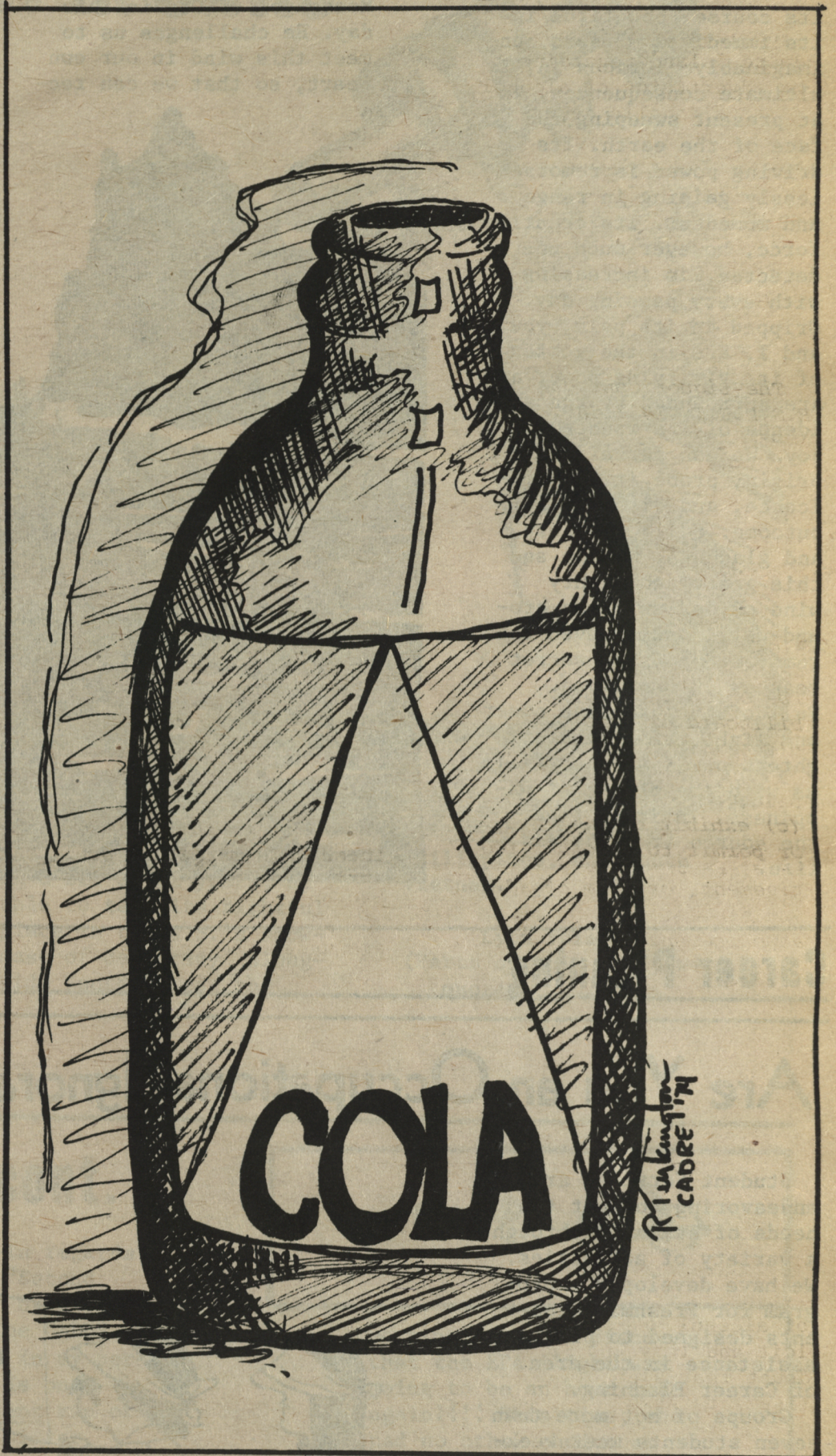
(1) If the alcohol industries on the Island are allowed to advertise through off-Island media (as they do now) why should they not be allowed to advertise here when the revenue would benefit Island business?

(2) If such laws are going to exist why do they not pertain to all media? There should, in effect, be the total elimination of liquor advertising on P.E.I., Maritime, national and international media inclusive.

(3) Is the law as it exists in P.E.I. proving to be the vanguard of Canada since such legislation was attempted a few years ago in B.C. and is presently being discussed in Ontario? Once again Alex B. Campbell's famous statement could be proven true.

"We in this Province, are beginning to realize and appreciate that our slowness in keeping up with our North American neighbours may well have been a blessing in disguise." (Charlottetown Rotary Club Speech, Charlottetown, P.E.I., May 28, 1973, AND Empire Room Speech, Toronto, Ontario, November 8, 1973.)

Louise Mould, Managing Editor
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On Prince Edward Island,

This Is The Law!