



## MY PRICE CEILING RECORD

*"Property of*

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*Name*

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*Address*

*Pledged to do my part on the Home Front by 100%  
support of The Wartime Prices & Trade Board  
policies and regulations."*



## HOW TO USE YOUR BOOK

- (1) Refer to sample pages and study EACH line carefully.
- (2) Never go shopping without your book.
- (3) Do not enter BARGAIN or SPECIAL SALE PRICES.
- (4) First try to enter the highest price you paid in the "basic period" (September 15 to October 11)—and FAILING THAT, the FIRST time you buy any article covered by the price ceiling, enter it under its alphabetical index—as per examples shown in the book.

The NEXT TIME you buy any article entered in your book, if you are not sure what you paid the last time, look it up.

- (5) How to use the last column:

If you paid 10c. for a tin of Jones' Tomato Soup at a certain store yesterday, and later you bought the *same size can* of Jones' Tomato Soup at the *same store*, and there is an increase in price—Write the date, and the increased price in this column. Now mention the matter in a NICE WAY to the storekeeper . . . it may be that the 10 cents was *Not* ACTUALLY THE HIGHEST PRICE PAID IN That STORE, IN THE BASIC PERIOD.

When you have made a check and found the highest price paid, *change your book accordingly*. If you are asked to pay a price that is above the Basic Period price—write your Women's Regional Advisory Committee—(addresses on opposite page.)

- (6) *There are exemptions . . . try to remember this.*

## Women's Regional Advisory Committees are located at:

BROCKVILLE.....	Victoria Building
CHARLOTTETOWN.....	Chappell Building
EDMONTON.....	Williamson Building, Jasper Avenue
HALIFAX.....	Cunard Building, 77 Upper Water Street
LONDON.....	291 Dundas Street
MONTREAL.....	Aldred Building
NORTH BAY.....	169 Main Street
QUEBEC CITY.....	Banque Canadienne Nationale Building
REGINA.....	2225-11th Avenue
SAINT JOHN.....	58 King Street
TORONTO.....	Northern Ontario Building
VANCOUVER.....	Marine Building (3rd Floor)
WINNIPEG.....	608 Power Building

*If you have a complaint, provide the Women's Regional Advisory Committee with all details so they may help you. Complaints are treated in a confidential manner.*

Please give the following data:

- 1st —A full description of the article.  
Where you bought it.  
The date you bought it.  
How much you paid.
- 2nd—The date on which you previously bought it IN THE SAME STORE.  
How much you previously paid.  
  
And then, after you have *checked*,
- 3rd—Give what you believe was the HIGHEST PRICE PAID, IN THE SAME STORE, in the basic period.
- 4th—Your name and address, and telephone number.



# **SAMPLE PAGES ONLY**

ARTICLE BOUGHT	SIZE	BRAND	QUALITY, ETC.
Aspirin	100 Btle	J & J	
Blankets—Pr.	Large	White Star	Woollen 8-lb. Blue
Coal	Red Devil Drumheller		
Dress—for Joan	Silk (two-piece) pleated skirt		
Dry cleaning	Dad's winter overcoat		
Electricity	Stove		
Laundry	Bedroom curtains—muslin		
Screwdriver	Double End—Bull Dog—all steel		
Rent	611 Lipton Street		
Hairdressing	Shampoo and F. Wave—and a special rinse		
Bus Fare	Kingston to Perth return		
Telephone	Wall type—quarterly rate		

# **STUDY EACH ITEM, PLEASE**

DATE BOUGHT	BASIC OR LAST PRICE PAID	NAME OF STORE WHERE PURCHASED	IF INCREASE IN PRICE	
			DATE	PRICE
Mar. 10	\$ .95	Reid's Drug		
Apr. 2	13.95	Johnson's		
Mar. 30	16.73	Carlton Coal		
June 4	12.00	Peggy's		
April 1	2.00	Anderson's		
Mar.-Apr.	.04 per Kilowatt	Municipal		
	.75 Pr.	Snowwhite		
	2.85	Smith's Hardware		
	50.00	Imperial Trust		
	1.25	K's Beauty Salon		
	4.00	Red Line Bus Co.		
	6.00	O. & E. Co.		

