

The Food Problem and its Challenge

(Prepared by the Educational Department of the Food Controller's Office for Journal of Commerce.)

Every Canadian owes it to the Empire, to Canada and to himself to understand the essential facts of the food situation. He should know what the problems are and what efforts are being made to solve them. Food control under present conditions, is an attempt to organize the food resources of this Country so as to aid most effectively in the conduct of the war. And for the organization of such food resources public opinion must be educated first to the facts and then to a personal application of those facts in the life of the individual.

We have been told that the world food situation is grave and we dismiss the matter lightly. We have heard so much about suffering during the past three years that our sympathies are not so easily aroused to the point of sacrifice as they used to be. But do we realize that despite the best efforts that can be exerted by the people of Canada and the United States to conserve needed food supplies, many thousands of people must go hungry and that only what we are willing and able to save may keep them from actual starvation.

STARVATION.

There is a great shortage of food in Europe and without importations from America Europe would soon be at the point of starvation. Speaking in the British House of Lords in July of this year, Lord Rhondda, the British Food Controller, said: "Four-fifths of our wheat supplies come from overseas; without their supplies we should starve." The Nations of Western Europe allied against Germany during the next twelve months will require no less than 577,000,000 bushels of wheat, even with the exercise of most rigorous economy in its consumption. Canada and the United States have a wheat deficit of 400,000,000 bushels in the amount required from North America for the Allies and for European neutrals.

The responsibility of ensuring the food supply of Great Britain and our Allies rests peculiarly upon

Canada and the United States. Because of the shortage of ships only a small part of the grain required can be carried from Australia and other more distant countries. Three trips from Canadian or American Atlantic ports can be made in the time required for one round trip between Liverpool and Australia. The shipping cannot be diverted if the Allies are to be fed. Here then is the situation: The people of North America must share their food supplies with the armies and the civilian population of the Allies. Moreover, such supplies must be spared for export in the form which is most suitable for transportation across the ocean. The greatest need is for wheat, beef and bacon. We must save these foods by substituting perishable products in season and other foods which are not required for export.

EVERYBODY.

It is not enough to say that the normal consumption in Canada of wheat must be reduced by at least one-quarter and that of beef and bacon by one-third. The responsibility must be impressed upon every man, woman and child in the Dominion. It is not alone the duty of the people of the cities. It is a moral obligation upon you and upon every citizen of this Dominion without exception. If you cannot fight you can at least help to feed the fighting men. The people of Belgium suffered for you: will you not make a small sacrifice for them? France has shed its life blood: will you not eat oatmeal or corn muffins one day in three or four instead of wheat breakfast-food or white rolls, in order to feed France? Great Britain is bearing the brunt of the battle for the Empire: will you not forego pastry occasionally in order that the people of Britain may not hunger? Will you not eat substitutes for white bread for the sake of the boys at the front? Will you save one pound of flour every week? That is the real challenge of food control to you. Remember, if needed food supplies are to be saved, every individual Canadian must see to it that he eats less beef, bacon and wheat flour every day and at every meal.

INVISIBLE GOVERNMENT.

(Windsor Record).

One of the evils of an election is that the predatory interests will pay the big campaign contributions as protection for immunity, the same as gamblers and resort owners pay to grafting policemen.

CANADIANS IN FLYING CORPS.

Recent spectacular feats of Major Bishop the Canadian aviator who has won all the medals for valor available in the British army, has called attention strikingly to the manner in which young Canadians have taken to the new manner of fighting, in the air. Canada has sent to the war some of the finest air fighters developed in recent years.

The air services take only men under twenty-five years of age to train as pilots. These young men must be of the finest physical and mental type, active, alert, and unusually intelligent. From Canada over one thousand of such young men have joined the Royal Naval Air Service, the naval branch of the flying service. Besides this, three thousand Canadians have joined the Royal Flying Corps as mechanics, helpers, etc., the rank and file of the corps.

It is said to be an encouraging evidence of the spirit of the Canadian people that so many young Canadians have joined the most difficult and arduous service; also, to be further proof of Canada's deep and sincere interest in the war.

WHERE CANADA BUYS HER TOYS.

Prior to the war German toys dominated the Canadian toy market, but now the United States is the chief foreign supplier of the Dominion market, as the following table covering the imports of toys and games into Canada shows:

	Fiscal years ended March 31.		
Imported from—	1914.	1916.	1917.
United States.	\$ 293,853	\$459,450	*\$631,504
France.	33,214	27,339	19,703
Germany.	579,547	*.....
Japan.	*.....	66,965	179,465
United Kingdom. . . .	91,373	82,722	99,004
Other countries.	39,168	5,714	390
Total.	\$1,087,155	\$642,190	\$930,066

* Not separately stated.

The Canadian Government at various times has held toy exhibitions for the purpose of inducing some manufacturers to take up toy making. Dolls are one of the most important articles imported, mechanical and miscellaneous toys ranking second.

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