

## CONSERVATION MORE URGENT THAN EVER.

The campaign for increased food production should not be allowed to interfere with the utmost efforts for conservation in the Dominion until the next harvest. The situation overseas is perilously serious and the fate of Europe; so far as food supply is concerned, depends on conservation on the North American continent during the next four months. In Canada important measures have already been taken and additional measures are receiving very careful consideration.

The exports of wheat from this continent since January 1 have been far below the 18,000,000 bushels monthly which were promised, and increased export of wheat substitutes has not been sufficient to make up the deficiency. Every pound of food that is saved from normal consumption in this country will increase by that amount the supply available for export.

Some people may doubt the importance of the food saving of a population of seven and one-half million people, but Canada's saving added to the saving of the United States will be very large, and if food conservation is practised to the utmost on the entire North American continent, the amount saved will be sufficient to support the Allies until their next harvest.

### MUST EAT LESS WHEAT.

**Consumption Should be Reduced by One Half, Mr. Hoover Urges.**

The United States Food Administration has announced that in order to supply the necessary proportion of wheat to the Allies to maintain their war bread until the next harvest—and this is a military necessity—the people of the United States must reduce their monthly consumption of wheat to 21,000,000 bushels as compared with a normal monthly consumption of about 42,000,000 bushels, reserving a margin for distribution to the army and for special cases.

This means that the average per capita general consumption must not exceed 1½ pounds of wheat products weekly. Householders are asked to limit their consumption to a maximum of 1½ pounds of wheat products per person per week, while public eating places are asked voluntarily to comply with rules which, if observed, will mean a very large curtailment of the consumption of wheat.

Mr. Hoover announces that many thousands of families throughout the United States are now using no wheat products whatever, except a very small amount for cooking purposes, and that they are doing so in perfect health and satisfaction.

### A CONSERVATION SLOGAN.

Reduce the eat,  
In wheat and meat,  
And toot the tute,  
In substitute.

### TO ENFORCE WASTE ORDER.

**Municipalities Realize that it gives them Wide Powers for Conservation.**

Municipal councils and officials throughout the Dominion are now co-operating with the Canada Food Board in the enforcement of the law making waste illegal and of other conservation measures. The order against waste is applicable to most forms of food waste and municipalities now realize that it gives them wide powers.

The sub-committee appointed by the Winnipeg city council to investigate waste of food in garbage has expressed its intention to take action against anyone found to consign deliberately to the garbage any undue quantity of sound food. Other municipal authorities have assured the Food Board of their willingness to co-operate in making this order effective.

An Order in Council has been passed providing that in case action is instituted by any municipality or officer thereof, under any order or regulation relative to matters within the jurisdiction of the Canada Food Board, and a fine is imposed, such fine shall be paid into the treasury of the municipality. Where proceedings are instituted at the instance of any provincial officer, the fine shall be paid into the provincial treasury.

### NEED IS GREATER THAN EVER.

"The need of food on the other side is greater than ever; the need of economy on this continent is greater than ever."—Mr. Herbert Hoover.