

Canadian Food Bulletin

No. 3.

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The Canadian Food Bulletin is published under authority of the Food Controller, for the information of official organizations co-operating in the work of food control, and of other bodies or individuals interested. The information published in The Bulletin is carefully prepared to ensure accuracy of all statements so that it may be a permanent and useful record of the work of the Food Control organization in Canada. It is suggested that persons on the regular mailing list of The Bulletin should file their copies for reference purposes. Communications in regard to items appearing in The Bulletin and all reports for publication should be addressed to Educational Department of the Food Controller's Office, Ottawa.

CANADA AND THE WORLD FOOD SHORTAGE.

RECENT developments in Europe, official correspondence and the latest crop estimates make it plain that the world food situation to-day is serious beyond anything that we could see a few months ago. Unless we are willing to make some sacrifice in our eating and rigorously to guard against waste of foodstuffs, we may find the conclusive victory of our armies endangered.

Reports of the crops of France and Italy show that we shall be called upon to strain every effort and to conserve every ounce of food to make up the shortage of our Allies. Temporary disaster has overtaken the Italian Army and it will be necessary to support them to the utmost by rushing food shipments. The requirements of Great Britain will be much larger than they were last year. We must also ensure the women and children of France against terrible suffering and make certain that the Allied cause will not be weakened by shortage of essential food supplies.

The situation is grave to-day and the time has come when the people of Canada must realize that the Allies are depending on the continent of North America to a far greater extent than ever before. It is within the power of all of us effectively to support the efforts of our armies. The Canadian farmer has done his part by harvesting a splendid crop. Plans have been made for greater production next year. But until the next harvest, the only means of increasing the exportable surplus of food is for the consumer to do his duty. The fighting efficiency of the Allied forces will be impaired unless Canada awakens to the seriousness of the food problem. There rests upon us a tremendous responsibility—perhaps for the very issue of the war.

W. J. Hanna
Food Controller.

MORE THAN HE THOUGHT.

Women of Barrie Tell of Benefits of Pledge Card Distribution.

Mrs. Eleanor Gurnett, Secretary of the Women's Auxiliary of the Ontario Organization of Resources Committee, in a letter to the Food Controller says:—

"The committee of women in Barrie having charge of the Food Service pledge card distribution there have asked me to

tell you how successfully they have accomplished their work. They state that they "would like Mr. Hanna to know that he has accomplished more than he thought or intended when he asked the co-operation of the women of our country, because these women have now established a very splendid comradeship and esprit de corps with the housewives of their town, which they feel will redound to their mutual benefit in the coming winter."

Do your part to ensure the success of the Canadian Victory Loan.
You will be ready then for the Production and Conservation Campaign.

Wanted for collection

INTERNATIONAL PROBLEMS.

Programme of Mr. Hanna and Mr. Thomson in Washington.

Mr. Hanna and Mr. Thomson, Personal Representative of the Food Controller, left Ottawa on Wednesday for Washington, where they will discuss various international problems with Mr. Hoover and other officials of the United States Food Administration. Amongst the questions to be taken up are the following:—

The supply of tin plate for use in the dairy industries, and the restriction of its use in other lines.

The exportation of whole milk from Canada to the United States.

The supply of binder-twine for next year's harvest.

Mr. Thomson will also examine the operation of the United States system of licensing manufacturers of, and wholesale dealers in foodstuffs, and will take up matters pertaining to supplying the Canadian demand for sugar and corn.

FOR MORE FOOD ANIMALS.

Meeting in Ottawa Endorses Greater Production Plan.

Hon. T. A. Crerar, Minister of Agriculture, and all the officials of the Department are co-operating with the Food Controller in an effort to encourage increased production of food animals. A meeting was held in Ottawa last Friday to prepare plans for such a campaign. Representatives were present from all the Provinces of Eastern Canada and Mr. J. D. McGregor, of Brandon, Man., who is a member of the Live Stock Committee of the Food Controller's Office, unofficially represented the West. Mr. H. S. Arkell, Acting Live Stock Commissioner, presided.

It was explained to the meeting that there was special need at the present time to emphasize the importance of increasing Canada's production of hogs.

