

Mr. Hanna and Mrs. Muldrew, domestic economy expert of the Food Controller's Office, addressed a meeting in Kingston under the auspices of the Women's Canadian Club. Mr. Hanna left after the meeting for Toronto.

Saturday, October 27th.

Mr. Hanna met representatives of the Retail Merchants' Association, wholesale houses, and the Canadian Manufacturers' Association in Toronto, and discussed with them the restrictions on the sale of package cereals.

Conference was held in Ottawa between heads of the several branches of the Dominion Department of Agriculture, and representatives of all the provinces east of Manitoba. Mr. J. D. McGregor represented the Food Controller's Office.

Campaign for increased consumption of fish was commenced in Province of Quebec.

Draft report of the Milk Committee was considered and endorsed by all the members.

Mr. F. M. Black, Chairman of the Fruit and Vegetable Committee, left Winnipeg for Ottawa, having completed an investigation of conditions in the fruit and vegetable trade in Western Canada.

The staff of the Food Controller's Office during the week dealt with 100 applications by Canadian users of corn for licenses allowing the export of corn from the United States to Canada. These applications were promptly forwarded to the United States Food Administrator, with the endorsement of the Canadian Food Controller in all cases where the circumstances justified such approval. Between 150 and 200 cars of corn were represented by the applications. Approximately 300 inquiries regarding the importation of corn were dealt with. Fifty applications were received for licenses to sell cereal foods in original packages weighing less than 20 pounds. Many telegrams and letters were received in reference to the sale of oleomargarine, including a number of requests for licenses to import or to manufacture.

The Orders in Council regarding package cereals and oleomargarine were printed and hundreds of copies mailed. Considerable time was required in the compilation of the information required by the Milk Committee. Forms were prepared for returns from wholesale potato dealers. The registration of wholesale dealers in fruit and vegetables was nearly completed.

The Milling Committee was at work on certain details of the arrangement made by the Food Controller with the milling interests, limiting the profits of the latter.

Orders in Council were prepared covering a number of matters. The new Fish Book prepared for the Fish Committee was completed and sent to press. The second issue of the Canadian Food Bulletin was distributed early in the week. Daily conferences of the executive officers of the Food Controller's Staff and members of the standing committees were held. In addition to the activities already summarized, there was also the usual office accounting, correspondence, and press service covering all the newspapers of Canada.

The provincial organizations spent a busy week. The Prince Edward Island Committee prepared for its household pledge card campaign, which was commenced on October 29th, by a preparatory publicity campaign.

WORLD FOOD SITUATION.

Trenchant Review is made in Statement by Mr. Hoover.

In a statement dealing with the world food situation, Mr. Herbert Hoover, United States Food Administrator said in part:

"If we can produce such economies in consumption and such stimulation of production in the United States and Canada as will enable us to feed the Allies absolutely from this continent, and thus enable them in the final analysis to live without sending a ship farther afield than our Atlantic seaboard, we can resist the submarine indefinitely."

"The Canadian and United States supplies of wheat, upon a normal export basis, fall approximately 350,000,000 bushels short of the Allies' needs. If by conservation measures in Canada and the United States we can increase the export by 150,000,000 bushels we will have reduced the deficiency to 200,000,000 bushels. This we could do if our people would eat 1 pound less of wheat flour per week and 1 pound of corn meal instead."

"The farmer who works overtime and the consumer who economizes in his consumption are fighting the submarine with a positive and sure weapon."

"The production of more fats is to-day a critical necessity for the preservation of these people and the maintenance of their constancy in the war. Every pound of fat is as sure of service as every bullet, and every hog is of greater value to the winning of this war than a shell."

"Every spade full of earth turned by the farmer and every animal reared is lessening human suffering and guaranteeing the liberty of the world."