

TO WORK WITH ADVERTISERS.**List of Divisional Chairman for Conservation Publicity Section.**

Mr. F. W. Stewart, Chief of the Conservation Publicity Section of the Canada Food Board, has appointed Divisional Representatives in most of the twenty-five divisions into which Canada has been divided for the purposes of this work. The Divisional Representative in each case will appoint a central committee in his own city and a chairman in every city or town of his division. These local chairmen in turn will appoint committees to work with them.

Members of such committees will be retail merchants and it is the aim of the Conservation Publicity Section to secure insertion in retail advertising from day to day of educative phrases emphasizing the need of conservation and increased production.

List of Representatives.

The following is a list of the representatives appointed to date:—

- Mr. Clifford Martin, Amherst, N.S.
 - Mr. Wm. S. Allison, Manchester, Robertson and Allison, Ltd., St. John, N.B.
 - Mr. L. A. Bayley, Bayley's, Limited, Sherbrooke, P.Q.
 - Mr. Theo. Morgan, Henry Morgan and Co., Ltd., Montreal, P.Q.
 - Mr. Armand Dupis, Dupis Frs. Lte., Montreal, P.Q.
 - Mr. L. N. Poulin, L. N. Poulin, Limited, Ottawa, Ont.
 - Mr. R. J. Rodgers, Kingston, Ont.
 - Mr. R. Coryell, Toronto, Ont.
 - Mr. R. L. Smith, G. W. Robinson Co., Ltd., Hamilton, Ont.
 - Mr. James Gray, Gray's, Limited, London, Ont.
 - Mr. C. H. Jackson, Rutledge Jackson, Ltd., Fort William, Ont.
 - Mr. F. Sparling, Hudson's Bay Co., Winnipeg, Man.
 - Mr. R. H. Williams, R. H. Williams and Sons, Ltd., Regina, Sask.
 - Mr. John Irwin, Calgary, Alberta.
 - Mr. C. Spencer, Spencer's, Limited, Vancouver, B.C.
 - Mr. J. E. Wilson, W. and J. Wilson, Victoria, B.C.
 - Mr. A. Shewan, Nation and Shewan, Ltd., Brandon, Man.
- Representatives are still to be named in Halifax and Sydney, N.S., Moncton, N.B., Charlottetown, P.E.I., Quebec City, and Edmonton, Alta.

CONSERVATION MEASURES.**Mr. J. S. Byrom Inspects Military Camps in the United States.**

The services of Mr. J. S. Byrom, General Superintendent of the Dining Room Service of the Canadian Pacific Railway Co., have been loaned to the Canada Food Board and Mr. Byrom has already been at work for some weeks under the direction of the Board. As a result of certain suggestions made by him to the Department of the Naval Service, an important saving of wheat has been made.

Mr. Byrom recently visited a number of military camps in the United States, gathering information in regard to food conservation measures, including saving of fats, utilization of garbage, etc. He found that principles of conservation were generally applied and that waste was reduced to a minimum.

"The American hash dish has a place on the menu nearly every day," he says in his report on the Plattsburg, N.Y. Camp, "and I do not know of a more economical dish for using leftovers of meats and vegetables."

KEEP BREAD KNIVES SHARP.**"Cut it Thin" Policy Worked Well in this Army Camp.**

In the great army camp in Mississippi, the officer in charge of the school for cooks and bakers inaugurated the "Cut It Thin" campaign. He had the bread knives sharpened, had the bread sliced carefully and cut down the bread consumption in that camp for two weeks, during which careful check was kept, by 61,266 pounds, making an average daily saving of 4,085 pounds of bread. It not only saved the Government \$3,500 in those two weeks but it meant a savings of 2,40 pounds of flour for the Allies. Needless to say, the bread knives have been kept in the best of condition ever since down there.

ARGENTINE SHIPMENTS SHORT.

Shortage in receipts by the Allied Nations of wheat from the Argentine have resulted in new calls for additional supplies from Canada and the United States. Increasing economies in the use of bread and wheat flour and a very considerable reduction in consumption must be made by the people of Canada, in order to make available for export the largest possible quantities of the commodities.