Hon. W. J. Hanna, Food Controller, addressed the meeting. He said that the work in which they were asked to join was of the very greatest importance both as regards the supply of food for the soldiers and in the interests of the provinces of the Dominion. No more important work could be undertaken outside of the trenches. The Food Controller explained the food situation at the present time and said that it called for the utmost effort at once if disaster were to be averted.

Following the Food Controller's address, the question was discussed by the meeting. A resolution was proposed endorsing the proposed campaign for increased production. Committees were appointed, one to take up the question of co-operation of Dominion and Provincial authorities, another to endeavour to arrange for a steady supply of bran, shorts and mill feed, and a third to work out a plan for better distribution of breeding stock.

CONTROL BY GOVERNMENT.

Mr. Hanna Addresses Packing House and Cold Storage Men.

Effective Government control of the packing houses and cold storage plants of Canada was the programme outlined this week by the Food Controller to a representative gathering of packers and produce men. Following Mr. Hanna's address a committee representing the packing house industry was appointed to co-operate with the Food Controller.

The produce men also indicated their willingness similarly to co-operate.

In his address, Mr. Hanna explained that his office was working in co-operation with the Dominion and Provincial Governments in a general production campaign which would include the production of hogs on as big a scale as could be developed. He continued:

"The hog producer will want to know at the very outset that there is assured to him as grower his fair share of the price paid by the consumer. Between him and the consumer is the packer and the distributor. Both he and the consumer have the right to know that the charge for packing and distributing is in proper relation to the cost of these services. It is because we have this question under consideration now, particularly as affecting the packers and cold storage men, that you are here to-day."

"In the case of flour mills we have worked out what is practically Government control in the form of license. We are adopting the same plan in connection with wholesale fruit and vegetable men. Just what form it will take in the case of packing houses and cold storage plants has not been decided but it must mean practical and effective Government control. In working this out we want your assistance and co-operation. I am sure you will give us the benefit of both. Unless our solution should be practical and just to the business itself while at the same time recognizing to the full the rights of the public in times like these it will fail."

THE RECORD OF A WEEK.

Review of Six Days' Work by the Food Controller.

Monday, October 22nd.

Mr. Hanna arrived back in Toronto after a trip to New York where he was in consultation with Lord Northcliffe and other members of the British War Mission. He disposed of correspondence at the Toronto office and left the same night for Ottawa.

Mr. T. B. Macaulay, Dominion Chairman of the National Committees on Food Resources, had a conference in Montreal on Monday evening with the teaching staff of Macdonald College. He left on Monday night for Quebec.

Dr. J. W. Robertson, Chairman of the Central Advisory Council, continued his tour of Western Canada in connection with organization work.

Returns required by the Milk Committee of the Food Controller's Office were being tabulated.

Statement was prepared for the press in connection with the Order in Council restricting the sale of cereals in packages weighing less than twenty pounds net.

Several members of the Live-stock Committee were in Ottawa in connection with the campaign for an increased production in Canada of hogs and other food animals.

Fruit and Vegetable Committee issued reports from correspondents showing wholesale prices of potatoes in leading cities of Eastern Canada and prices paid to growers in the principal producing centres. Members of the committee were engaged with the Legal Advisor in the Food Controller's Office on matters in connection with their work.

Members of the Milk Committee held an evening meeting and considered certain questions in connection with the cost of distribution of milk.

Tuesday, October 23rd.

Mr. Hanna was in Ottawa. An Order in Council was passed upon his recommendation allowing the manufacture, sale and importation of oleomargarine as a war measure. Statement was issued to the press about oleomargarine. Mr. Hanna gave an interview explaining reasons for restricting small package trade in cereal foods. Many telegrams were received from manufacturers of package cereals. Food Controller issued a statement in connection with the temporary shortage of sugar, asking the people to reduce their consumption of sugar and to avoid hoarding, so that drastic action would not be necessary.

Milk Committee was in session all day.

Mr. Macaulay was in Quebec where he conferred in the morning with the Minister of Agriculture and his deputy, and in the afternoon with other prominent Quebec gentlemen in regard to provincial co-operation with the Food Controller's Office. He left at midnight for Ottawa.

Wednesday October 24th.

Food Controller spent most of the day in conference with representatives of the Milk and Live-stock Committees. Delegates representing a number of manufacturers of package foods were received.

Fish Committee was engaged in the preparation of its Quebec campaign for increased use of fish.

