

### THE APPEAL TO "EAT LESS."

The Food Controller has called upon the people of Canada to eat less of those foods which are urgently needed for shipment overseas to the soldiers, and to substitute other foods which are not so suitable for export. Any attempt to burlesque this appeal can only serve to obscure the imperative need in Europe of more wheat, beef and bacon if the soldiers are to be given the support which they must have. Those who to-day treat lightly the efforts of the Food Controller, and contend that there is an abundance of food, may have to go hungry before another harvest is gathered.

The United States Food Administration, in a coloured poster which has been distributed widely, calls upon the people of that country to "EAT LESS wheat, meat, sugar and fats, TO SAVE FOR THE ARMY AND OUR ALLIES," and to "EAT MORE corn, oats and rye products, fish and poultry, fruits, vegetables and potatoes, baked, boiled and broiled foods."

To ask the Canadian people to eat less of certain foods in order that the soldiers at the front may not go short is not a matter for ridicule, but one of intense seriousness.

### THE NEED OF FRANCE.

Figures made public by Mr. Maurice Long, Minister for General Revictualling of France, in a recent statement, will astonish many of the people of Canada who do not yet realize how grave the food situation really is. Mr. Long stated that the 1917 wheat crop of France was only 39,900,000 hundredweights, as compared with 87,830,000 hundredweights in 1913, 76,930,000 hundredweights in 1914, 60,630,000 hundredweights in 1915, and 58,410,000 hundredweights in 1916.

The entire production in France this year of cereals, potatoes and beet-root was only 222,000,000 hundredweights, as against a production in 1913 of 358,000,000 hundredweights. With the most rigorous rationing, France will require to import during the coming year not less than 40,000,000 hundredweights of cereals.

The people of France have done all that they can do to produce food. While the men have been fighting, the women have been working in the fields. Draught animals have been scarce, and in order to support the men at the front, hundreds of women have even dragged the ploughs. They are prepared to make any sacrifices which it is in their power to make, but they look to North America to supply the tremendous deficiency of food. France must be fed, and the people of Canada and the United States must provide the food unless the whole Allied cause is to be endangered, for there is no other accessible source of supply.

### MORE THAN PRICE QUESTION.

There is reason to believe that the people of Canada are coming to realize that the food problem means tremendously more than the question of price of foodstuffs to the Canadian civilian, important as the price question undoubtedly is. The greater problem is one of saving, as far as may be possible, the people of the Allied nations from suffering from hunger, and of supporting the armies at the front by feeding them and their families behind the lines. So grave is the situation to-day that the United States Food Administration has placed an embargo on practically all the important licenses for the shipment of commodities, and such suspension is likely to continue until it is possible to ascertain what are the needs of the Allies. It is known that the requirements of the Allies are so great, and the available supply of the needed commodities is so limited, that only a small part can be provided during the next three months. It is time that the people of Canada realized that upon their efforts to increase production, and to conserve those food supplies which are needed for shipment overseas, may depend in no small measure the ability of the Allied nations to obtain a decisive victory.