

HOUSEHOLD DEPARTMENT

Real Sugar Saving Begins at Home

By KATHERINE M. CALDWELL, B.A.

QUEEN ELIZABETH of England is more to blame for our present sufferings, when we have but one spoonful of sugar at a serving, than the Food Board or the Submarines," growled the Sugar-Lover.

Now to you and to me its does seem a bit far fetched to drag Queen Bess into a 1918 sugar shortage, and saddle her with the responsibility of our restricted sweet-diet. I objected for both of us, but failed to score.

"Who brought sugar into ordinary domestic consumption? Queen Bess did. It was like this—sugar, the "Sweet sticks of the East", seems to have made its first appearance in India and in 627 A.D., when the Byzantines invaded Persia, sugar was certainly the sweetest part of their booty. It rambled about Europe a little, and in a few centuries, a Venetian trouble-maker discovered the art of refining it. Of course, some of it got to England, and in the seventeenth century, Queen Elizabeth developed a decided sweet tooth and introduced sugar as an article of diet in her own household.

"It took a long time for the people generally to do as the Queen did, for there was not much sugar altogether, and it cost 17½c. a pound—a great deal of money in those days. However, there was enough demand from the wealthy classes to start the old supply-and-demand see-saw teetering, and sugar soared to 31½ cents a pound in about half a century.

"Little more than a century ago, then, people were reaching out after that scarce and high-priced luxury, sugar.

"And here are we, just about a hundred years later—thinking much about that scarce and high-priced article, sugar, but under the circumstances, we can't reach after it too much."

And the Sugar-Lover heaved a sigh of resignation, and ruminatively stirred his coffee—in which the single lump of sugar had long since melted.

Now, conditions have changed very greatly since the days when sugar moved only in aristocratic circles. The supply might not have been much greater to-day than it was in Queen Elizabeth's time had the world remained altogether dependent upon the cane-sugar from the tropics. But science and perseverance and the discovery that land devoted to the growing of sugar-beets greatly increased its yield of rotated crops, gave us the new beet-sugar industry, and at the outbreak of war, Europe was producing annually more than nine and a half million tons of sugar.

But like the rest of Europe's peace-time industries, sugar production has suffered a serious interruption, and the tropical output is enjoying something of its old-time position. The submarine has taken a large toll of the southern output, however, and by and large, the need for stringent sugar-economy has been demonstrated. We knew about it long ago, we practised it somewhat, but it took the canning-season to really drive home the seriousness of the sugar shortage to the majority of Canadian women.

How have we met the sugar situation? Some have stretched the letter of the law to its fullest extent and have "held up" their uncomfortably-situated grocer for the stipulated one or two pounds of sugar with every order. They have privately taken to themselves Elizabethan prerogatives—while there was sugar, sugar they would have.

Others have turned a little real thought to the problem of managing with less—much less—sugar than was their custom, and it is amazing what a little cleverness will do—how varied and satisfactory different sweetening substances and different methods may be.

Yet instead of bringing into evidence all the housewifery, ancient and modern, that is the natural heritage of woman, we find that sugar is going into Canadian homes on too nearly the old basis of speed and quantity. Moreover, it is not always being used as fast as it comes in!

The shamefulness of that fact is summed up in the statement of Mr. Thompson, the Chairman of the Canada Food Board. "There seems to be a good deal of household hoarding going on."

Sugar, that is being doled out by the meagre spoonful to both the soldier and civilian across the sea (when they get any at all), is not only being used with unthinking and unpatriotic freedom in Canadian households, but is being stored in Canadian cupboards—not only "sugar as usual" but "sugar unusual"!

And all the time we have at our hands a myriad substitute sweeteners—corn syrup, molasses, honey, the sweet fruits such as raisins, dates, figs, prunes, just full of the sugar in its purest

form, enough to contribute considerable of the sweetening needed in the simple cakes and puddings that they make so delicious.

Or is it too much to ask of us—so aloof and protected in our prosperous and protected America—to even alter our tastes a trifle—to take less sugar in our tea and coffee, on our cereals and fruits, even though we like them sweet?

