

In a statement warning householders against a run on flour, the Food Controller said:

"There is an ample supply of flour for Canadian requirements. The new standard flour is not a whole-wheat product as many people imagine but housewives will find it quite as satisfactory for all purposes as the brands which they have been using. While no less palatable than the patents, the standard flour will be an even more wholesome product."

Standard Loaf of Bread, also.

The Food Controller is also making arrangements for a standard loaf of bread from the standard flour. A date will be set after which bakers will be required to sell their bread based on the price of the standard flour. Therefore, bakers who purchase large stocks of patent flour may find themselves in an unfortunate position when the order is issued for the production of bread from standard flour.

ONLY WAITING FOR THE CARS.

Arrangements Made for Importation of Corn as Soon as Possible.

Arrangements have been made by the Food Controller's Office which are expected to facilitate the movement of corn into Canada. Applications for licenses to import corn covering monthly requirements will still be necessary and these should be made without delay to the office of the Food Controller, Ottawa. The individual applications will be held at Ottawa but a detailed list of those approved of will be sent to the War Trade Board, Washington, for endorsement. This plan will ensure prompt action. It should be understood, however, that the unprecedented railway congestion in the United States is responsible for most of the difficulties in securing corn and that this is something which cannot be overcome by the Food Controller. So far as prompt handling of applications and licenses are concerned the arrangement with Washington will make possible the obtaining of supplies as rapidly as they can be moved.

The corn crop in the United States this year is officially estimated at considerably in excess of 3,000,000,000 bushels. Canada's needs have been fully represented before the United States authorities and there is every disposition on the part of the Food Administration and the War Trade Board to allow shipments into Canada as soon as the corn can be moved. Only the cars are now required to make large supplies of corn available.

GENERAL SHORTAGE OF MEAT.

Farmers Will Find Half-fed and Short-fed Cattle More Profitable.

Mr. Joseph P. Cotton, Head of the Meat Division of the U. S. Food Administration, in a recent statement says:

"It is more necessary than ever both to increase the production of livestock and to conserve meat. This is particularly true of hogs and hog products. Conditions in the Allied countries make it essential for this continent to send them much more meat, especially pork, than ever before. There is a very real possibility of general shortage within a few months..."

"The Meat Division is powerless to increase the demand for the more expensive grades of beef. Such beef is a luxury. On the other hand the orders from the allied nations for beef of average quality are such that the Meat Division expects no decline in the present prices of cattle of medium grades, which constitute the great bulk of the supply..."

"Farmers will find half-fed and short-fed cattle more profitable than those fed to produce the heaviest weight and highest quality..."

"The interest of the consumer himself demands that the price of meat should be high enough, at the present time, to keep up production and assure him the meat he will need later."

"We Must Eat Less Meat."

In an address for the National Livestock Association at Salt Lake City, Mr. Cotton said:

"As to the need of conservation of meat there can be no dispute. The herds of England and France are much reduced. The shortage of shipping cuts off usual supplies and England has a meat famine, and soon will have a bread line. As for their meat supply those nations who are fighting our fight must in increasing measure depend upon us, and to supply them we must eat less meat..."

"The plain fact is that with the demand for feed grains, the country cannot long afford the luxury of highly-fed cattle, and that branch of the industry must turn to the marketing of short-fed and half-fed cattle. If you do not make that change voluntarily your losses will drive you to it. The Livestock industry is asked for more hogs, and as to the hog the producer can safely go ahead so far as he has feeds which will make the business profitable, but in this cattle business a producer must use his brains and watch his step most carefully. The job is not an easy one."