

MERCHANTS CO-OPERATING.

Willingness to Effect Economies in Business Methods Shown.

The commercial interests of Canada are beginning to realize the necessity of effecting economies in their methods of conducting business, especially of distribution, and are showing a willingness to co-operate with the Food Controller to that end. At a meeting in Winnipeg of wholesale grocers representing approximately ninety per cent of the wholesale grocery trade of Manitoba, Saskatchewan and Alberta, a resolution was adopted unanimously pledging those present to support loyally and co-operate in any movement towards the elimination of waste and the conservation and economic distribution of food products, in order that they might reach the consumer at the lowest possible cost. The meeting offered the services of the grocers, as a body, to render any assistance in their power.

The retail merchants of Saskatoon have been considering the adoption of a co-operative delivery system, the curtailment of special deliveries, and a reduction in the number of deliveries per day to a minimum. It is estimated that in this way a very considerable saving could be effected and that the consumer would benefit. Moreover, men and horses would be released for other work of importance in connection with the war.

In Ottawa one of the large grocery firms has circularized its customers asking their co-operation in order that as many men as possible may be released for other necessary work. The firm advocates the "carry your parcel" plan wherever possible. The letter reads:

"Our custom in the past (in order to maintain a satisfactory service) has been three deliveries daily to all parts of the city. To keep our pledge and release the men we are now obliged to reduce this to one delivery daily, and ask your kind co-operation in this matter by letting us have your order not later than. o'clock, a.m., as delivery for your part of the city leaves the store at. o'clock, and we require some time to get orders ready. Anything ordered after that hour will be delivered the following day."

The bakers in a number of cities are co-operating with the Food Controller in order to save wheat, flour, and at the same time to provide wholesome bread at as low a price to the consumer as is possible. In some places other cereals are being used with the wheat to make special war loaves.

FOOD CONTROL FILMS.

Motion Picture Theatres Throughout Canada are Co-operating.

The Motion Picture Committee of the Food Controller's Office reports that "food films" are now in circulation in every province in Canada except Quebec, and that a print will be available for that province also by November 5. The films already in circulation include four copies of a two-reel picture entitled "Everybody's Business", produced under the auspices of the British Ministry of Food by leading actors and actresses of Great Britain. It depicts the conversion of a British householder to Food Control as the result of a dream in which he saw Germany victorious in the submarine campaign, and England starved into submission. It shows many practical ways of eliminating household waste.

Six copies of another film entitled "Waste Not, Want Not," a one-reel production, is also in circulation. In addition to these subjects, are 10 copies of the short film produced at the Food Controller's Office at Ottawa, which has already had a wide circulation. It is sent out with the different "news weekly" services to motion picture theatres in the bigger centres by regular exchanges.

The theatres of the Dominion have been organized by the motion picture committee, and contracts have been made with sufficient of the larger theatres to keep all the films in use for the next three months, bookings being made from the exchange offices of the Famous Players and the Universal companies situated in St. John, N.B., Montreal, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.

A series of slides for circulation in the motion picture theatres of Canada is also planned. The New Brunswick Food Control Committee has already adopted slides as part of the publicity work in connection with the pledge card campaign.

POTATO QUOTATIONS.

Reliable Reports being Supplied to the Canadian Press.

In order to facilitate the distribution of this year's potato crop, the Food Controller's office is now receiving reports twice every week on market conditions and prices from correspondents in both producing and consuming centres. These reports are being sent to the newspapers under an arrangement with the Canadian press.