Conferences with officials of the Live-stock Branch of the Department of Agriculture in preparation for meeting with agricultural representatives on Friday.

Members of Milk Committee were in session all day examining milk producers.

At night representatives of the Food Controller's Office met with members of the Milk Committee and representative producers.

Two members of the Fruit and Vegetable Committee left for Nova Scotia to investigate the apple and potato situation in the Maritime Provinces.

Thursday, October 25th.

Representatives of manufacturers of package foods were heard.

Milk Committee continued its sessions all day examining representative distributors.

Fruit and Vegetable Committee issued its semi-weekly statement on potato quotations.

Many applications for licenses to import corn were dealt with and, when approved, were forwarded to the United States Food Administration.

Friday, October 26th.

Mr. Hanna addressed a representative meeting of live-stock men called together to co-operate in a campaign for increased production of hogs. The meeting lasted all day and a dinner was held in the evening, under the auspices of the Dominion Department of Agriculture.

Milk Committee was again in session considering the information received from the witnesses who had been examined during the week.

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."

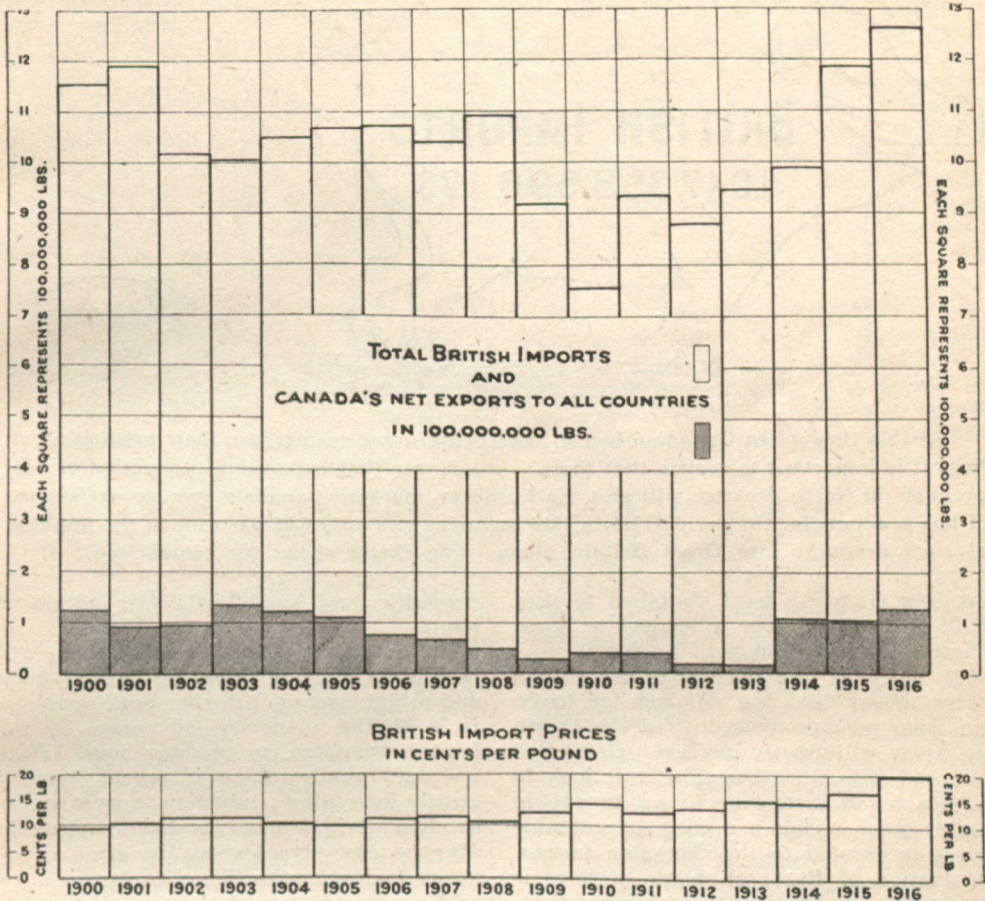
"The Canadian and United States supplies of wheat, upon a normal export basis, fall approximately 350,000,000 bushels short of the Allies' needs. If by conservation measures in Canada and the United States we can increase the export by 150,000,000 bushels we will have reduced the deficiency to 200,000,000 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."

