

SUBSCRIPTION PRICE of EVERYWOMAN'S WORLD is \$1.50 per year, payable in advance, anywhere in Canada or the British Empire. Single copies, 15 cents. United States subscriptions, \$1.75 a year; foreign subscriptions, \$2.00 a year.

MONEY may be sent by Post Office Money Order, Registered Mail, Dominion Express Money Order, or Cheque to which exchange has been added.

BE CAREFUL to sign your name and give address plainly written when sending remittances.

EVERYWOMAN'S WORLD

MARY M. MURPHY, Managing Editor

Trade Mark Registered 1913, Department of Agriculture, at Ottawa, by Continental Publishing Co., Limited, Toronto, Canada.



Entered as second-class matter, at the post office, Toronto, Ont. Entered as second-class matter, Sept. 23, 1915, at the post office, Buffalo, N.Y., under the Act of Congress of March 3, 1879.

PUBLISHED THE 15TH OF THE MONTH PRECEDING MONTH OF ISSUE BY CONTINENTAL PUBLISHING CO., LIMITED, TORONTO, CANADA

CAUTION — CHANGE OF ADDRESS. We shall change the address of subscribers as often as required, but in ordering a change, the old address as well as the new must be given before the change can be made.

RENEWAL SUBSCRIPTIONS — Watch for renewal subscription blank which will be placed in your magazine when your subscription expires. By using this blank promptly you will avoid missing any issues. Back copies cannot be supplied.

Vol. VIII.
No. 3.

Every Woman A Food Controller

September
1917

AN EDITORIAL BY CHAS. C. NIXON

WE stand to-day on the threshold of the greatest food crisis that the world has ever seen. We are facing a situation of very grave concern to our men at the front—of very grave concern to Great Britain, and our allies.

That situation is the menace of famine, of hunger, lean and gaunt—of world-wide food shortage, serious to an extent beyond belief in this country of plentiful food supply.

Food Controller Hanna, in a recent speech, placed the full responsibility squarely upon every Canadian woman when he drew the picture of what might happen if each one of us is not careful and provident and conserving of the food supply, as has been asked of us. Imagine the boys coming home from the front and saying, "We were hungry out there in the trenches, we could not stand it and we had to retreat and let the Germans get us, because the food we expected from Canada did not come." And by this statement we would be surprised and shocked because we had a good harvest and we would reply, "Why that is strange, we had a splendid harvest in 1917," and the boys would reply, "Yes, but you ate it all yourselves."

Surely that situation can never be! It need not be! We will not let it be! It but rests with every woman who will enrol herself as a Food Controller and carry out in her daily domestic life the word and the spirit of this our creed on home food control:

I BELIEVE in the facts as placed before me that to feed the people of Great Britain, of France, and of our European allies who are so close to our men at the front, requires 1,105,000,000 bushels of wheat; of this vast amount, 645,000,000 bushels may, by the straining of every effort, be grown in Great Britain and her allied European countries, leaving 460,000,000 bushels of wheat to be found elsewhere.

I know that Canada and the United States are not the only wheat-producing countries, but I know that India, Australia, and the Argentine Republic, although they grow immense quantities of wheat, are of but minor service to Great Britain and to France in this time of such grave crisis, because there are not the boats in sufficient tonnage to carry that wheat to them.

I realize that England and France are depending to-day on less than one-half of the tonnage used in normal times for the shipment of commodities and I appreciate that, because of the situation, wheat and other essential food supplies must be gotten from the only countries near at hand—mainly from our own country,—our own beloved Canada, and from the United States.

I have faith in the figures placed before us that we can, through our united personal individual efforts supply the 460,000,000 bushels of wheat that is so necessary. It can be supplied by Canada and the United States working closely together, each household doing its part, each woman like myself, undertaking and carrying out the individual responsibility.

I AM astonished that in reality so very little has been asked of me. Can it be possible that if I and my family, along with other families, will cut down by only one-sixth on our consumption of foods and of food products of a kind that can be exported readily—wheat and wheat products, bacon, cheese, poultry products and some other minor food stuffs—that the situation will be met?

I realize the truth of the fact and full force of the suggestion that I as a loyal Canadian woman should do at least twice what is my average share of any sacrifice in this regard, because some people will be so unresponsive and so disloyal to our cause and will not cut down by the desired one-sixth. I therefore will most cheerfully cut down on my consumption of these essential food products by at least one-third on what I have been used to and I will do this gladly as I realize it is my duty to make up for those who will not cut down on their consumption of the essential foods by one-sixth as requested.

I really do not feel that this is any sacrifice at all. It

surely is no sacrifice as compared with what our boys—our men in the trenches—are doing at the front.

In order that there may be released for shipment overseas the limit of commercial and exportable canned fruits and vegetables, I shall, insofar as it is humanly possible, can for my own and for local consumption all fruits and vegetables which will otherwise go to waste. In this, I shall not only be thrifty, but I shall be enabled to feed my family better and with greater economy.

I will use to the limit all perishable foods. I will save as much as possible of the garden truck which has been produced so abundantly this summer. I will preserve, can, dry and store all I can.

I WILL study the situation carefully and in detail. I will learn to know and to recognize food values. I will be eager to get every bit of essential information which I can glean from my own magazine, EVERYWOMAN'S WORLD, and from other sources as well in order that I may discharge my full responsibility in this relation, first to our men and to the men of our allies in the trenches; second, to my own growing children and the children of my neighbors and the children of fellow-Canadians; third, that the others of us here at home may continue to be supplied with foods to sustain and maintain life and health.

It has come home to me with terrible conviction that there never was a time in the history of this Canada of ours when waste of any kind was more reprehensible.

I SHALL watch carefully and guard against any possible waste, I shall insofar as I am able to discern it, save my share of the \$50,000,000 of good food which, according to Mr. Hanna's figures, is wasted every year in this country by carelessness in the kitchens. I shall indeed be blameworthy if \$7.00 or \$8.00 worth of good food stuffs gets needlessly into my garbage can during the next twelve months.

I will accept and put to work at once and keep at work the good old-fashioned gospel of the clean plate. I will see to it that my children do not waste food at their meals. I will not waste anything myself.

I vow that I shall not be found wanting and I shall, as long as is necessary, endeavor to do what is expected of me in this matter of food control—of food conservation, that all may be fed, that all may live, and have life comfortably sustained and maintained.

I WILL do my duty even as England this day and every day expects that every man shall do his duty.

For has not Lord Rhondda, the British Food Controller, speaking for Great Britain, said, "We look to the resources of Canada and to the indomitable energy of Canadians for an answer that will shatter Germany's threat of starvation."

And has not Lloyd George, that idol of the British people, given assurance to the anxious and harassed people of our Motherland, that "So far from starving, our food supplies for 1917 and 1918 have already been secured subject to reasonable economy." I realize fully that Lloyd George, in making that statement, made it with the assurance from Canada that I and all of my fellow-citizen Canadian people will make the sacrifice asked of us,—the sacrifice that is necessary to protect Britain and her allies, save these people from hunger, and enable our cause to win out gloriously, as it assuredly will.

SINCE in unity there is greater strength, and since so much more can be accomplished when we are all standing together and working together, and since through united work we can greatly encourage one another, I will take part in some women's organization already active in this work, or I shall do what I can to help along the organization that may be formed in my locality.

They are counting on me.

God helping me, I will do my duty.

I will not be found wanting!