

TO MILL STANDARD FLOUR.

Order Will Benefit Consumers and Also Save Wheat for the Allied Nations.

The Food Controller's Order providing a standard flour for all Canada has been generally commended by persons who realize the vital necessity of conserving wheat. It is recognized that, by making available a larger part of the wheat berry for human consumption and by stopping the manufacture of patent flour, a considerable saving of wheat for export to the Allied nations will be effected. Moreover a uniform extraction will be established which may be increased if considered advisable.

In some centres people have foolishly advanced the price of flour by an unreasonable attempt to secure a large supply of patents before the new standard flour comes on the market. The Food Controller's statement explaining that the standard product would be suitable for all domestic purposes and that it would be unprofitable to hoard flour has done much to restore confidence. The Food Controller was also able to restrict, to a very considerable extent, excessive buying of patent flours by requiring millers and dealers to sell only in usual quantities.

Mills are put upon Same Basis.

The Order provides that, on and after January 28, Canadian mills will not be permitted to use more than 265 pounds of spring wheat or more than 275 pounds of winter wheat to produce 196 pounds of flour either for domestic or for export trade. This will give standard grades of spring wheat and winter wheat flour for all Canada and no mill will be allowed to manufacture flour of a lower extraction than the standard.

The Order leaves the question of branding to the discretion of the miller but requires that containers show whether the flour is made from spring wheat, winter wheat or is a result of the blending of spring and winter wheat flours. All contracts outstanding on January 28, which cannot be fulfilled by delivery of flour then in stock or for grades of flour that cannot hereafter be milled, shall be cancelled. Within ten days, however, the buyer may, at his option, secure the re-entry, under the same terms and conditions, of an amount of the standard flour equivalent to the unshipped portion of his order, at the new basis price.

THE "FOOD HOG" AND THE FLOUR SITUATION.

(From an Exchange.)

When announcement was made that there would be one standard grade of flour for all the mills in the Dominion the "Food Hog" pricked his ears and said, "Watch me!" He rushed off with his mate and proceeded to buy flour and lug it to his lair. Some days later, when he read the statement of the Food Controller that the price of the standard flour would be nearly one third less than the price last May and that the standard flour was just as nourishing and quite as palatable as the kind he had been using, he must have felt cheap, but not as cheap as he looked in the eyes of his acquaintances.

Watch the Food Hog, he is a new and interesting specimen and you will have lots of opportunity to study his habits. He may talk about helping "to Win the War", but really he is earning an iron cross from the Kaiser.

All Mills to be Licensed.

Samples of the standard spring and winter wheat flours will be furnished and all mills will be required to produce a quality of flour which will not be superior in colour to the standard samples. Every mill must furnish to the Food Controller's Office every two weeks a statement showing the quantity of wheat ground and the weight of flour produced therefrom. Failure on the part of any of the mills to comply with the Food Controller's regulations may result in cancellation of license.

One hundred and sixty-seven Canadian flour mills are already under license from the Food Controller's Office. All the remaining mills will be similarly licensed. The profits of licensed mills have been limited to a maximum average of twenty-five cents on the milling of enough wheat to make a barrel of flour (196 lbs.)

Cheaper than Last Year.

The new standard flour will be nearly one-third cheaper than the price of flour in May of last year. This reduction has been effected despite the fact that the costs of bags and certain other charges have nearly doubled.