

The question of fish supplies was touched on briefly.

The Food Controller said that if there was not a sufficient supply of fish on sale in Kingston, the fault was with the fish dealers. The greatest demand could be supplied.

"Many of us in Canada who have stayed at home have made no sacrifices," said Mr. Hanna. "We hardly know there is a war at all. We have spent money as a country, but money is the cheapest sacrifice there is. We have made no sacrifices in clothing, although how long we can avoid doing so I do not know. We have made no sacrifices in our eating. A beefless and baconless day on Tuesdays and Fridays is not a fly on the wheel to what we ought to do. Our friends, our brothers, our husbands have made the sacrifices. Are we going to forget them? We are going to support and maintain them," affirmed the Food Controller, "in the positions they have so nobly won and hold to this moment." (Applause.)

Mrs. Jean Muldrew, domestic economy expert of the Food Controller's Office, addressed herself more particularly to the women of the audience, declaring that the women of Canada must stand behind the Food Controller.

"Food is the big thing; money the secondary thing," said Mr. Muldrew. "We are going to need a great deal of endurance, faith, and stick-to-itiveness. Our work will not be dramatic; it will not be spectacular; it will be done in the kitchen, but I believe the women will be the steadying force in this last critical stage of the war, and thus contribute to the ultimate victory."

PACKAGE CEREALS ORDER.

Aim to make Substitutes for Wheat Available More Cheaply.

The Food Controller's office has called for returns from all manufacturers of package cereal foods affected by the Order in Council of October 19, showing ingredients used, cost of advertising, cost of containers, output, net contents of packages, etc. This step was taken following a meeting in Toronto last Saturday between the Food Controller and representative wholesalers, retailers and manufacturers.

At the meeting Mr. Hanna explained that the purpose of the Order in Council was to make substitutes for wheat flour available at as low prices as possible, so as to encourage their use. He said that the recent household pledge card canvass had shown that it was difficult, and sometimes impossible, to secure other products in bulk which the

people were asked to substitute for wheat products. When bought in packages the substitutes cost more than the wheat products.

The Food Controller assured the deputation that there was no intention on his part to be unfair to the business interests. He promised that consideration would be given in every case where it was found upon investigation to be justified. Fair treatment would be accorded to all.

In a statement to the press, Mr. Hanna said:

"During the last decade the manufacture and sale of package foods, cereals and other products of certain grains used as food, has increased to such an extent as to render difficult the purchase from retail dealers in bulk of many of the substitutes for wheat. This has resulted in a great and disproportionate increase in the prices of such foods when sold in original small packages. Many of the manufacturers of these foods desire to be relieved of the cost of small packages at this time, in order that they may be in a position to supply food as cheaply as possible.

"The principal reason for the ordinance restricting the sale of certain package foods is that substitutes for wheat should be made available to the public as cheaply as possible in order to increase their use. By everybody returning to the practice of purchasing cereals and cereal products in bulk, the people would be able to buy more cheaply and at the same time would be assured of a fresh supply.

"We have found that rolled oats and many wheat products when sold in the smallest packages often cost over fifty per cent more than when sold in bulk. In the case of cornmeal the difference is not quite as great but it is still considerable. People do not seem to realize when buying the common cereals in small packages that a large percentage of the cost is represented in the package and the advertising."

The Food Controller said he appreciated that the restrictions on the small package trade would work hardships in some cases. But if the manufacturers could prove that any specific food was as cheap in packages as when sold in bulk he would license its sale in the package form.

SHOULD BE REPORTED TO POLICE.

The Food Controller states that there is no intention and never has been any intention to commandeer private supplies of canned fruit, and that persons claiming power to enter private houses under authority of the Food Controller should be reported to the nearest police authorities.