

"The harvests of the world will not meet the requirements of ourselves and our Allies during the next twelve months unless our present rate of consumption is materially reduced."—*Lord Rhondda.*

WILLING TO CO-OPERATE.

Splendid Spirit in Regard to Temporary Sugar Shortage.

Since the Food Controller issued his recent statement to the public in regard to the temporary sugar shortage, urging conservation of supplies and warning against hoarding, a number of wholesale houses have circularized the retail trade explaining the situation and drawing attention to Mr. Hanna's message. Almost without exception wholesalers, retailers and consumers have shown an appreciation of their responsibility and a willingness to co-operate with the Food Controller.

POULTRY INVESTIGATION.

Study Being Made of the Cost of Producing Eggs.

Mr. Lewis N. Clark, of Port Hope, Ont., one of the most successful poultry farmers of Canada, has volunteered his services without salary to conduct an investigation for the Food Controller's office into the poultry situation. The Food Controller is sending a list of questions to representative poultrymen to secure the information required and the returns will be compiled by Mr. Clark. Such questions as the cost of producing eggs and poultry and cost of feeding will be studied.

ASK FOR PLEDGE CARDS.

Frequent Requests Recently have been Made by Women.

Among the small proportion of women who declined to sign the food pledge cards during the Ontario campaign, there is developing a better understanding of the meaning of the pledge and the importance of food conservation. Reports have reached the Food Controller's office that there have recently been frequent requests for the pledge cards. The applicants have stated that they want to make it plain that they are willing to do everything in their power to help to win the war. Pledge cards may be obtained from the local committee by any woman who has not already signed.

"LET US ALL CO-OPERATE."

First function of Food Controller is to Conserve Food.

Prof. J. B. Reynolds, President of the Manitoba Agricultural College and Secretary of the Manitoba Food Control Committee, in a letter says:—"Apart altogether from what food may cost us, the other fact of probable scarcity stares us in the face. Contrary to the common understanding of the matter, the chief need for the appointment of a Food Controller was the approaching scarcity of food. His first and most important function is to conserve food. In the existing circumstances since the scarcity exists in Europe, the Food Controller has interpreted his duties to mean the conservation of exportable foods. Hence the 'wheat, beef, and bacon' order. By substituting other foods in part for these, and by avoiding waste, the public will be assisting in Food Control, and these are the precautions which Mr. Hanna is urging upon the public.

"Let us all cheerfully co-operate."

CO OPERATION OF ALL CLASSES.

The following is from a statement issued by the British Ministry of Food: "Orders are generally restrictive in substance and inevitably coercive in form. The success of the Ministry depends only in a minor degree on restriction and coercion; it requires the hearty co-operation of all classes, producers, wholesale and retail traders, and consumers alike. There can be no question of the willingness of the public to endure petty discomforts, and even to suffer actual pecuniary loss, once it is understood that the discomfort and loss involved are really necessary."

TO PUNISH OFFENDERS.

Proprietors of public eating places failing to comply with the Food Controller's regulations regarding "Beefless and Baconless" days hereafter will be summarily punished.

Do your part to ensure the success of the Canadian Victory Loan.
You will be ready then for the Production and Conservation Campaign.