**Follow this Plan for Keeping a Check on the Prices you**

**Pay for all your Purchases, such as Food, Clothing, etc.**



NAME OF STORE WHERE PURCHASED	IF INCREASE IN PRICE	
	DATE	PRICE

[illegible]



## "BE ASSURED . . ."

"Be assured that in carrying on your home duties and meeting all the worries cheerfully, you are giving real service to the country. You are taking your part in keeping the Home Front, which will have dangers of its own, stable and strong."

*From Her Majesty the Queen's address to the Women of the Empire on Armistice Day 1939.*

In a war, the productive resources of a nation must be used for munitions, ships, tanks, and all the other equipment for the armed forces. For the first two years of this war, Canada was able to meet the demands of war production to a large extent. We are now using such a large share of our national production for war purposes that the share left for home use is sharply cut. At the same time, more money is in the hands of the people through increased employment. With more money to spend and less goods to buy, a general rise in prices takes place if no control is exercised. **THIS IS INFLATION.** Money steadily loses its value in terms of goods. The setting up of a price ceiling will prevent inflation. A price ceiling is an upper limit above which prices will not be allowed to rise.

Your opportunity to do a war job is right here. Comply with the regulations of the Wartime Prices and Trade Board yourself, and educate others to do likewise. It is your patriotic duty—your job on the Home Front.

## PRICE CEILING EXEMPTIONS ARE SUMMARIZED AS FOLLOWS

The following exemptions were in effect March 28th, 1942, but they are subject to change as the need arises.

Fresh fruits and vegetables, except onions (ceiling Jan. 5-10) and potatoes (ceiling Feb. 2-7).

Greenhouse products, flower seeds and bulbs, herb seeds, seed potatoes, registered and certified seeds of vegetables, field root, forage, lawn grasses, cereals and other field seeds; hay and straw.

Fresh, frozen, cured, canned or otherwise processed fish of the following kinds: Codfish (Eastern and Western), herring (including sardines), haddock, smelts, mackerel, clams, hake, halibut and all fresh-water fish except salmon and other fish which inhabit fresh water only temporarily.

Some price variations have been permitted with respect to beef, veal and lamb to take care of seasonal differences in quality.

When sold by the primary producer direct to the consumer, the ceiling on livestock, poultry, eggs, milk, cream, dairy butter, farm-made cheese, honey, maple syrup and fish shall be the maximum retail ceiling in that area during the basic period.

Live animals, including birds, fish, insects and other living creatures.

All raw and wholly or partly dressed fur skins; garments and wearing apparel wholly of fur.

Printed matter, imported books, globes, postage stamps by dealers and collectors.

Professional, educational and business services are exempt.

Hospital rates are exempt except as regards board and meals for nurses, doctors and visitors. These remain under the ceiling whether or not the nurse, doctor or visitor is in residence.



## THINGS TO REMEMBER:

We do not want you to be a police-woman. Your storekeeper is just as anxious as you are to keep the Board's regulations. He is in business to serve your needs. . . . Co-operate with him. Your job is to *observe*, and if for any reason the Board's policies are not maintained—get in touch with your Women's Regional Advisory Committee. They will make a check-up *if* such a thing is necessary.

The price ceiling for any article, in any store, is the highest at which that store SOLD the item to any customer during the basic period. As a result, ceiling prices may differ in different stores.

If you have not a record of what you paid for items between September 15 and October 11—Don't be alarmed. . . . **PUT DOWN THE PRICE YOU ARE PAYING NOW.**

Remember the Wartime Prices and Trade Board is made up of business men from all lines of business throughout the Dominion—the best men available. The rules made are the best for everyone—not just best for your locality—but best from the standpoint of the entire Dominion.

You are performing a very necessary and important duty by assisting the Government to see price ceilings are kept. With *wages frozen* you cannot afford to have them rise.