

Photographic Paper.

Velox Gas Light
Printing Paper.

We have just received a fresh shipment of Velox Gaslight Paper of different sizes; also

Post Cards

In packages and gross. Get your supply now at

Tooton's,
The Kodak Store,
320 Water Street.

Consequences of Food Control.

The public—even the most ignorant section of the public—is beginning at last to awaken to the consequences of the attempt to control food prices. In the poorest quarters it is to-day a common saying that "directly the Food Controller touches anything you cannot get it any more." This is a result which every student of political economy could have predicted months or years ago, and many economists did predict. Very few people listened to them. Indeed, even Mr. Walter Runciman got practically no hearing when, as President of the Board of Trade, he met complaints against rising prices by pointing out that the question of supply was more important than the question of price, and that if prices were controlled supplies would probably disappear. The mass of the population took no heed. They imagined that by some unexplained mechanism it was possible for the Government to supply the nation with the commodities they were in the habit of buying at the low scale of prices achieved in time of peace. This scale of prices, it must be noted in passing, was very far below that to which their fathers and grandfathers had been accustomed. But people quickly forget past prices, as well as other past events, and it is a very natural instinct to demand the maintenance of a standard of comfort that has been reached after long years of struggle.

If any of our politicians had had the courage at the beginning of the agitation against high prices to tour the country, pointing out that a rise in prices was a necessary consequence of the limitation of supply caused by the fact of war, it is just possible that most of the evils we have since suffered might have been averted. By dint of careful and repeated explanations the country might have been taught that the only way to deal with a shortage of staple commodities is to allow prices to rise, so that the rise might, on the one hand, encourage producers to increase supplies, and, on the other hand, discourage extravagance on the part of consumers. Instead of taking this line, the Food Controllers took the easier course of allowing the ignorance of the public to guide the policy of the nation.

Possibly Lord Rhonda, who is an economist, argued the question out with himself, and came to the conclusion that mere words would never teach the nation so well as hard facts, and that therefore it was better to give the multitude its head and let it learn its own lesson. If this was Lord Rhonda's calculation, it may be condemned as cynical, but in palliation we must remember that politicians breed this particular kind of expedient: popular vultures deep. The make-believe has now served its turn: the public has awakened to the folly that has been committed, but characteristically it does not blame itself for having demanded this folly; it blames the politicians who indulged the popular humour. Yet we may fairly say in Lord Rhonda's favour that, on the assumption that any control of prices is permissible, methods have been as careful and as scientific as they could possibly have been. His plan was to check the cost of each article from its source to its destination in accordance with a plan which is said to have saved the War Office much money in placing its contracts.

It is satisfactory, however, to see that at last the people responsible for Food Control are frankly telling the public where the fault lies. Mr. Clynes, a Labour Member of Parliament who is Parliamentary Secretary to the Ministry of Food, made a most admirable speech towards the close of the year to a deputation of Trade Unionists and other Labour bodies, while claiming credit for the Department to which he belongs for what it had done in the way of reducing prices, he went on frankly to confess that the policy of price reduction must lead to the curtailment of supplies.

"Any man who gave a moment's time to a job like this would find out that by arbitrarily fixing a price for a particular food he could wholly deprive the community of that food. In view of the situation the whole world over, they ran a serious risk of preventing supplies coming by unduly forcing prices down. In the case of bread the subsidy to bring down the price of the loaf to ninepence had reached some £40,000,000. The cheapening of potatoes by a similar method had cost £5,000,000. The price of meat had been reduced to so low a figure that they found retail butchers' shops were closing because the butchers could not pay their way at the prices charged, and they had had to consider a small increase so that the men engaged in distributing meat might have a reasonable wage for their services to the country."

The last sentence emphasizes an aspect of the question which is habitually ignored by most representatives of what is called Labour. They assume that the working man is entitled to continually expanding wages, but that he is also entitled to demand that he shall be supplied with the things he wants at prices which may leave no margin at all for the remuneration of those who produce them. This assumption is bound to result in economic disaster. It is best illustrated when we are dealing with a commodity which is imported from abroad. American bacon is a useful illustration. At the beginning of his operations Lord Rhonda was somewhat cautious in dealing with bacon, knowing that if he controlled the price too rigidly the American firms who earn a living by supplying this country with bacon would look for a market elsewhere. Gradually, however, he stiffened his policy of price control till these firms decided that he no longer paid to send bacon to Great Britain. The case of butter is equally striking. The figures are given in a letter to Tuesday's Times from Lord Strathclyde, who points out that Lord Rhonda has fixed the price at

Rheumatism Entirely Gone.

