

tonnage, Europe will be largely dependent upon us for livestock and livestock products.

Decrease in Supply of Livestock in Europe

"A total decrease of 115,005,000 head in the world's meat producing animals is shown in a comparison of present with pre-war conditions made up as follows:

	Number of head, decrease
Cattle	28,080,000
Swine	32,425,000
Sheep	54,500,000
Total	115,005,000

"Europe has been eating into its herds at an alarming rate, and this condition will continue to grow worse. The world's supply of meat and dairy products, of animal fats, wool and hides are all involved, not only now, but far into the future.

"We can contemplate a high range of prices for meat and for animal products for many years to come."—Herbert C. Hoover, U.S. Food Controller.

How Canada Stands in Livestock Production and Export

Canada, which claims to be mainly an agricultural country, covering nearly half a continent, produces one-sixteenth of the world's supply of wheat. In livestock products, she has managed to do little more than supply her own needs. With one-twelfth the population of the United States, Canada's exports of beef and beef products, in 1912, were one-ninth of those of the United States; of pork and pork products, one-sixteenth; of mutton, one-seventh.

In response to the needs of the Allies, and to make up the shortage from other sources, Canada has increased her exports to Europe very greatly since 1914.

But that has been done at the expense of her own capital supply.

Our Canadian Herds are Decreasing

	1914	1917	Decrease
Animals.	Animals.	Animals.	
Milk Cows	2,673,000	2,642,000	31,000
Other Cattle	3,363,000	3,325,000	38,000
Sheep	2,658,000	2,699,000	49,000
Swine	3,434,000	2,513,000	921,000

The meat consumption per capita in normal times, for some of the principal countries of the world, is as follows:

	Annual per capita Consumption of meat.
Australia	260 lbs. per year
New Zealand	210 " " "
United States	170 " " "
Canada	140 " " "
United Kingdom	120 " " "
France	80 " " "
Belgium	70 " " "
Russia	60 " " "
Italy	45 " " "
Germany	115 " " "
Austro-Hungary	65 " " "
Average, about 93 pounds.	

In the United States the consumption decreased from 181 pounds in 1900 to 171 pounds in 1909. This saving of consumption, by a population of 100,000,000 would amount to 1,000,000

pounds, or more than one-fourth of the total meat exports of the world.

In Canada for the same period we had an increase of meat consumption from 109 pounds to 137 pounds. This increase amounts to 230,000,000 pounds a year, or three times the total meat exports of Canada for 1912.

HOYT METAL PRODUCTS

To the manufacturing engineer, the mechanic, the blacksmith, and all men who have anything to do with the handling of mineral products, a supply house which can be absolutely banked on to deliver goods of unquestioned character is of the very first importance.

In this respect we have the greatest pleasure in referring our readers to the Hoyt Metal Company, of Toronto. This is a very old-established house with an all-white reputation which has been steadily built up on the character of its goods. The house is represented by extensive plants located in London (England), St. Louis, Mo., and Toronto, Canada, with an annual output exceeding five million dollars.

They are specialists in babbiting metals, manufacturing the best anti-friction babbits on the market. With over forty years concentrated effort on the one thing of manufacturing alloys for all classes of machinery, the Hoyt Metal Company has evolved two alloys which are unsurpassed by anything of the kind now in use.

These are the "Hoyt Nickel Genuine," specially designed for heavy duty gas tractors, and the "Hoyt Frost King" for threshers, separators and stationary engines of all classes. On another page will be found the announcement of the Hoyt Metal Company, and from our own experience and that of many scores of friends who have had dealings with the house we have the utmost pleasure and every confidence in recommending any interested party to get in touch with those people, either direct or through their agents.

The Mission of the Red Cross

The Red Cross Society is the great world's monument to woman's love and her sympathetic regard for human suffering. Florence Nightingale founded the Band of Mercy of which the Red Cross is the universal badge. Its purpose is to save life and alleviate human suffering. Its disciples are now so numerous, so skilful and so well organized that when your boy

Christmas 1917

THIS is a time when all men rest awhile—a time of family re-union—a time to consider matters requiring "setting right."

To the man having the real well-being of his family at heart, what could be more appropriate at this season than the timely consideration of protecting their continued welfare and happiness by LIFE INSURANCE?

In the contracts of The Great-West Life Assurance Company all this is provided and more. A man does not necessarily have to "die to win," but may be reassured of comfort in his old age at the same time. Rates are low and the profit returns being paid to policyholders are the highest.

The Great-West Life Assurance Company

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HEAD OFFICE: WINNIPEG

A Christmas Surprise! See Page 63

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