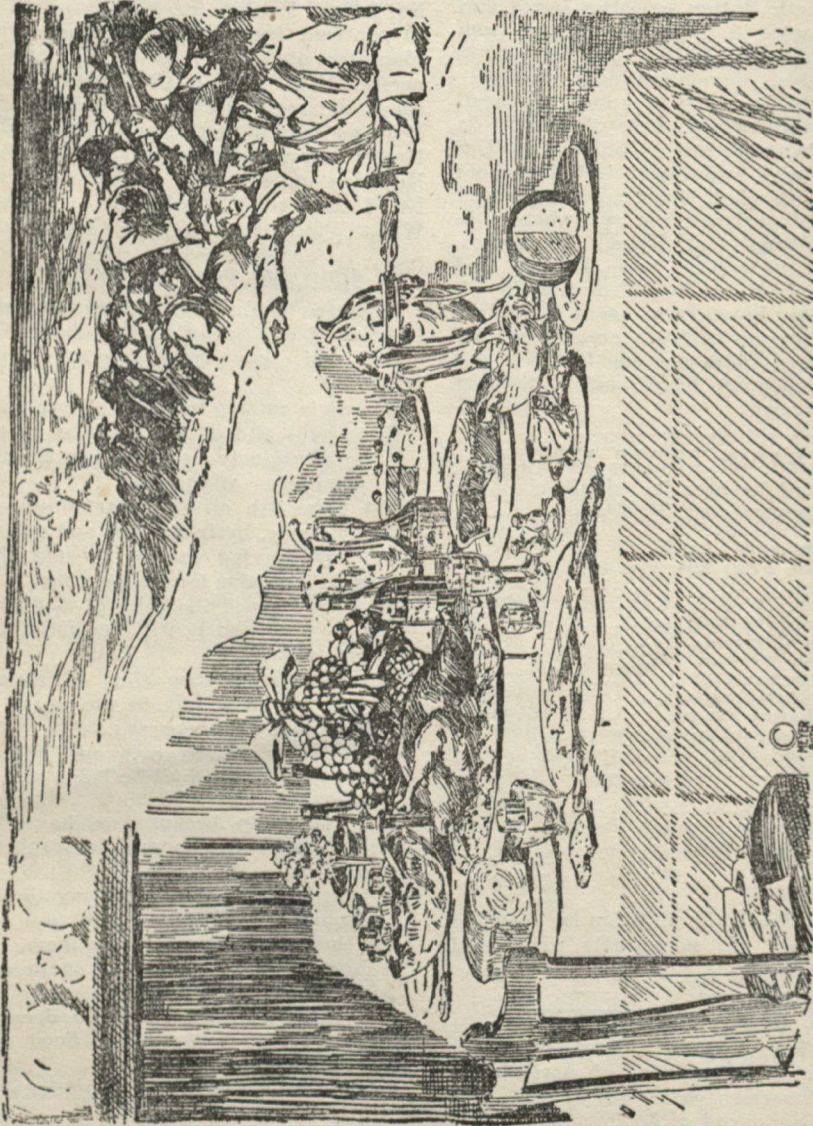


HOUSE ORGANS LEND VALUABLE AID.

"House organs," which it may be explained, is the name given to publications issued by business and commercial houses for circulation chiefly among their own staffs and customers, have given the food campaign whole-hearted assistance in the

last few months. Several of them have devoted whole pages to free publicity, and nearly all of them have promised to continue this indefinitely. A cut on this page, taken from one of the most ably edited of these organs, shows one aspect of their activities.



THINK!

Reproduced by courtesy of "United Briefs," Toronto.

The organ of the Atlantic Sugar Refineries, Limited, Montreal, is typical of the spirit of the others:—"The Red Ball" is cordially in sympathy with the work of the Food Controller. It is pledged to his assistance."

"Sunshine Magazine" Montreal, has not only devoted the current number to food work, but the proprietors donated to the Food Board 10,000 copies for free distribution.