

LABORATORY
OF THE
INLAND REVENUE DEPARTMENT
OTTAWA, CANADA.

BULLETIN No. 383

PACKAGED BREAKFAST FOODS

Ottawa, 5th October, 1917.

J. U. VINCENT, Esq., K. C., B. A., L. Ph.,
Deputy Minister of Inland Revenue,
Sir,

I beg to hand you a report upon 275 samples of so-called Breakfast Foods purchased by our inspectors throughout Canada in April, May and June of this year. The collection comprises apparently, some fifty-one different sorts or brands of material.

The work of analysis was done in somewhat greater detail at Ottawa than at the sub-laboratories; for which reason I have arranged the results in two tables (I and II) the first showing results as obtained at the sub-laboratories upon 149 samples; the second giving results of work upon 126 samples at Ottawa.

It is necessary to note that the net weight of contents of the package has reference to the food content. Several packages contained such foreign material as crockery, and in these instances the weight of the article was deducted. Thus sample 75773 was guaranteed to contain 65 ounces as packed. It actually contained only 53.9 ounces of food, and a plate weighing 11.3 ounces. No 68392 contained a saucer weighing 9.95 ounces, and No 75729 a plate weighing 7.76 ounces.

The popularity of the foods now under discussion is undoubtedly due to four factors. (1) Attractive and wide-spread advertising, (2) A growing tendency to save time in the preparation of the meal. (3) the guarantee of cleanliness furnished by the manner of packaging. (4) the attractive flavour possessed by most of these foods.