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N I. AULD.







Constitutionally women are much more deli-cately constructed than men and their hodies texture are more sus-ceptible to weather-changes. Jacquer Pura Wool Underwear af-fords complete proted-tion in any weather and at all seasons.

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REGAL MANUFACTURING CO.

# Everyone a Food Controller

Continued from Page 7

pounds of potatoes make a good substitute for one pound of bread, and cheese and potatoes make a well balanced meal. Information on these topics will not only be exceedingly useful but it will be very interesting to the housekeepers in every locality.

The local food economy committees will arrange for demonstrations on preserving, canning and storing the more perishable foods produced in the gardens. It will not be top early for the committees to begin in October to plan for the campaign of increased production in gardens in the season of 1918.

There is no prospect of the world escaping from the immediate danger of gave food shortage, perhaps reaching netual famine conditions in some places, until at least two more good harvests have been reaped. This food economy service will be not less than a three-years' work. In winning out the women will have won for themselves and their families much hore than sufficient supplies of wholesome nourishing food.

A world shortage of food and the purchase of enormous quantities of food-stuffs by the governments of the allied nations has brought about a great advance in prices. So long as buyers for the European governments, buying in the open markets, compete with buyers for domestic consumption, the prices of staple foods will be governed by what the export buyers are willing to pay. It is common knowledge that the price of, wheat at certain central points in the United States and Canada has been fixed for the 1917-crop at \$2.21 per bushel for No. 1 Northern. The United States Congress has determined that the price for the wheat of the crop of 1918 shall not be less than \$2.00 per bushel. Under these circumstances it is obvious that the price of bread cannot be as low as when wheat was selling around \$1.00 per bushel.

To Prevent Unfair Profits

### To Prevent Unfair Profits

To Prevent Unfair Profits

What the food controller can do is to see that no one by speculation or greed steps in and takes an unearned or unfair profit between the price fixed for wheat and the price charged to the consumer for bread. Investigations are being made and conferences held to ascertain just how much spread in different areas or zones, between the price of wheat and the price of flour and hread will give a fair return to millers, transportation companies, dealers and bakers for actual service rendered. When the amount of the necessary spread is ascertained the price of bread can be governed and no unfair charges be permitted. Studies are also being made to discover to what extent the producer can be brought closer to the consumer. When the stage for action has been reached, and it may be arrived at in the very near future, the only way in which a further reduction in the price of bread can be accomplished would be for the government to meet part of the cost and charge it up as public war expenditure. That is the plan followed at present in Great Itritain. I do not think Canadians want to pay part of their bread bills through their taxes just yet.

Investigations Are In Progress

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Investigations Are In Progress

A similar course of investigation and procedure is being followed by the Fuod Controller in respect to other staple foods such as fish, potatoes, fruits and milk. A thorough survey of the conditions and of the possibilities has to be made for every important group of foodstuffs. When each survey is advanced far enough for decisions to be arrived at, I believe the Food Controller will not hesitate to employ all the power with which he is vested for eliminate all so-called profiteering in foods and to prevent anyone from getting more than a fair return-for actual service rendered in the journey of any food stuff from the original producer to the consumer. I need searcely remind you that first things must be attended to first if one is to get saywhere in public service. The first duty is to prevent waste and to shift the consumption in Canada from flour, beef and bacon to other foods; the second duty is to bring about increased production to the utmost limit of our ability and a next duty is to prevent anyone anywhere in Canada from taking unfair toll or profit out

# \$100 in Christmas Prizes

WHAT PRESENTS ARE IN THE CARS FOR BOYS AND GIRLS \$100 IN CASH PRIZES FOR THE BEST REPLIES



So that we may become acquainted with more young people this Christmas, we are giving you this train loaded down with Christmas presents. Each car contains one kind of present and the pame is on each car but the man who painted the name got the letters all jumbled. Worse still, the man who coupled the cars got them in the wrong order. Now, can you straighten things out and re-arrange the letters in the names of the presents in each car and put the cars in their right order behind the locomotive?

Car No. 6, DOES ILL, contains "Dollies." The

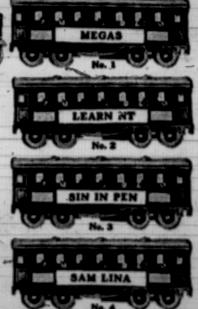
Car No. 6, DQES ILL, contains "Dollies." The other cars may contain gloves, candy, baseballs, animals, bicycles, building blocks, skipping ropes, sine pins, engines, s'ates. Noah's Ark, perfume, lanterns, tools, footballs, games, or something else. It is for you to find out.

Should you get the cars behind the locomotive in their right order, you will find that the first letter of the correct name of each Christmas present in each car when these first letters are all put together will seed out the name of a great Nation in Europe, one of the Allies—a Nation whose Navy controls the Oceans.

On Christmas Day, Uncle Peter, who edits the Bunny Page-in EVERYWOMAN'S WORLD, will judge the answers and award the following big cash prizes to young people under seventeen years of age complying with the conditions of the contest, whose answers are all correct or mostest contest, whose answers are all correct or mostest contests and best written. So get bury and whose answers are all correct or measure cor-neatest and best written. So get busy and in an answer to-day, and this Christmas Season be the happiest you have ever had.

### The Big Cash Prizes

\$25.00 Cash to the Boy or Girl who sends us the hest reply. \$15.00 Cash to the Boy or Girl aending the second best reply. \$19.00 Cash to the Boy or Girl sending the third nest reply. DOLLAR BILLS. Fifty bright, new, crisp \$1.00 bills to the fifty next Boys and Girls with the 50 next best replies.









## Send Your Answer This Very Evening!



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