After Twenty-seven Years of Suffering—Swelling and Puffiness Has Disappeared—Not a Pain or an Ache Left.

A most astonishing cure of rheumatism and eczema has been reported here, and Mrs. Ray is enthusiastic in telling her many friends how cured she was.

Rheumatism and eczema frequently go together, and in this case caused the most keen distress imaginable. All the swelling and puffiness resulting from many years of rheumatism have disappeared, and there is not a pain or an ache left.

Mr. G. H. Ray, R.R. No. 1, Kincaid, Ont., writes: "Mrs. Ray has been using your Kidney-Liver Pills. She was very bad with rheumatism and eczema, and had had that fearful itch for twenty-seven years. It was simply terrible what she suffered. I persuaded her to try \$1.00 worth of Dr. Chase's Kidney-Liver Pills. She is now on the last box, and let me tell you she scarcely knows herself. She is so free from both these diseases. All the swelling and puffiness caused by the rheumatism has gone away, and she has gone down in weight 15½ pounds. She never has an ache nor pain, biliousness nor sick headache all these months. She often says herself, 'How glad I am that I know that to do instead of paying doctors so much to make me worse.'"

There is only one way that the poisons in the blood can be cleaned away and the cause of pains and aches removed, and that is by the healthful action of the kidneys, liver and bowels. Because Dr. Chase's Kidney-Liver Pills act directly and specifically on these organs and insure their activity they remove the cause of rheumatism and other dreadfully painful and fatal diseases. One pill a dose, 25 cents a box, all dealers or Edman, Bates & Co. Limited, Toronto.

Look for the portrait and signature of A. W. Chase, M.D., the famous Receipt Book author, on the box you buy.

which butter imported from Holland may be sold here at 23s. per hundredweight, whilst the cost of producing such butter is 44s. It is unnecessary to look any further for an explanation of the stoppage of the supply of Dutch butter. A similar consideration applies to Danish butter.

When we come to home-grown commodities the same forces operate, but their operation is not quite so clearly visible, because of the complication of issues involved. The most question is at the moment the one which is perhaps most exciting the public mind. The farmers assert as a body that the trouble arises from the fact that Lord Rhonda fixed meat prices on such a scale that it paid them better to sell their beasts before they were ready, instead of keeping them back until they were in a fatter condition and therefore capable of yielding more human food for each beast killed. In the main this allegation is not disputed. As regards the retailers of meat, Mr. Clynes himself admitted in the passage above quoted that it had been necessary to revise prices because they had been fixed too low to yield a reasonable profit.

If it be asked what then could the Government have done in place of what they have done with such unpleasant consequences, the answer is that the Government should have dealt with the particular evil which had revealed itself. That evil was not the rise in prices, but the suspicion of "profiteering." Instead of dealing with this suspicion, many Government spokesmen did their best to accentuate it by themselves adopting the word, and thus endorsing the popular cry. If the Government believed that this cry was justified, they ought to have dealt with it specifically. They ought to have insisted that producers and retailers of foodstuffs should be subjected, not to a limitation of the prices at which they sold, but to a limitation of the profits which they pocketed, the surplus being handed over to the Exchequer as a contribution to the cost of the war. In that event the outcry against profiteers would have had no further basis, and the rise in prices would have had the desired end of increasing production and diminishing consumption. The reason why the working classes attached more importance to the suspicion of "profiteering" than to the fact of high prices is sufficiently obvious. Their own wages had gone up in the majority of cases far more than prices had risen. In many instances wages have risen three or four hundred per cent. since the war began, in some instances even more; while prices have only risen, at most, a hundred per cent. But the even more important fact is that, owing to the partial abolition of Trade Union rules, and the consequent introduction of female labor into workshops, together with the extended use of unskilled labour on nominally skilled work, the family incomes have increased enormously. Indeed, there is not the slightest doubt that one of the most potent causes of the rise in prices has been the increased purchasing-power of the working classes. Consequently the great mass of the nation would have suffered no hardship if prices had been allowed to rise. Special provision could have been made to meet the case of the very poor, as has, indeed, partly been done by raising the scale of old-age pensions and of Poor Law allowances.

A practical point worth consideration at the present moment is the possibility of partially undoing the mischief that has been done by committing the nation to an expenditure of £40,000,000 in order to lower the price of bread, thus increasing the consumption. Absolutely to reverse this blunder is probably now impossible, but it has been suggested that millers should be allowed to issue a finer grade of flour to be made into a special white loaf, which should be sold at a very much higher price than the standard loaf. Indeed, it is open to question whether, from the point of view of net economy in the food supply of the nation, the lowering of the grade of flour was a wise measure to take. It is at least possible that we should have obtained a better result by extracting from the flour a larger percentage of refuse, so as to increase the feeding-stuffs available for pigs and poultry, instead of forcing human beings to eat a flour of which a certain percentage is barely digestible.

