

BRIEF TALKS TO JOURNALISTS.

Next to a news "scoop" a journalist's joy is an editorial that can set a new current of thought. Newspaper men to-day have a golden chance to lead their communities anew. This is under the provisions of the Fair Price Order. No instrument has been more used in the call for control of profiteering than the trumpet of the Correspondent's Column. Brief reflection will show that for purposes of price-fixing Canada cannot be zoned. The value of the dollar differs in East and West; local conditions, caused by the inverse ratio of transportation facilities, affect wages and, consequently, all prices within the same province. The return to labour varies widely within a five-mile radius of the centre of our eight or ten large cities.

Plainly, the fixing of prices cannot be done by a centralized control at Ottawa, and it is worth noting that all food orders must, under our Constitution, be made for the whole of the Dominion; the only way to limit their application to one area is to make exceptions of all other areas. That is, the order must be chipped and whittled down negatively to the required size if it is to be localized. If prices are to be fixed

in a way which shall not cut off supplies, it must be done by local power. What other power better represents the people than a properly elected municipal council?

It is like preaching to the converted to say that editorials—and newspaper direction through carefully selected headings, too—have always been the lever by which municipalities are moved.

Another aid from the press that the Food Board can legitimately ask is the removing of the idea that food conditions are being normalized. A glance through an article in this issue on food facts in foreign and neutral countries would soon remove the belief. It is possible indeed that for a couple of seasons after war closes our obligation to Russia, Serbia and half a dozen of the neutral countries will impose on Canada a greater tax in food supply than even war brings at present.

To add to our farm output, new modes will have to be introduced. The illustrations in this issue show what can be done by means of the newest of these ideas—the "tractor and contractor" plan of business farming.

NEW INTER-ALLIED PROGRAMME.

The new conservation programme is being worked out on international lines. The conclusions reached by the Inter-Allied Food Council last August have been checked. All the Allies will eat the same war bread, four parts of wheat to one of substitutes. For the Allies the danger of famine is passed, but the need of rigid economy is still present. Now it is a unified programme, with calculation of all the resources in the Allied pool, of the shipping available, of the military effect of employing the vessels for all or another purposes. The new international food programme, like the unified military command, strikes discomfiture to the Germans and spells the triumph of the common cause.

America and Canada are pledged this coming year to send the Allies half as much again of food supplies as last year. In place of eleven and three-quarter million tons the shipments this year will be seventeen and one-half million tons.

The new programme is less specific but no less definite than that of the last twelve months. Then the food administration was meeting one emergency after another as it rose. This year it will be a long, steady pull.

TRAP OF THE ARCH-ENEMY.

Sir Eric Geddes, First Lord of the British Admiralty, is visiting the United States on an official mission. Here are some arresting facts he gives:

Germany is not beaten.

Germany is far from beaten.

The submarine is still a menace.

A submarine effort of unprecedented scope is expected shortly.

The enemy can be defeated only by continued war service, unabated and undiverted. The hanging out of flags over a Hun defeat is natural but somewhat premature. Canada's war spirit, Canada's intelligence is on trial. The best way to bring the boys back soon is to bend unceasingly to the nearest task.—Montreal Star.

Sarajevo, in Bosnia (where the act which brought about the war was committed) has introduced free school dinners.

Because of the epidemic of Spanish influenza, the United States Food Administration has postponed the distribution of its new home card until December 1. The original plan contemplated the opening of this campaign October 27.

Editors: Clip and quote.