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TUESDAY, AUGUST 31.

[1954

Prices Regulation Acts.

PRICES REGULATION ORDER No. 647.

ICE CREAM.

IN pursuance of the powers conferred upon me by the Prices Regulation Acts, I, John Francis Waldron, Prices Commissioner, hereby make the following Order:—

*Citation.*

1. This Order may be cited as Prices Regulation Order No. 647.

*Revocation.*

2. Prices Regulation Order No. 585 is hereby revoked.

*Definitions.*

3. "No. 24 Scoop" means any container of a capacity, when filled level with the brim, of not less than 1 2/3rd fluid oz.

"No. 40 Scoop" means any container of a capacity, when filled level with the brim, of not less than 1 fluid oz. but less than 1 2/3rd fluid oz.

"No. 60 Scoop" means any container of a capacity, when filled level with the brim, of not less than two-thirds of 1 fluid oz. but less than 1 fluid oz.

*Maximum Prices.*

4. I fix and declare the maximum price at which ice cream manufactured by the person specified in the First Column of the Schedule to this Order and described in the Second Column thereto, may be sold by retail in Victoria to be the price set out in the Third Column of the said Schedule.

5. For the purposes of this Order, where any ice cream is sold in a packet, bag, or other inedible container without label or other indication of the brand or name of manufacturer of that ice cream, the contents shall be deemed not to be any of the brands or the product of any of the manufacturers whose names are set out in the Schedule to this Order.

*Variation of Maximum Prices by Notice.*

6. Notwithstanding the foregoing provisions of this Order, I declare the maximum price at which ice cream specified in a notice given in pursuance of this clause may be sold by any person to whom such notice is given to be such price as is fixed by the Commissioner by notice in writing to that person.

*Exhibition of Price List.*

7. Every person who sells or has for sale by retail any goods, the maximum price of which is fixed by or under the provisions of this Order, shall exhibit and keep exhibited in a prominent position in his place of business, or, if he has more than one place of business in each of his places of business, in the form of a price list and in such a manner as to be easily legible to persons contemplating making any purchase or conducting any business at his place or places of business, particulars of the maximum prices fixed by or under the provisions of this Order for the sale by him of those goods.

SCHEDULE.

Column 1. Manufacturer.	Column 2. Description.	Column 3. Maximum Price.
		each.
		s. d.
Swallow and Ariell (Ice Cream) Pty. Ltd., Port Melbourne	Ice Cream Bricks (quart size) ..	3 9
	Ice Cream Bricks (pint size) ..	2 3
	Ice Cream Dixies or Buckets, large ..	0 9
	Ice Cream Dixies or Buckets, small ..	0 5
	Ice Cream Vanilla Slices ..	0 5
Peters Ice Cream (Vic.) Ltd., Richmond	Ice Cream Chocolate Slices ..	0 7½
	Ice Cream Bricks (quart size) ..	3 9
	Ice Cream Bricks (pint size) ..	2 3
	Ice Cream Buckets ..	0 5
	Ice Cream Kleen-Kups ..	0 9
J. P. Sennitt and Sons Pty. Ltd., South Melbourne	Ice Cream Kreem-B-Tweens ..	0 5
	Ice Cream Chocolate Bars ..	0 6
	Ice Cream Bricks (quart size) ..	3 9
	Ice Cream Bricks (pint size) ..	2 3
	Ice Cream Dixies (large) ..	0 9
Toppa Ice Cream Ltd., North Melbourne	Ice Cream Dixies (small) ..	0 5
	Ice Cream Polar Pies ..	0 7½
	Ice Cream Slices ..	0 5
	Ice Cream Cherry Pie ..	0 6
	Ice Cream Bricks (quarts) ..	3 9
United Modern Creameries Pty. Ltd., Richmond	Ice Cream Bricks (pints) ..	2 3
	Ice Cream Dixies (large) ..	0 9
	Ice Cream Dixies (small) ..	0 5
	Ice Cream Chocolate Coated ..	0 7½
	Ice Cream Bumper Bars ..	0 7½
Sims Ice Cream, Swan Hill	Ice Cream Bricks (pints) ..	2 3
	Ice Cream Dixies (large) ..	0 9
	Ice Cream Dixies (small) ..	0 5
Regal Cream Products, Colac	Ice Cream Chocolate Coated Bars ..	0 7½
	Ice Cream Bricks (pints) ..	2 3
	Ice Cream Dixies ..	0 5
Mildura Ice Works, Mildura	Ice Cream Slices ..	0 5
	Ice Cream Chocolate Coated ..	0 7½
	Ice Cream Bricks (quarts) ..	3 9
	Ice Cream Bricks (pints) ..	2 3
	Ice Cream Wafers ..	0 5
Holdenson and Nielson Fresh Food Pty. Ltd.	Ice Cream Dixies (large) ..	0 9
	Ice Cream Dixies (small) ..	0 5
	Ice Cream Chocolate coated ..	0 7½
	Ice Cream Bricks (quarts) ..	3 9
	Ice Cream Bricks (pints) ..	2 3
Tasmania Ice Cream and Produce Co. Ltd.	Ice Cream Wafers ..	0 5
	Ice Cream Dixies (small) ..	0 5
	Ice Cream Bricks (quarts) ..	3 9
	Ice Cream Bricks (pints) ..	2 3
	Ice Cream Dixies (large) ..	0 9
other Manufacturers	Ice Cream Dixies (small) ..	0 5
	Ice Cream Wafers (slices) ..	0 5
	Ice Cream Eskimo Pies (Chocolate Coated) ..	0 9
	Ice Cream Bricks (quarts) ..	3 5
	Ice Cream Bricks (pints) ..	2 2
	Ice Cream Dixies (large) ..	0 8
	Ice Cream Dixies (small) ..	0 4½
	Ice Cream Wafers or Slices ..	0 4½
	Ice Cream Chocolate Coated ..	0 6

## SCHEDULE—continued.

Column 1. Manufacturer.	Column 2. Description.	Column 3. Maximum Price.
All Manufacturers .. ..	Ice Cream served in Cones (Vanilla) including one serve from scoop size 24 or larger (together with any cone, wafer, or similar container supplied therewith) ..	each. s. d.  0 4½
	Ice Cream served in Cones (fruit flavoured), including one serve from scoop size 24 or larger (together with any cone, wafer, or similar container supplied therewith) ..	0 4½
	Ice Cream served in Cones (Vanilla) including two serves from scoop size 24 or larger (together with any cone, wafer, or similar container supplied therewith) ..	0 9
	Ice Cream served in Cones (fruit flavoured), including two serves from scoop size 24 or larger (together with any cone, wafer, or similar container supplied therewith) ..	0 9
	Ice Cream served in Cones (all flavours), including one serve from scoop size 40 or smaller (together with any cone, wafer, or similar container supplied therewith) .. ..	0 2

Dated this 25th day of August, 1954.

J. F. WALDRON,  
Prices Commissioner.

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