Buttons.

I am in the British Army. I have more years of service than the oldest soldier. I am more heartily hated by my comrades than even the Hun. I am cursed more frequently than anything else in the Army. I fulfil no purpose other than keeping "Tommy" busy when he is off parade. I waste more of his time than anything else in the Service. I consist of 104 separate parts and need the constant attention of the soldier in whose charge I am placed. I cause him more punishment than does strong drink. I am an important factor in the conduct of the war when employed in a common-sense manner, though, I cost the taxpayers enough money to build countless aeroplanes. I am not to be found in the business-like U.S. or practical German armies, consequently, by these soldiers, neither do I cause them punishment, neither do I waste their time or their taxpayers' money. I am an excellent target in the sun and am often the first part of the soldier to attract the attention of the Hun sniper.

I am very useful, yes, indispensable to our enemy and am eagerly collected and sent to Krupp munition plants when I fall into his hands. I am not so plentiful now as formerly, and recent being thrown away in this manner when I could perform a truly useful service. I am one of the few remaining relics of the old pre-war days, when tradition out-ranked expedition in the Army.

I am wondering how long I am going to hold my present job, for I know I am not "doing my bit." I am the unnecessary brass on the King's uniform and equipment.

PAUL HAYES.

The British Navy.

London Daily Telegraph.—The British Navy has vast responsibilities. It patrols great areas of sea; it has to meet the constant development of insidious methods of attack by submarine and by mines; and the quantity of shipping that it has to protect offers a plethora of opportunity to an enterprising foe. The truth is that the British Navy is engaged in an hourly contest of wits against the inventiveness of Germany. With their battleships penned in home waters, the Germans are put to the proof in devising subordinate methods of inflicting loss upon the British fleets and the commerce protected by them. We must not be unreasonable in our expectations.

Comrades great, we have heard your call, and the rallying drums that beat. We are sick with waiting and longing, we are coming with eager feet. See, we have stretched our hands to you, ready to strive and die, as, borne along to our Battle Hymn, the great flags go by.

MARION COUTHOU SMITH.

Constancy our Great Need.

The Times: We have made great efforts to employ all that our skill and resolution, with the vast wealth of the richest Empire in the world, has to meet the constant development of insidious methods of attack by submarine and by mines; and the quantity of shipping that it has to protect offers a plethora of opportunity to an enterprising foe. The truth is that the British Navy is engaged in an hourly contest of wits against the inventiveness of Germany. With their battleships penned in home waters, the Germans are put to the proof in devising subordinate methods of inflicting loss upon the British fleets and the commerce protected by them. We must not be unreasonable in our expectations.

Der Tag

(From the New York Herald.) However truculent their talk, the high officials of Germany well know that there is no longer hope for the victor's peace which they have been holding out to the German people. The particular value of the strikes, with their cry for peace, is an evidence that the German people understand the failure of their war aggression as well as their rulers do. If the two elements get together to a compromise whose purpose is to postpone the day of surrender it is because neither element is willing as yet to frankly acknowledge the truth to the other. There is no lack of understanding in this and other countries at war with Germany of the underlying facts about the German situation. It is fully expected that the day will come, perhaps in the near future, when Prussianism will take a last desperate chance with its army and its navy in any effort to break the bonds that hold Germany and her allies fast, as the only possible means to avert surrender or destruction. For that day the nations fighting for liberty and civilization must be fully prepared. To hasten the end of Prussianism those nations have only to hit and keep on hitting with all their might.

When you want something in a hurry for tea, go to ELLIS'—Head Cheese, Ox Tongue, Boiled Ham, Cooker Corned Beef, Bologna Sausage.

Scott & Brown, Toronto, Ont. D-35

MOTHERS, LISTEN!

When work exhausts your strength, when your nerves are irritable and restless, when ambition lags and you feel rundown, you need and need quickly the rich, creamy, nourishing food in

SCOTT'S EMULSION

to check your wasting powers, to give your blood and build up your nerve force. Scott's is helping thousands and will give you the strength you need.

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

Scott & Brown, Toronto, Ont. D-35

STOP & SHOP

AT

BLAIR'S Great WHITE SALE

if Saving Money Interests You.

We can more especially save you a big pot of money on

Ladies' Readymade White Goods.

