

Sparks From the Food Board Anvil

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Observe the Food Regulations—Go Further
If You Will, But Never Fall Short.

Even if the women of Canada hotly deny the imputation, the fact remains that there are still plenty of Miss Fluffy Ruffles and her genus abroad. The masculine idlers are now being rounded up. It isn't likely that anything as drastic will be done where women are concerned, but the national registration which took place last month will go far to show how many feminine slackers we have in the country. To every able-bodied woman who is idle, or who is doing merely decorative work, or who thinks she is serving her country by a few hours of Red Cross work, the call comes for genuine sacrifice, for effort that is essential.

Knitting must go on, but there is a very great deal of camouflage knitting. It is work that can be done by older women and in odd times by their daughters. But in the main, young, strong women must do something that is going to count—something that spells an increased supply of foodstuffs.

Canada must produce 250,000,000 more bushels of wheat in 1918 than in 1917. Canada must produce at least 1,000,000 more hogs in 1918 than in 1917, and as many more as possible. Canada must eat less white bread, less sugar, less pastry, less fats.

In crystallized form this is a stirring challenge to the women of the country. It is July and the precious grain is growing on the stalk. The war gardens are rich with promise. Work lies ahead—no end of work. Sir Robert Borden has said that the men must be taken, for no production would avail if the sorely-tried lines in Flanders were to break.

What then? The boy power of the country has been marshalled, and already the Soldiers of the Soil are holding the trenches in the second line of defence—the food production line.

The women are getting into it—but not half fast enough. *There is no time to be lost.* Since August, 1914, 4,750,000 persons have died of starvation in Europe, as compared with 4,250,000 who have been killed in action. Right now there are 9,000,000 people in Belgium and Northern France without bread. And it is getting worse all the time!

The women of Canada must help to divert the demand for wheat foods, beef and bacon, to a demand for cereals, potatoes, vegetables and fish.

The women of Canada must do more. They must produce! Forty million men are on active service at the front. Ten million men are on war duty behind the lines. Forty million men are engaged in the war industries at home. These 90,000,000 men are not producing food. These 90,000,000 men are consuming food and must be fed.

Not a scrap of energy must be wasted in bothering about trivialities. There is no time for criticism, for snarling and carping. Work with a cheerful spirit and a courageous heart. That is how the men fight. It is how we, who cannot fight, must live. The conduct of every brave woman brings victory nearer just as surely as does the gallantry of our heroes overseas.

Observe the food regulations. Go further if you will, but never fall short of them. They may be issued for public institutions. They are meant equally for you!

Never let yourself forget the need of Europe. Think of it every day—think of it with a sense of responsibility. Then, inevitably, you will save, you will sacrifice, you will do your plain duty.

The war is bringing about many big changes in the world of trade. Some of them, almost imperceptible as yet, are

going to revolutionize the existing state of affairs and have a direct bearing on the woman in the home.

While she has undoubtedly heard a good deal of talk about the licensing of the various trades by the Canada Food Board, it is questionable if this has conveyed very much to her or excited more than passing interest because she did not see any particular relationship between her grocer's license and the goods he sells her every day.

As a matter of fact, the licensing of the trades of Canada is one of the most significant features of food control, and its effects will be more far-reaching than is yet realized. The great majority of Canadian citizens engaged in supplying food to the people are both honest and patriotic. They have been quick to come forward and pledge support. Wherever there is an unscrupulous dealer, however, licensing catches him.

The trades are rapidly being lined up. Over a hundred thousand application forms have already gone out from the Licensing Department of the Canada Food Board. Butchers, bakers, feed merchants, fruit and vegetable dealers, fish dealers, confectioners, produce dealers and public eating houses are all coming under license. Every licensee can be made, upon request, to disclose his account books for the year. In this way undue profits can be kept down.

The fact that licensing keeps down profiteering will appeal to every woman. The actual fee for the license is merely nominal. If a man is found to be making undue profits, his license will be cancelled. No license, no business! There is no means of escape, for the system is thorough and extends to every dealer. Licensing is really a source

of protection to the honest tradesman, and at the same time should mean much to the woman in the home.

The grocer has to make monthly returns to the Canada Food Board. Naturally he will be more careful than he has ever been in the past.

Different methods are employed for the export trade. Every consignee wishing to send foodstuffs out of the country has to get a permit from the Canada Food Board. These permits are being issued at the rate of seventy-five or so per day. They preclude the possibility of a scrap of food reaching enemy sources, for the destination of everything has to be defined and the Board reserves the right to refuse permits if they deem this course advisable.

Thus it will be seen that the Canada Food Board has its finger on the pulse of the trade channels of Canada. Nothing can slip through without their knowledge. They will be wide awake all the time to what is going on. Any woman can see the immense advantage to her of this kind of supervision.

The hot weather is here. During the hottest days of the summer it is important that the workers—and it is taken for granted that in these days everyone, man, woman and child, is a worker—keep in condition to do their bit without a pause. Rain or shine, hot or cold, the boys in France are working. The war workers here at home must do the same.

For reasons of health, as well as reasons of patriotism, fresh fish is strongly to be recommended as a desirable summer food.

Fish is more easily digested than meat.

Fish is less heating than meat.

Fish left-overs form an excellent basis for salads and other cold dishes.

SUFFICIENT SUGAR FOR CANNING.

Housekeepers who are anxious about their preserves for next winter may take comfort. The Food Board announces that there will be sufficient sugar in the country for the preserving and canning season and that the maximum fruit and vegetable crops that can be produced in this country will be taken care of, so far as the sugar supply is concerned. To make sure of this however, strict conservation will be necessary in the meantime.



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