

## PACKAGE CEREALS TRADE.

Regulations Governing It Have Been Issued by Food Controller.

The Food Controller has issued regulations governing the trade in cereals in packages of less than 20 pounds weight. They provide that on and after January 1st, no manufacturer of breakfast foods or cereals shall manufacture for sale in Canada, or sell in Canada, such breakfast foods or cereals in original packages of less than twenty pounds without first obtaining a license from the Food Controller for each kind of breakfast food or cereal manufactured. License fees ranging from \$10 upwards are to be charged.

Wholesale and retail dealers will not be required to secure a license for the sale of breakfast foods or cereals manufactured under license from the Food Controller. The regulations prohibit the use, by manufacturers of cereals in packages affected by the order, of coupons, premiums, prizes or other inducements to purchase. All packages must bear the name of the manufacturer, net weight and license number. It is also ordered that the prices at which breakfast foods or cereals are sold to the public in packages shall not exceed such an amount as will pay for the cost of the containers and allow a reasonable profit on the contents of the package. The containers must in all cases be inexpensive.

Every applicant for a license must state the cost per pound or per package to the manufacturer, of the container, and of advertising and selling such breakfast food or cereal, and if in the opinion of the Food Controller such cost is excessive, he may refuse to issue a license.

Licenses for the manufacture of any breakfast food or cereal which is composed in whole or in part of wheat flour or any product of wheat are subject to cancellation by the Food Controller upon one month's notice, if in his opinion it is desirable to conserve the wheat or product of wheat so used. The Food Controller may, however, if he considers it in the public interest, permit such manufacturer to substitute any other flour or material in the manufacture of such breakfast food or cereal in place of such wheat flour or product of wheat.

The Report of the Special Committee appointed by the Food Controller to consider certain questions in regard to the trade in package cereals has been printed and copies may be had upon application.

## FOOD LINE IS THREATENED.

Paramount Need at the Present Time is for Greater Production.

In an article in The Canadian Courier dealing with the question of Food Control and the Retailer, Prof. R. M. MacIver says:—

"There are special cases where the fixing of retail prices may be expedient, but the general question remains: Would the result of establishing these price tribunals in Canada be worth the effort, when the immensely important thing is to turn our effort to production rather than price? With so many calls on national energy we must be careful to husband that precious thing, and I say without hesitation that to expend that energy on this endless business of fixing retail prices, while the paramount need of further production remains unsatisfied, would itself be as striking a form of waste as any we condemn. . . . The food line is now threatened. The supply of the Allies is in jeopardy. It is the time for immediate reinforcement, by saving and production. Let us concentrate our efforts on accomplishable ends, and not on those schemes of reorganization, whatever their promise, which cannot be realized to-day, and which, even if realized, would not solve our first and foremost problem, the increase of the exportable food surplus."

## WESTERN STOCK MEN MEET.

Food conservation and greater production on the farms of the West will be the chief subjects for discussion at the annual meetings of the Saskatchewan Live Stock Associations, which will be held at Regina on January 3 and 4. Three thousand five hundred invitations have been sent out to farmers and live stock men in the province of Saskatchewan and a large attendance is expected. Mr. J. D. McGregor, Western Representative of the Food Controller, is expected to be one of the speakers. All over the Province excellent results are reported from the meetings held on December 12 and 13 especially to stimulate greater hog production.

## EAT CANDY WHILE BELGIUM STARVES

The money spent for candy in the United States and Canada in the past year is double the amount of money needed to keep Belgium supplied with food for a year.