Before the war the economical and diligent housewife would buy piece goods and remnants and save money by plying her needle to make garments for herself and her family. White Goods in the piece to-day are difficult to get, and in most cases there seems to be no limit to prices, excepting the blue sky. At the moment we are offering Ladies' White Garments away below in price anything that the cleverest needlewoman could make from to-day's materials, and our prices for these goods are in every case as low or lower than those of any firm in the city. But some day they will have to advance fifty per cent. upon the arrival of newer stocks.

BUY NOW—Our Prices Shout Immediate Action.

We are practically giving away
Ladies' White Embroidered Camisoles.
at 25c., 35c., 45c., 50c. and upwards.

Ladies' White Cambric Knickers
at 60c., 70c., 75c. and upwards.

Ladies' White Embroidered Underskirts
at 50c., 60c., 70c., 80c., 95c., \$1.00 and upwards.

No! We didn't steal this lot of Skirts. Some of them perhaps are a bit narrow in the width, but then the price is a very narrow one.

Ladies' White Emb'd Princess Underskirts
at \$1.00, \$1.20, \$1.45, \$1.65 and upwards.

Ladies' White Embroidered Night Dresses
at 85c., \$1.20, \$1.40, \$1.50, \$1.60 and upwards.

Ladies' Combinations and Chemises

appear to be gaining in popularity, and we can show a very special assortment of dainty goods in these.

All the above goods are made from White Cambrics and Longcloths, but we can give you all of them in White Flannelette also at very low prices.

Although we are most enthusiastic about our philanthropic prices for Ladies' White Wear, we can give you a few specials in White Goods in the piece. We are showing:

White Embroidery Cambrics (or Madapolams)
37 inches wide, at 22c., 32c. and 37c. per yard.

White Organdy Muslins and Irish Linons
at pre-war prices.

White Middy Twill

for making Middy Blouses, Dresses, etc., 34 inches wide, only 27c. yard.

This is very strong and we have even sold some of this for boats' sails, as it has been so difficult to obtain the proper boat sail Drills. But we warn all fishermen to tie up such sails securely at night or in the morning they may find a blouse length cut off.

We have also

A lot of White Mercerised or Satin Drills and Jeans in Remnants,
averaging 30c. yard.

These will wear forever and can be used for multitudinous purposes, as many of the ends match one another. We suggest Ladies' and Misses White Skirts, Jumper Blouses and Coats, Little Boys' Suits, Blouses and Pants, Barbers' and Grocers' Coats, Painters' Overalls.

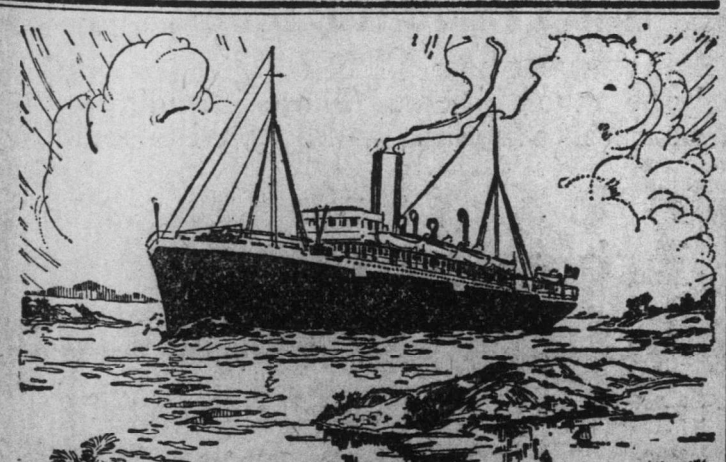
We have some other White materials that are good values; but we have such small quantities we are not mentioning them, as only the early buyers will get them. Our stock of

White Curtain Scrims

is second to none in town. They are the very latest style, lace and guipure edged, and will appeal to the most fastidious.

While this Sale continues we shall be looking out and offering many other White Goods which we cannot mention here, but which you will find all good values.

HENRY BLAIR.



Into the Realm of Fairy Isles

ALL the delights of the varied West Indies reveal themselves at your very feet without your encountering the trials usual to travel.

ROYAL MAIL West Indies Voyages

A new port every morning and a whole day to enjoy it in, after you reach St. Kitts. A dozen environments of sunshine, beauty, quaintness and historical interest, all rolled into the ideal holiday.

\$16.00, including berth and meals, is the most sumptuous price of a return ticket to Demerara. Send for descriptive booklet.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.

ROYAL MAIL STEAM PACKET CO., Halifax, N.S.