

# PUBLIC TO BE PROTECTED.

## Trade in Package Cereals to be Under Regulation.

Licenses would be issued by the Food Controller permitting the manufacture and importation of cereal foods in packages of less weight than 20 pounds, under certain regulations. Dealers, other than those manufacturing or importing package cereals, will be exempted from the provisions of the Order in Council of October 19. The regulations have been prepared with a view to protecting the public against excessive prices for such foods, and particularly to making substitutes for wheat available as cheaply as possible.

Together with this announcement, the Food Controller made public the report of the Special Committee appointed by him to investigate the trade in package cereals. The Committee consists of:—Mr. R. Harcourt, Professor of Chemistry, Ontario Agricultural College, Guelph (Chairman), Dr. A. McGill, Dominion Analyst; Mr. P. B. Tustin, Chief of the Food and Dairy Division, Winnipeg; and Mr. W. S. Lecky, War Purchasing Commission.

The regulations prepared by the Committee require that all packages of cereals of less than twenty pounds weight must bear the license number of the commodity in question. Prices at which package cereal foods are sold to the public must not exceed an amount allowing only a reasonable profit on the cost of such cereals in bulk, plus the cost of containers. The cost of containers must be only a small proportion of the total price of the cereals sold in packages. Use of coupons, premiums, prizes, presents, or similar inducements to purchase must be discontinued in connection with the package cereals trade. Provision is made for examination of manufacturers' books with a view to ensuring against excessive prices.

The Committee's report states that before the war profits derived from the package trade in cereal foods were considerably larger than those ruling to-day. Many package goods, the Committee found, are now sold at practically cost and two cases of selling at a slight loss are recorded. The report emphasizes the wide variation in the food value of various package preparations. For instance, 1,000 energy units when obtained from one food cost 4.41 cents, while the same number of calories when obtained from another food cost 21.93 cents. The contention of the manufacturers that package

cereals are as cheap to the consumer as those sold in bulk was not substantiated. At present, owing to war conditions, the prices approximate more than formerly for package and bulk goods. The Committee does not condemn the sale of cereals in package as undesirable or excessive in price, as convenience of handling has to be considered, but they point out that the consumer may buy in bulk more cheaply than in packages. The difference in quality of the bulk and package products is considered negligible.

For cooked products, the Committee found that the package sealed at the factory was the proper method of marketing, provided the selling were under regulations that safeguarded the public.

Application forms will be sent out soon and licenses will issue promptly when the requirements have been complied with and applications are approved. A small license fee will be charged.

## UNIFORM HOURS NAMED.

### Restaurant Keepers Called Together to Fix Meal Times.

Following the lead of the Crown Attorney and the Chief of Police in the city of Ottawa, acting upon the Food Controller's suggestion, several meetings of restaurant keepers have been held in various cities, and uniform hours for the serving of beef and bacon under the Food Controller's regulations have been agreed upon. Under the Order in Council, beef and bacon may be served in public eating places once a day only, except on Tuesdays and Fridays, when their use is entirely prohibited. No hours of the day being specified, complaint arose from certain restaurant keepers who were conscientiously keeping the law, that they were losing trade because of lack of uniformity and, in some cases, by competitors' disregard of the regulations.

Ottawa hours having been made uniform this difficulty was locally overcome, bacon being reserved for breakfast and beef for the noonday meal.

At Hamilton, similarly, a meeting was called by Mr. G. F. Washington, K.C., County Crown Attorney, and the hours were fixed by agreement as follow: Bacon to be served from 5.30 a.m. until 10.30 a.m., beef from 11 a.m. to 2.30 p.m., every day except Tuesday and Friday, and at no other time.