

brand of stout. Another advertisement suggested that women were made beautiful at fifty by taking a particular brand of gin, the suggestion being accompanied by an appropriate picture (Exhibit B. 2). On the other hand, advertisements associating drink with motoring ceased some years ago as the result of the action taken by the Safety Council set up by the Minister of Transport. Indeed, one brewery in Dunedin advertised in May, 1938, "Drinking and driving do not mix."

705. There can be no doubt that some liquor advertising has in the past been misleading. The attitude of the trade is that it would support regulations preventing distorted or misleading statements from being published regarding the nutritive or other properties of alcoholic liquors (R. 7403), though the trade otherwise desires the abolition of the Emergency Regulations.

706. On the question whether liquor advertising has unduly stimulated the demand, we note that the advertising has not been limited to newspapers, but has extended to the screen. The General Superintendent of the New Zealand Alliance suggested that screen advertising had tended to associate, in the minds of young people in the audience, the consumption of liquor with sport and with entertainment (R. 2063). As screen advertising is visual and, therefore, more vivid than the written word, screen advertising may well have had this effect.

707. No action was taken to reduce liquor advertising before the war, or until June, 1942. By that time it had apparently become desirable to reduce the incentives to the consumption of alcoholic liquor. Regulation 18 of the Licensing Act Emergency Regulations 1942 (No. 2), (1942/186, made on the 22nd June, 1942) provided as follows :—

(1) No person shall publish or cause to be published in any newspaper (other than a newspaper circulating exclusively or principally among persons engaged in trade or commerce) any advertisement relating to any intoxicating liquor, if the advertisement exceeds 2½ in. in width and 2 in. in length.

(2) No person shall publish or cause to be published in any manner whatsoever any advertisement relating to intoxicating liquor which illustrates the drinking of liquor by women or which is calculated to, or which may in any manner whatsoever, encourage or increase the consumption of intoxicating liquor by women in particular.

(3) No person shall publish or display or cause to be published or displayed in any manner so that it shall be visible from any road, street, or public place any poster, placard, handbill, writing, picture, or device advertising any intoxicating liquor :

Provided that nothing in this subclause shall apply to the publication or display of any poster, placard, handbill, writing, picture, or device in or upon any premises where intoxicating liquor is manufactured or sold.

(4) No person shall display or cause to be displayed in any theatre, or publish or cause to be published by means of a broadcast from a wireless transmitting station, any advertisement relating to intoxicating liquor.

(5) Nothing in this regulation shall be deemed to prohibit the publication or display at any time before the 1st day of September, 1942, of any advertisement relating to intoxicating liquor if the advertisement is published or displayed in pursuance of a contract made before the commencement of these regulations.

(6) Any person who commits a breach of this regulation shall be liable on summary conviction to a fine not exceeding £100.

(7) For the purposes of this regulation the term "newspaper" includes every paper, pamphlet, magazine, or other document published at intervals.

(8) Any contract relating to the publication or display of advertisements relating to intoxicating liquor the performance of which is affected or prohibited by the provisions of this regulation shall, on the application of either party thereto, be varied in such manner as may be just and equitable in the circumstances. If any dispute arises as to whether any, and, if so, what, variation should be made in any contract as aforesaid, the dispute shall be referred to the arbitration of one arbitrator if the parties can agree upon one, otherwise to two arbitrators, one to be appointed by each party to the dispute, under the provisions of the Arbitration Act, 1908.

708. The question whether these restrictions should continue has been raised. The combined churches and the New Zealand Alliance are strongly in favour of continuance of the restrictions, and the combined churches go further and suggest that the Commission should consider whether liquor advertising should not be done away with altogether (R. 2451). On the other hand, the trade desire the removal of the restrictions, save with respect to regulations preventing distorted or misleading statements regarding the nutritive and other properties of alcoholic liquors (R. 6725, 6813, and 7403).