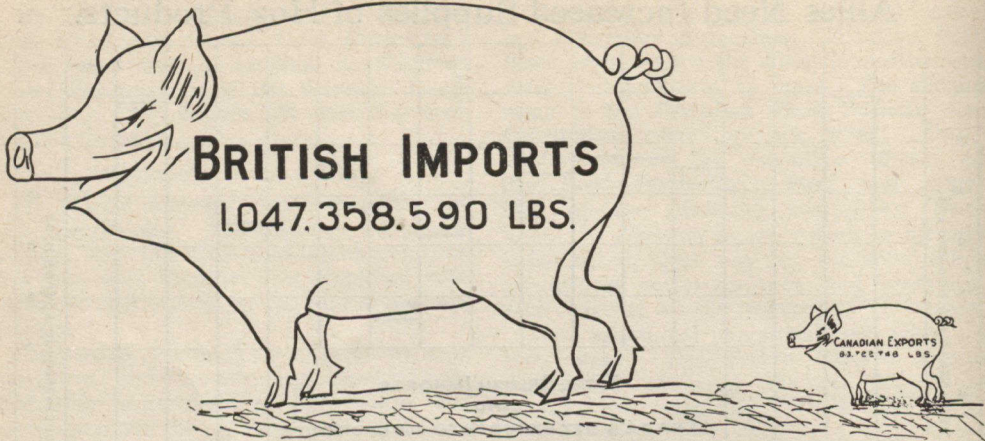
Allies Need Increased Supplies of Hog Products.



The upper diagram shows, by years, the imports into Great Britain of all hog products since the beginning of the century. The hatched areas represent Canada's net exports of hog products (total exports less imports) for the nearest twelve-month periods for which published statistics are available. The lower chart shows the average import values prepared for the same year of all hog products except lard. Note the falling off of Canadian exports during the period charted until war prices resulted in an increase in the number slaughtered, a decline in the number on farms in 1915 and then an increase in stocks until the 1911 total was slightly exceeded. It will also be seen that there was a decline in the quantities which Great Britain could buy before the war even with the prices rising from 9 cents per pound to 15 cents in 1913. This advance in British prices was four times as great as that of wholesale prices in general and was much greater than the increase in the price of wheat. These figures indicate an increasing demand for hog products as compared with other commodities.

PORK products are needed for the armies. Bacon is the best form in which fat can be supplied to the fighting men. Canada has already helped to relieve the Allies' necessity for increasing supplies by conserving bacon here. Quite as important as decreased domestic consumption is the problem of increased production in Canada.

Since the beginning of the war the swineherds of the European nations, including enemy nations, have been decreased by 32,425,000 head. Even if the Allies should kill the larger number of their hogs, they still could not supply their own demands. Importation of pork products by the Allied countries from the neutral nations sur-



At this time when Canadian farmers are being urged to increase their production of hogs it is important to realize that there is no danger that expanding production of hog products in North America will glut the European market. Canada's average net export of hog products for the period 1911 to 1916 inclusive was only 6.08 per cent of the imports of such products into Great Britain alone. The sketch shows the comparison.

rounding Germany have dwindled to very small proportions. The Allies look to North America for pork and pork products.

The entrance into the war of the United States means that the demand for bacon and other pork products to feed the American Army will greatly increase. Great Britain and the Allies therefore will look to Canada to an increasing extent to supply hog products. Thus a market at profitable prices is assured to the Canadian farmer. Reduction of European herds of hogs is expected to continue with increasing velocity as long as the war. This consideration ensures to the Canadian farmer that there will be a good market for his hogs in Europe for years after the war.

In order to encourage increased production of hogs the Food Controller for Canada has arranged with the millers that mill feed will be sold by them at cost. Moreover the packing houses will be subjected to strict

regulation and limited to a fair margin of profit.

The outlook in Canada is that there will be a lower range of prices for feeding stuffs and a high average price for pork products. It is to the monetary advantage of the farmer, therefore, to produce hogs. Hogs increase rapidly; there is urgent need of greatly increasing production to meet an expanding world demand; and they appear to offer the most advantageous live stock opportunity to-day for the Canadian farmer.

The suburban population can help in a solution of the problem. Many people living in suburban areas could easily take a pig and feed it on the house garbage. In Germany 4,000,000 hogs, over 500,000 more than the entire number of hogs on Canadian farms in 1916, are supported in this way.