Not one of us but would go entirely without it if by so doing a single known soldier in the allied lines might be assured the sweet he so greatly requires. Not one of us would refuse our last lump of sugar if a hungry Belgian child, wan and under-nourished stretched an eager hand toward it, or a wistful Frenchman eyed it enviously.

The need is for us to visualize these identical recipients of the sugar we do not buy—to realize that if we will merely refrain from using a pound of sugar we could use, that is one more pound of sugar for overseas use. No use saying "If I don't get it from my grocer Mrs. Jones will just get my share." Mrs. Jones will do no such thing. She will use so much or so little, according as she is a thinking, patriotic woman—apart altogether from what you get, unless, perchance, she learns of your attitude and is moved to follow it!

There is scarcely a woman in Canada who cannot point to-day to a home where the cake with the sugar frosting is still a common sight. There are even women who have the "nerve" to flaunt their careless pro-German housewifery—who will insult a guest by offering her such forbidden dainties and air



Above—The unpatriotic housewife who uses only granulated sugar for sweetening when cooking.

To the right—Her thrifty sister making use of brown sugar and the many substitutes.



their selfish indulgence openly.

Another thing, whether we have done our own part or not, there has been a strong tendency on the part of women everywhere to point the finger of accusation, to cry "Why is so and so" and to say "First let the big savings be made. I will follow with my small one." And they point to the alleged great quantities of sugar being used by manufacturers of sweetened food products, such as confectionery. And here is one of our basic mistakes, for many of the objectors do not even know that the allowance of sugar to these and other industries, has long since been cut in half!

Let us look at some of the manufactured food products that require sugar, and see just what conditions govern them at present and how they are managing on 50 per cent. of their last year's average sugar supply.

Take the sweetened breakfast-food. You may detect no difference in its flavour—yet manufacturers have for a long time been experimenting with various methods of sweetening their product, in order that their production need not shrink in proportion to the allowance of sugar they have to count on. So sweet syrups, molasses, and other old stand-bys are called to the service—and right well they have answered.

From the beginning, chocolate has been in the lead for overseas shipment for food expert and soldier have agreed that it's the thing—though their reasons may differ considerably. So this highly concentrated, splendidly sustaining, and universally well-liked food has gone across ton upon ton. And to-day the manufacturers of chocolate are allowed only 50 per cent. of their average sugar consumption of last year. This is really only about one-third of the actual amount of sugar needed for this year's requirements if the overseas and home markets are to be supplied.

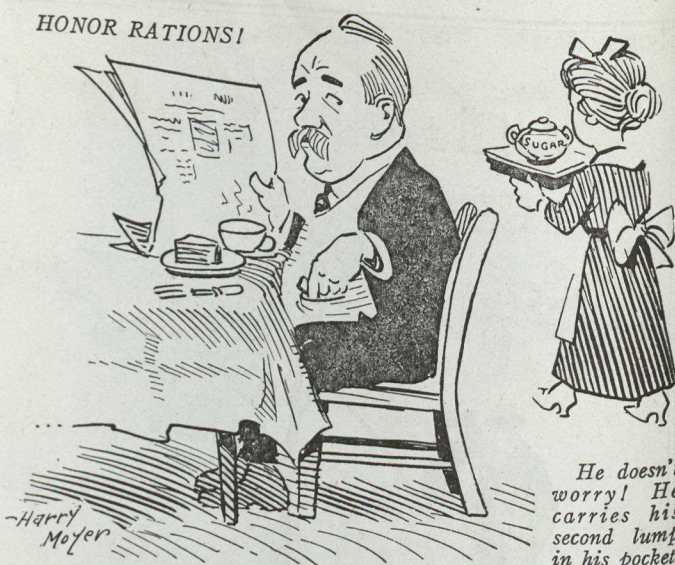
So with the making of chewing gum. It has been "on active service" since the first contingent crossed the sea. Now it's a case of less sugar and subsequently clever substitutes—or less chewing gum.

