

Women and Children Urgently Need Food

There is a serious shortage of food in Britain, France and Italy, and stringent food regulations are in force.

The enormous demands of the armies for food must be supplied. Soldiers cannot fight to victory on empty stomachs.

And the women and children overseas! They must not be denied the urgently needed food.

The Allies look to United States and Canada to meet the critical situation. Increased production of grains, beef and hogs—particularly hogs—is a military necessity.

European Herds Decreasing

At the present time, there are 115,000,000 fewer animals in the herds of Europe than before the war. In hogs alone, there is a shortage of 32,425,000.

Realizing the urgency of the situation, the Governments of the United States and Canada are doing their utmost to secure increased production.

The Dominion Government is co-operating with the Provincial Governments to get every province to largely increase its production of hogs in 1918.

Steps have been taken both to safeguard and encourage the producers.

Government Control

The Packing Houses are now under Government control and their profits are restricted. The hog producer is assured *his fair share* of the price paid by the consumer.

The Flour Mills are under a form of license and will be operated with restrictions on profits. Bran and shorts will be available at reasonable prices.

This year's huge United States corn crop will be available to Canadian producers. It is estimated

at 600,000,000 bushels greater than last year's and there will be a large surplus for export. This corn crop is under effective United States Government control to prevent speculation.

The buying of the meat for the Allies will all be done by the one commission representing the Allies, which will be an influence in stabilizing the market and preventing wide fluctuations in price. This fact, considered in association with the great meat shortage in Europe, justifies confidence in the profitable possibilities of hog raising in 1918.

Every Pound of Pork Needed

Every pound of pork that can be raised is urgently needed. The troops alone must have millions and millions of pounds of bacon, the British Army ration calling for $\frac{1}{4}$ pound of bacon per man per day.

The people of Canada are heart and soul with the heroic boys fighting and toiling in the mud, rain, snow and cold on the European battlefields.

The women and children of Britain who have sacrificed so much, those of France who have done men's work in factories and fields, and those of Italy, which is now suffering invasion by the German despoilers, all of these, as well as the soldiers need a vast quantity of food that only Canada and United States can supply by greatly increased production.

Save the Young Sows

Young sows which are slaughtered now only produce about 150 pounds of meat per sow. Each one that is bred will produce many times that quantity of meat in 1918.

Dominion of Canada Department of Agriculture

**LIVE STOCK BRANCH
OTTAWA**