

“ The word ‘ Artificial ’ and the fruit or vegetable name in any one of these three forms shall appear together in one panel, or uniformly faced portion of the label, all words being equally prominent as to colour contrast with the ground colour on which they are written, and the fruit or vegetable name shall not appear elsewhere on the label unless preceded by the word ‘ artificial ’ in bold-faced sans-serif capital letters of not less size than eight points face-measurement.

“ (e.) Expressions or devices which indicate or suggest the presence of fruit-juices shall not appear on any statement or label attached to any package which contains an artificial non-fermented beverage.

“ (4.) The word ‘ pure ’ shall not be written on or attached to any package containing a flavoured non-fermented beverage or an artificial non-fermented beverage.

“ (5.) Notwithstanding the provisions of clause (5) of Regulation 10 of the principal regulations it shall be deemed a sufficient declaration of the presence of a permitted preservative in a non-fermented beverage included in this regulation if the word ‘ preservatized,’ in bold-faced sans-serif capital letters of not less size than ten points face-measurement, be written prominently on the label.

“ (6.) Notwithstanding the provisions of clause (2) of Regulation 11 of the principal regulations the statement ‘ Artificially flavoured ’ need not be written on the label attached to any package containing ginger-ale prepared from an extract of ginger or containing preparations of kola if such ginger-ale or preparation of kola is flavoured with vegetable extractives only.

“ (7.) Phosphoric acid or phosphate may be used in flavoured non-fermented beverages and in artificial non-fermented beverages, provided that the word ‘ Phosphate ’ is combined with the name, trade name, or description in the following form, all the words in the form being in lettering of uniform size :—

“ [*Here state the name of the flavour*] Phosphate.

“ (8.) Wherever in the principal regulations the words ‘ Flavoured non-alcoholic beverages ’ appear, the words ‘ Non-fermented beverages ’ shall be deemed to be substituted therefor.

“ (9.) Beverage flavours sold in a form requiring dilution, but which do not comply with some one of the standards for cordials or syrups, shall be deemed to be non-fermented beverages.”

19. The word “ squash ” or the word “ juice ” or the word “ crush ” or any other word, or combination of words (whether written in conjunction with the name of a fruit or not), suggesting or implying the presence of the juice of any fruit or fruits shall not be written on or attached to any package containing a cordial or syrup or any non-fermented beverage which is not prepared from the fresh juice in its natural condition of the fruit so named or implied, or which contains any substance other than fresh natural fruit-juice, potable water, sugar, and permitted preservative; provided that such words or combination of words may appear on the label attached to any package containing a flavoured non-fermented beverage made from the fresh juice or the extractive of the fruit named or implied if such beverage is impregnated with carbon dioxide under pressure and the word “ carbonated ” in bold-faced sans-serif capital letters of not less size than six points face-measurement appears conspicuously on the label.

20. Clause (3) of Regulation 81 is hereby amended by inserting immediately before the words “ per gallon ” in the fifth line the words “ nor more than fifty grains of total chlorides calculated as sodium chloride.”

F. D. THOMSON,
Clerk of the Executive Council.