S - O - S - O - S SAVE OR SOME ONE STARVES

FOOD IS SHORT IN FRANCE.

And Drastic New Restrictions on Consumption are now in Force.

The new French food regulations, now effective, show the extent to which France has been forced to restrict the consumption of food.

All fancy bread is prohibited except the small 75 gramme (about 2½ ounces) loaf and the long 700 gramme (about 24½ ounces) loaf. Making of pastries, biscuits and confectionery is prohibited.

Severe restrictions have been placed upon the public eating houses. They are forbidden to serve or consume fresh or packed butter otherwise than in the preparation of food. Curdled or sour milk is prohibited, as is cream in every form, cream cheese and soft cheese and all light cheeses containing more than 36 grammes of fats to each 100 grammes of dry substance. Public eating places are forbidden to serve sugar, but customers are given the right to bring their own supply. Food upon which restrictions have been placed may not be eaten in these establishments, even if the patrons have purchased it elsewhere.

In no public eating place except in dining cars, canteens and railroad refreshment station rooms may fresh or condensed milk or cream be served after 9 A.M., even by itself, or mixed with any preparation, such as tea, coffee or cocoa. No solid foods may be served between 9 and 11 A.M. or between 4.30 and 8.30 P.M.

When the price of a meal exceeds 6 francs—about \$1.20—the restaurateur is forbidden to serve at the same meal or to the same customer more than two dishes with or without vegetables, or more than one small loaf of ordinary bread. The bread is limited to 100 grammes, which is about 3½ ounces. Aside from these two dishes, a customer may have soup, oysters, or hors d'œuvre; and a simple dessert, such as fruits, compote, preserves, marmalade or an ice made without milk, cream, sugar, eggs or flour. Consumption of cheese is prohibited.

These restrictions upon patrons of public eating places apply also to persons living in an apartment or in hotel rooms and to clubs and other places where the consumption of food and drink is not entirely free.

All grain which may be used for making bread is reserved for human food.

FOR ALL CANADA CAN GIVE. Lord Rhondda Cables Message Telling of Need of the Allies.

Lady Drummond has cabled to the National Council of Women a message from Lord Rhondda. The message states that the British Food Controller has heard with much satisfaction of the splendid work of the National Council of Women. It adds: "Every ounce of energy thrown into the work of stimulating food production and achieving food conservation, particularly at this moment, is of vital service to the Allied cause. There is need for all Canada can give of cereals, meat, bacon, butter and cheese."

BREAD SHORTAGE IN ITALY.

Bread is being strictly rationed in all cities and towns in Italy but in many places where bread tickets have been issued there is no flour to make the bread.

PREPARING FOR BREAD RATIONS.

Lord Rhondda, Food Controller of Great Britain, speaking in London recently, said that a scheme of bread rationing for the United Kingdom was being prepared. Great Britain is now on rations of meat, butter or margarine and sugar.

MANITOBA GOVERNOR'S APPEAL.

In his Speech from the Throne at the proroguing of the third session of the four-teenth Legislature of Manitoba, Sir James Aikins referred to the food situation in the following terms: "The tragic cry for bread from the Allied peoples across the water has been impressively presented to you at this session. I wish to charge each of you with the duty of carrying to your constituents an earnest message regarding the need of devoting every energy and resource to the production of food during the coming season."

ESQUIMALT AMENDS BY-LAW.

The municipality of Esquimalt, B.C., has amended its sanitary by-laws so that in future residents may keep pigs, subject to the inspection of the sanitary officer.