The direct shipment overseas to Canadian and allied soldiers, absorbs vast quantities of the output of the manufacturers of chocolate—a fact that is also outstandingly true in the case of chewing gum.

Add to that the aggregate amount of sweets—especially chocolate and chewing gum—that find their way across the sea in the private gift box, and a tremendous hole is made in the total output of Canada's manufacturers. On top of that, let us regard the following statement made in Montreal by Mr. H.B. Thompson, Chairman of the Canada Food Board.

"Since last May the use of sugar for candy and confectionery manufacturers has been cut down fifty per cent. Out of 370,000 tons of sugar which Canada used annually, the confectionery manufacturers have only been using 16,000 tons, or 5½ per cent. If we issued an order absolutely closing down the candy factories, we would disorganize an industry and throw thousands out of work. However, we have ordered the refineries to ship no sugar to candy manufacturers until the present temporary shortage is relieved.

HONOR RATIONS!



He doesn't worry! He carries his second lump in his pocket.

"The manufacturers have played the game fairly since restrictions were placed on them in May. If people would save the second spoon more than twice the amount used by candy manufacturers. If the facturers, there would be no difficulty."

Yet let us look at the canning industry. Here is a peculiarly situated manufacturer, for his product is one that patriotism good citizen is urged to do—preserving perishable food—products for later consumption. Is he encouraged? Yes, but with reser-

vations. The canner may no longer preserve his fruit in what we call "heavy syrup." No matter what his brand has hitherto denoted, he uses now only a light syrup, made with a much smaller percentage of sugar. The fruits can be most successfully preserved with little or no sugar—but can the canner count on the public's buying them, if they are not as sweet or syrupy as of yore? Frankly, he is afraid to count on the public to buy anything that has not been "Sweetened to taste" on a pre-war basis!

Candies, sweet-meats, almost all confectionery, have come under the sweeping ban of not only the women who views her own responsibility as the last one, but also of her more conscientious sister, who, not content, with merely doing her part, is properly conscious of the further help she feels might well be given the cause. True, candy is not a necessity to the sustaining of life, nor is any other particular article of diet in the sense that it is indispensable, but we have acquired the habit of taking much of the sugar we crave, in the delicious and varied forms which the candy-maker's art has offered us.

These tastes of ours have caused the building of large industries giving employment to thousands of people, and paying large revenues into the coffers of the nation computed to amount to three or four times the amount of sugar used. Now is it quite ours to wave a hand—even an abnegatory hand—and say "take them away"? Haven't we

perhaps another and nearer duty first? Whether the motive be "you first" or "you also," there is no little misunderstanding abroad in the land, as to the amount of sugar that is being used in the manufacture of all those products, broadly grouped as "confectionery" as compared with the quantity of sugar consumed in our homes. Sweet-shops seem to abound, each one over-flowing with the delicious candies

The Truth About the Sugar Situation

Statement for Everywoman's World, by the Chairman of the Canada Food Board

THE sugar situation to-day is an index of how householders carry out their belief in patriotism. In the three weeks ended October 3rd, the following quantities of sugar went to wholesale and retail grocers:

Ottawa.....	1,250,000 pounds
Hamilton.....	1,717,000 "
Montreal.....	2,835,700 "
Toronto.....	3,258,700 "
Calgary.....	1,010,000 "

There seems to be a good deal of household hoarding going on. It is for the individual housewife to see to who must by October 15th have secured coupons from the refineries. One and a half pounds for each person in a month is far more than the average in most panicky and begin hoarding without conscience, that the seasonal demand for preserving is over, it will tend to become easier each day. The right thing to do is to buy in small quantities at regular intervals.

Harry D. Thompson.

that tempt our appetites and raise our criticism. And, spurred on, often, by our very love of sugary luxuries, we conscientiously denounce the use of sugar by their manufacturers and call for a general ban.

Yet defensive evidence is everywhere ours for the noting. Examine any assortment of sweets that was reasonably familiar to you before the sugar-shortage. Where are the rich, sugary

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