



CANADA

063-039-001

THE PRICE CEILING ORDER IS NOW LAW

A fine up to \$5,000 and two years imprisonment is provided for offences against this law

What You Must Do to Comply With the Law

1. As a Consumer

You must not buy goods or services for more than the highest price charged for such goods or services during the basic period, September 15 to October 11. If in doubt ask your merchant for proof the price he asks is a lawful price under the Price Ceiling order. Normal seasonal price changes in fresh fruits and vegetables and greenhouse products are exempt.

2. As a Retailer

You must not sell goods or services for more than the highest price at which you sold such goods or services in the basic period, September 15 to October 11.

You must not buy goods or services from manufacturers or wholesalers or any other sources for more than the highest price you paid to them in the basic period.

It is intended that cases of serious hardship should be adjusted by reducing the cost of merchandise to the retailer. Retailers whose cost of merchandise delivered to them after November 30 is too high in relation to the ceiling prices, should get in touch with their suppliers and try to arrange an adjustment fair to both parties.

The price of goods of a kind or quality not sold during the basic period must not be more than the highest price charged for substantially similar goods in the basic period.

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3. As a Wholesaler

You must not sell goods or services at more than your highest price (less discounts then prevailing) for such goods or services during the basic period, September 15 to October 11. You must not buy goods or services for more than the highest prices paid during the basic period.

Wholesalers will be expected in some cases to reduce their prices below the ceiling in order that their retail accounts may carry on. Wholesalers in turn may have to ask their suppliers for price reductions.

The continued flow of goods through normal channels is of the utmost importance and the Board will intervene if suppliers divert business abnormally from one customer to another.

4 As a Manufacturer

You must not sell at prices higher than your highest price (less discounts then prevailing) during the basic period, September 15 to October 11.

In some cases it will be necessary for manufacturers to reduce their prices below the ceiling so that wholesale and retail accounts may carry on.

Where maintenance of the retail ceiling requires manufacturers' prices to be substantially reduced, the Board will investigate and in proper cases will afford necessary relief.

Imports

Retailers, wholesalers and manufacturers are assured by the Board that any considerable increases in the costs of import of essential goods will be covered either by subsidies or by adjustment of taxes. Details will be announced shortly.

Services Also Come Under This Law

The Price Ceiling law also applies to rates and charges for electricity, gas, steam, heat, water, telegraph, wireless, telephone, transportation, provision of dock, harbour and pier facilities; warehousing and storage; manufacturing processes performed on a commission or custom basis; undertaking and embalming; laundering, cleaning, tailoring and dressmaking; hairdressing, barbering and beauty parlour services; plumbing, heating, painting, decorating, cleaning and renovating; repairing of all kinds; supplying of meals, refreshments and beverages; exhibiting of motion pictures.

NO CHEATING OR EVASION OF THE PRICE CEILING LAW WILL BE TOLERATED

"How the Price Law Works," a pamphlet setting forth how each branch of business must apply the regulations to its own operation will shortly be available at Post Offices and Branch Banks.

The Board will soon open Regional Offices throughout Canada where problems may be discussed. These Offices will co-operate with business in the adjustment of difficulties. The Price Ceiling law is vital to Canada's war effort.

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