

# DON'T YOU KNOW


that you can soon get rid of the agony of chapped hands by using Zam-Buk. Mrs. William Elstone, of Haliburton, Ont., writes:—

"Last winter my hands were very badly chapped. I used a lot of different so-called remedies, but my hands only seemed to get worse. Finally I tried the great herbal healer—Zam-Buk—which completely healed them."

Mrs. M. A. Bateson, of Souris, Man., writes:—"I have used Zam-Buk for chapped hands, and know of nothing to equal its wonderful soothing and healing powers."

Zam-Buk is also unequalled for chilblains, frost bites, cold cracks, and cold sores; as well as eczema, scalp sores, old wounds, ulcers, blood-poisoning, plies, burns and scalds, cuts and all skin injuries. 50c. a box. All druggists and stores, or Zam-Buk Co., Toronto.

## ZAM-BUK



**SAVE FOOD**  
eliminate waste  
caused by improper  
temperatures  
in baking. use a

**Taylor**  
HOME OVEN  
THERMOMETER

Ask your dealer about it

Taylor Instrument Companies  
ROCHESTER, N.Y.  
Cookbook free on request

## Have You Tried Whole-Wheat Clover-Leaf Rolls?

JUST the thing for breakfast—a pleasing change from ordinary breakfast rolls. And whole-wheat, food experts assert, is more nutritious than white flour.

Serve these rolls for breakfast to-morrow. You'll like them so well that you will serve them often.

Try this easy recipe by Mrs. Ida C. B. Allen, Domestic Science Expert and Author of Mrs. Allen's Cook Book.

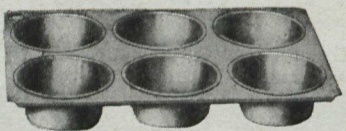
One cupful scalded milk. One tablespoonful molasses.  
One cupful tepid water. Six cupfuls whole-wheat flour.  
Half compressed yeast. Bread flour to knead.  
One teaspoonful salt.

Combine the milk and half cupful of water, add the salt and molasses, and when tepid, stir in the yeast dissolved in the remaining water. Beat in the whole-wheat flour and then add bread flour to knead. Knead until elastic, turn into a well-oiled bowl, rub over the top with warm water, cover and let stand over night in a warm place. In the morning shape into marble-sized balls. Put three together in each compartment of

## "Wear-Ever"

Aluminum Muffin Pans

let rise till double in bulk and bake twenty minutes in a moderate oven.



The "Wear-Ever" Muffin Pan is a valued possession in many households because of the delightful "table-surprises" it makes possible—delicious muffins and pop-overs, tasty rolls and biscuits, dainty cakes, etc. And it is valued equally because of the convenience and economy in time and fuel that it insures. When baking, it is not necessary to turn the pan. Aluminum heats quickly and evenly all over.

Replace utensils that wear out with utensils that "Wear-Ever"



Northern Aluminum Co., Limited,  
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Send prepaid, 1-qt. (wine measure) "Wear-Ever" Stewpan. Enclosed is \$50. in stamps—to be refunded if not satisfied. Offer good until April 20, 1918, only.

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# Compulsory Rationing Not Immediate

Neither Does the Chairman of the New Food Control Board Believe in Fixing Prices

By ISHBEL M. ROSS



WITH the appointment of the new Food Control Board, every Canadian woman naturally expects further practical developments in food matters in this country. Mr. Hanna broke the ice, as it were. Mr. Henry B. Thomson, Chairman of the new Board, has already shown that he intends to "carry on" in no mean degree. His name, although known from Winnipeg to the Pacific Coast, has not been familiar to the majority of the people of Eastern Canada. But his ability and his qualifications, he began to demonstrate from the first day of appointment to his new position.

It was due in no small measure to his capacity for handling difficult food problems that the recent acute sugar shortage was passed without serious hardship or advance in price. Sugar in this country did not run up to twenty cents or more per pound as it did in New York before the United States Food Administration was in a position to regulate the charge to dealers and to the public.

The new Chairman of the Board of Food Control is not the kind of man who sits down and gets grey hairs worrying over what people say or think about him. He hasn't time. Nor has he the inclination. He sees his goal and he makes straight for it. He is as deliberate in action as in gait. There is no beating round the bush. He takes his office very seriously. He puts in a long day and a busy day.

Mr. Thomson has the power of concentration to a marked degree. He believes in finishing one task before he starts another. There are no loose ends where his work is concerned. He has an assimilative mind and can readily get to the point no matter how enshrouded it may be in detail.

The big man from the west is essentially a man of action. Picture him at work. A huge figure, six feet four, long-limbed, big-boned. He has a powerful-looking head, an obdurate jaw, and big, dark eyes that are surprisingly direct and observant. His aspect is somewhat slumbrous as he glances over a letter. Then suddenly he looks you straight in the eye. There may be an Irish twinkle in his—or more likely a speculative look that bores like a gimlet. Neither expression bodes any quarter in a fight.

Every action is deliberate, from the way he swings his pen in forming a dashing signature to the manner in which he pushes back his chair and draws himself up to his six feet four. It is then that you are impressed with the size of the man. He slouches when he's up, as if a little tired of being head and shoulders over the rest of the world. He gives you the impression of tremendous force loosely reined in and liable to break forth in a torrent at any time.

### Cares Not For Glory

MR. THOMSON has absolutely no use for pomp, affectation, or long-windedness. Personally he is a man of few words. He believes in people who do things. A title's but the "guinea stamp" to him—the "man's the man for a' that." He has a big booming voice and a brusque manner. He likes a good story and tells one well.

