

exceed the amount previously eaten, inasmuch as the habit of meat eating, once acquired, is not easily broken.

General Supplies.

Not only are the supplies of bacon from the continent decreasing, but the local production as well is being materially reduced, on account of the extra demand for fresh pork, caused by the high price of beef and mutton. It should be noted that, while Irish bacon is becoming an appreciable factor in the trade, the output is not at all commensurate with the increased demand. Practically the only other sources from which Great Britain can draw her supply are to be found in Canada and the United States. The latter country has more than doubled her exports to the United Kingdom, since 1913, and in 1915 forwarded an amount exceeding in value that supplied by Denmark by £3,623,987. Canada has also increased her exports from £863,139 in 1913 to £3,324,511 in 1915, but at the present moment is exporting about one-quarter only of the amount furnished by the United States. This latter consideration must be recognized notwithstanding the fact that Canadian bacon is selling at an advance of from ten to twelve shillings per hundred weight above American, and is admitted to be of generally superior quality. The Canadian hog is of a type from which Wiltshire bacon can be successfully produced, while the fat hog of America cannot easily be adapted to the fastidious requirements of this trade. With the stimulus given to all sales and the high prices resulting from War Office orders, there may easily be seen the opportunity that is now presented to Canada to develop a very remunerative bacon trade with Great Britain.

Quality of the Output.

This opportunity undoubtedly exists and, if properly safeguarded, can be fully realized. It must be pointed out, however, that while Canada clearly holds the favourable position above outlined, this position can be established only by commercial enterprise and strict integrity, coupled with volume of supply.

From another point of view, it should be noted that lack of information with respect to the niceties of the trade, a faulty cure, even ineffective advertising may be just as fatal to the future of our export business as are dishonesty or fraud. In this enterprise Canada will be faced by the keenest competition of wit, business acumen and intense application, which capital and brains can furnish and we cannot hope to get very far, unless we create such an effective system as may enable us to meet such competition on its own ground.

FROZEN BEEF.

A somewhat complicated problem presents itself as regards the sale of this commodity. The price of frozen beef is practically and effectively controlled by the British War Office. This control, it is generally admitted, has prevented a monopoly price being realized by the packers, has provided against any undue rise in value, except from widely operating causes and has even resulted in a depression of the market in comparison with prices which might have been expected to obtain, owing to greatly increased demand as against a bare