

PLAIN WORDS TO LICENSEES.

In the last few weeks what might be called a development of Food Board policy towards its licensees has taken place. A series of letters usually dealing with one specific point has been drafted for several of the subdivisions of licensees. These have been addressed personally, according to trade group, and sent out both in English and in French. It has been found that business men did not fully understand the importance of reading the Orders which concerned their trade with strict care, and the circular letters were framed to remind them of important passages bearing on their different trades. For instance, the new regulations which the certificate system, found necessary in the distribution of sugar, had brought in were communicated direct to all the trades concerned. Letters were also sent on the use of substitutes for wheat flour, as it had been found that some confusion existed.

The intention is not that these letters shall supplant the printed Orders of the Food Board, which, it must be clearly understood, form the law of the land so far as they go, but they are intended to give enlightenment and direction as to what are the essential points to be observed. This is only carrying out the idea which has always actuated the Food Board, that it has an obligation in an especial sense to assist the food trades to adjust themselves to the new war conditions. The same policy is being carried out in the numerous experiments which the Bakery Division, for instance, is carrying out with loaves made of wheat flour substitutes. These recipes are tested on a commercial scale; and when found suitable are published for the information of bakers and confectioners, who are thus relieved of costly experiments. The certificate system of sale of sugar has been found to work well as a means of control of our much depleted supplies, and so far as can be seen in the short time the system of direct communication has been operating, its results are highly satisfactory.

The trades which have already received these licensees' letters include public eating places, as to the issue of sugar certificates, mentioning the available substitutes; wholesale grocers as to the certificate plan of sugar purchase and sale; retail grocers, forbidding them to take advantage of the public through the Order making substitutes compulsory, and mentioning the possibility of the Canada Food Board issuing public

statements of set prices of commodities; flour and feed licensees, pointing out to them that the word "substitutes" must be substitutes for human food, and that animal feed is not properly classified as a substitute; to public eating places, on a still stricter conservation of sugar; retail grocers, again detailing the classification of substitutes and the grocer's duty in respect to their sale; and a further letter to the same trade group correcting a misapprehension that they required sugar certificates.

FILLING IN FORMS CORRECTLY.

A vast amount of work is given to the Licensing Division of the Canada Food Board by errors and oversights on the part of business people which could be avoided by reading instructions. In the applications for licenses the following are the chief omissions.

1. The annual turnover is not given. This is absolutely necessary as otherwise it is impossible to compute the fees payable, which are based on the amount of the turnover.
2. Money is sent in without the application form. This necessitates much correspondence to trace the missing form.
3. Application forms sent without the fee or with the incorrect amount. This also means much correspondence in returning the form for the money.
4. Applications are sometimes not signed.
5. Incorrect or incomplete addresses are given.
6. Particulars not given as to trade classification. A butcher, for instance, who also sells produce, vegetables and canned goods, who simply describes himself as a "butcher" cannot receive the class of license which will entitle him to his sideline trade.
7. Affidavit not sworn to before a magistrate or justice of the peace. This means that the whole form has to be returned to get the necessary sworn statement.

All license holders are required by law to give plainly their license number in any correspondence with the Board. It is the easiest method of filing and tracing previous correspondence. The saving involved in this may be judged from the fact that over 150,000 application forms have gone out. It cannot be too deeply impressed on all food traders that "No license, no business" is the new rule that war has imposed from end to end of the Dominion.