Mr. Thomson is an Irishman. There is no getting away from that. He came to Canada in 1893, however, so that he has had plenty of time to become a good Canadian. Not that he wants to down his Irish origin by any means. He has done all kinds of things and knows something about everything. He was as much at home in the Legislature as in the backwoods of British Columbia, and he has had a taste of both. Now he is tackling the business of food control as if it were the only work in the world for him.

Mr. Thomson has loomed large in Canadian Food Control for months past. His figure was a dominating one from the day he walked casually into the office and introduced himself as the man from B. C. Gradually he made himself felt in all quarters. He had not much to say, but

what he said counted. He took stock of what was going on and was alive to the smallest detail. As personal representative of Mr. Hanna he fulfilled many important missions and he has now taken up the task which Mr. Hanna relinquished, with a wealth of information which will be invaluable in his work.

He knows how to handle men—how to get the most out of them. He is uncompromising, very determined, impervious to criticism, and distinctly aware of what he wants and of how he is going to get it.

The new Chairman of the Board of Food Control is no platform orator. He gives an address in a quiet, measured and forceful manner. He is more determined than brilliant in his delivery. But he has his facts and he impresses his hearers as a man who knows his subject and as one who means business.

So much for Mr. Thomson as a man.

He is fully alive to the fact that his most able supporters in conserving for the men at the front are the women of Canada, and he does not discount them in reviewing the forces at his command.

His message to the women of Canada? "Tell them to be self-contained," he says. Mr. Thomson believes in going back to the ways of the mothers and grandmothers.

"Tell them to look around, to make use



James D. McGregor

### Price-Fixing Useless

ANOTHER of the vexed questions in the public mind is that of price-fixing. Here are Mr. Thomson's views on the subject: "Fixing prices has failed wherever it has been tried. In New York last summer the Food Control Board fixed the price of milk. The result was that the State Administration had to take over the situation. In December, Hoover himself had to grapple with it, because, after September, when the price of milk was fixed, the farmers, finding the price insufficient, butchered 70,000 milk cows for beef. The result of that was that milk in New York has 'gone by the board.' Fixing profits is another matter.

"Public clamor is directed against food dealers," says Mr. Thomson. "It is a national tendency for the consumer to think the trouble revolves round his or her own corner grocery, but much of the cost that they complain about has been added by the efforts of retailers in competition with each other to grant the public's unreasonably insistent demands for what it calls 'service.' The consequence is—the expense of doing business keeps increasing and the public is paying for it."

It is evident, therefore, that Mr. Thomson has no thought of immediate compulsory rationing. Whatever action he may take will be well considered, and definite in its purpose. There will be no shilly-shallying in the programme of the "Big Moose," as they call him out West. The women of Canada may safely put their trust in this very virile man on whose shoulders rests such tremendous responsibility at the present time.

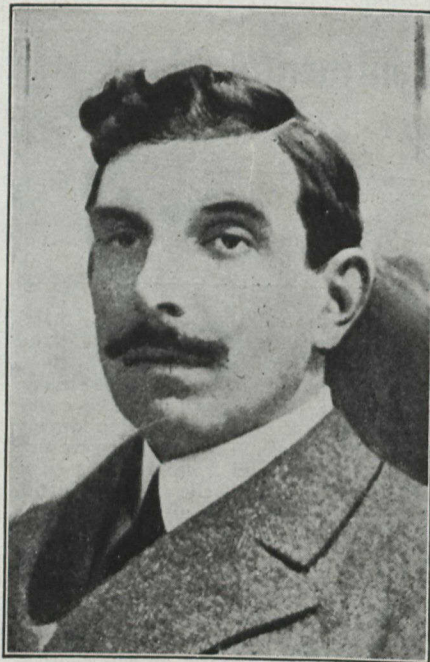
### The Other Members

THE other two members of Canada's Food Board are men of considerable repute. Hon. C. A. Dunning is well known throughout the west. He is an authority on farm questions, and has held responsible positions in organizations devoted to farm affairs. He has been prominently identified with the Saskatchewan Grain Growers' Association, was director in 1910, and vice-president in 1911 and 1914. He was also associated for a number of years with the Co-operative Elevator Co., and was a member of the Canadian Council of Agriculture from 1911 to 1916. Mr. Dunning was appointed provincial treasurer of Saskatchewan in October, 1917.

J. D. McGregor has carried on extensive farming operations in the west and is well known as a successful breeder of thoroughbred cattle. He has been closely identified with the work of the Canadian stock breeders' associations. Some time ago he was appointed Manitoba representative of the Canadian food controller, which position he still holds. Mr. McGregor has been deeply interested in the question of production, and was instrumental in initiating the hog production campaign.

THE Food Department of Everywoman's World, under the able direction of Katherine M. Caldwell, B.A., will be considerably extended in the April issue. Every vital food topic of the moment will be treated.

—The Editors



Henry B. Thomson

of the material they have at hand—not to be striving for the unattainable. There's a war on. They must help to save and to produce food. Urge them to raise chickens, to keep pigs, to farm, and to garden, to make cheese and butter and to use maple sugar. When they do these things they are giving practical help. That is what is needed."

According to Mr. Thomson, there's no use dealing in "bunkum" at this stage. The first necessity is practical assistance—and it is here that he looks for much from the women.

### No Compulsory Rationing

HE has already given some indication of the policy which he will pursue in the discharge of his duties. It is characteristic of the man that he stipulated for a free hand in the first place.

The question that has arisen on all sides since his appointment is: Are we now going to have compulsory rationing?

"We have had many letters from people advocating that Canada be put upon rations and that food be distributed in some equitable way," says Mr. Thomson. "Now, while card rationing systems may be workable in congested countries, where you have full control of the supplies—and there may be, in such cities as Montreal and Toronto, populations sufficiently con-



Hon. C. A. Dunning