



Canadian Home Journal EDITORIAL

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LET THE MEN HELP. The President smiled at the visitor's apparent surprise as the figures of the exceedingly large amount of Red Cross and Patriotic work for the year were read at one of the many Women's Institute meetings held this Summer.

"Our secret," she explained, "is just that we let the men help. They were very glad to have a share in our work. I believe all men would enjoy helping their womenfolk in their war work, but they are seldom given an opportunity. We women want all the glory ourselves," she added knowingly—for the President was over seventy and she had acquired much wisdom.

"It was this way: The men raised or give the money and we women did the work, thereby accomplishing more than either could achieve alone."

Such splendid advice seemed too good to be kept within the bounds of one small meeting, so the visitor passed it on that all societies might benefit therefrom.

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MORE FISH USED. The campaign to increase fish consumption is having results. In the Canadian army stationed or in training in Canada, 200,000 pounds of beef were saved in the month of May, and approximately the same amount in the month of June, by the substitution of fish. In the West a train load of flat fish every few days from Prince Rupert is sold at popular prices under the auspices of the Canada Food Board. In Toronto recently 100,000 pounds of mackerel were sold within one week as the result of a special campaign.

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MORE MARKET BASKETS IN WAR TIME. What is the matter with the markets in Canada? This question is being seriously considered by the Canada Food Board, and Mr. Thomson, the Chairman, is striving to again bring into general favor the once honored market basket.

European cities have led the world in municipal advance and their markets have figured largely in this connection. In London and Paris wholesale as well as retail public markets are conducted on a vast scale. On the North American continent the municipal market has been a much neglected quantity.

War has shed a new light on the situation, however, and instead of suffering from prevailing conditions, the market has bigger opportunities than it ever had before. What practically every family is worrying about these days is the rising price of everything from potatoes to pen-nibs. Anything that means dragging the H. C. of L. down from its lofty pedestal is hailed with acclaim. The municipal market is one way to do it and an effective way at that.

It will very likely be contended here that market prices are very rarely lower than the prices prevailing at local stores. Maybe not, but the fact remains that the market sets the scale for local prices and that in towns where there is no market the general tendency is for prices to be abnormally high. It is only reasonable

to assume that no dealer would find it paid him to sell at higher rates than the farmers on the market.

But it takes the united efforts of producer and consumer to create a flourishing market. Its success or failure depends very largely on the consumer. Where a market is dead and alive it is a sure indication that the women of the community need to have their eyes opened to the benefits of one of the best institutions that any town can have.

There is a feeling among general dealers that markets are injurious to their interests. They are—in so far as they keep their prices from sky-rocketing! This is an end to be desired by all consumers, who, after all, constitute the major part of the community.

Markets are usually operated only two or three days in the week, and they increase general trade rather than detract from it, for they bring in their wake a big influx of country people who are going to spend money while in town. Indeed, many a city in Europe has grown up round a market and it has never yet been known to retard development, while in nine cases out of ten it has had a good share in hurrying it along.

Markets do not spring to life involuntarily, however. In the early days they did, by the very nature of things. Nowadays they need the stimulus of community enterprise. Location is of the first importance. Clean, sanitary surroundings are necessary. The farmers need encouragement in the shape of co-operative townspeople who will turn out to see what they have. It is a case of give and take in marketing. The first principle is the community spirit.

How is Canada off for markets? There are five at Montreal, five at Winnipeg, three at Edmonton, two at Calgary and Toronto, and one at Ottawa, Owen Sound, Peterborough, Sault Ste. Marie, St. Catharines, Berlin, Brantford, Chatham, Fort William, Galt, Guelph, Hamilton, Kingston, London, Brandon, Regina, Saskatoon, New Westminster, Vancouver, Victoria, Moncton and St. John.

The trouble is that most of the markets in Canada need a thorough cleaning-up. They need the backing of all the people, and they need a clientele of women who put marketing in the "old-fashioned" way among the foremost of their war-time duties.

When Canada reaches the stage where she has a perfect network of well-equipped, up-to-date, live markets patronized by all and sundry, then she will have taken a big step forward in food conservation.

Expansion is rapid once community interest is stimulated and the press and moving picture companies can do much to forward the campaign. It is up to the women of Canada primarily.

The fashion has been set at the capital. Long rows of automobiles disport themselves democratically beside hucksters' carts on marketing days, and Cabinet Ministers' wives rub elbows with the humblest citizens in their hunt for fresh country produce at reasonable prices.

There are many things to be considered about it, but where markets already exist the woman who neglects them is working against her own interests and is failing to make the best of her opportunities.

OUR AIM

To publish a magazine which will be worthy of Canadian womanhood.

To at all times keep both editorial and advertising columns clean, wholesome, and truthful.

To be a leader in thought, and a fearless speaker in all vital questions.

To, as far as possible, publish and reproduce the work of Canadians that our readers may become familiar with their own people, their own literature, and their own country, with its wonderful possibilities and glorious history.