The following table is deserving of careful study:

Year.	Hogs on farms.	Slaughtered under Government inspection. (a)	Canada's net exports of pork, bacon, ham and lard. (a)	British imports of hog products from all sources.	Relation of Canada's net exports of pork products to British imports.	British price per lb. (b)	Canadian wholesale price. (c)
			lbs.	lbs.	p. c.	cts.	\$ cts.
1911.....	3,610,428	1,852,997	37,357,211	933,608,816	4.00	12.55	9.68
1912.....	3,447,310	1,607,741	1,528,818	968,251,872	.16	13.18	11.08
1913.....	3,448,326	1,799,060	1,429,765	946,747,872	.15	14.94	13.09
1914.....	3,434,261	2,598,338	107,300,246	988,328,432	10.86	14.74	12.05
1915.....	3,111,909	2,363,693	105,289,019	1,186,132,516	8.88	16.45	11.80
1916.....	3,474,840	2,245,511	129,431,433	1,261,082,032	10.26	19.81	14.65
1917.....	3,619,382

(a) For the fiscal year ending on March 31, of the year stated. (b) Average price of hog products, exclusive of lard. (c) Dressed hogs for hundred pounds. Receipts at stock yards in September, 1917, were only 64.53 per cent of those in September 1916.

THE SUGAR SITUATION.

Economy Necessary to Relieve Temporary Shortage.

The temporary shortage of sugar, which will continue until the new crop becomes available, about the first of the year requires careful conservation, avoidance of hoarding, and the curtailment of consumption in the form of candies, etc. In a statement dealing with the situation, Hon. W. J. Hanna, Food Controller for Canada, says:—

“There are two alternatives at the present moment for handling the temporary sugar situation. One is to make a request of the dealers and the public, and the other is to put in force most drastic regulations.

“The latter course should not be necessary, because when the Canadian people understand the situation I feel sure they will do everything they can to reduce their consumption of sugar until the new crop is available. It rests with the public of Canada as to which method will be adopted.

“The price of sugar from the refiners to the jobbers should not exceed what it is at present, as the prices for raw sugar have been stabilized in New York for some time past, in spite of the shortage of stocks of raw sugar in Cuba.

“The refiners and jobbers will, no doubt, exercise the greatest care in shipping to their customers only in proportion to their normal requirements, and should any dealers be found advancing the prices or using the sale of sugar as a means of inducing customers to buy other goods, further supplies to them should be stopped.

“Retailers should be most careful only to sell to customers on the basis of their normal requirements, and thus to prevent private hoarding.

“The general public can aid greatly by careful conservation of sugar and by curtailing the use of candies, etc. France has an average of one pound of sugar per person per month, as against the consumption in Canada of seven pounds per person per month, so that the reduction in consumption here which is necessary for a short period should involve no great hardship.”

The shortage will only be temporary. The new Cuban crop is the largest in the history of the island, and is estimated at not less than three million tons of raw sugar, which will begin to move from December 1 to December 15. The crops of Porto Rico and San Domingo, which promise an increase over last year, are placed at 500,000 tons, and will move about

the same time as the Cuban product. Three hundred thousand tons of Louisiana sugar will move about December 15. In addition to the cane sugar, there will be 700,000 tons of beet sugar from the western and central states of the United States. The effect of the new crop will be felt in the New York market in about six weeks' time.

For the coming year, therefore, it is believed that there will be ample supplies of sugar to meet the requirements of all the Allied countries, including Canada and the United States. Indeed, it is expected that prices for next year will be below those that have ruled during the present season.

With the arrival of Sir Joseph White-Todd and Mr. John V. Drake, the British members of the International Sugar Commission, which will do all the buying for the Allies, the control of all sugar supplies now centres in one organization. The price of raw Cuban sugar has been reduced by one-half cent per pound, but no further reduction can be expected until the new crop comes on the market. Canada will, in common with the eastern United States, therefore, be short of sugar between now and the end of the year, but it is believed that 50 to 60 per cent of the usual demand will be met if all classes in Canada and the United States will co-operate with the food administrations and be willing that the necessary reduction in consumption should be equitably distributed.

In order to help in tiding over the temporary sugar shortage the Allies have loaned 26,750 tons of sugar to United States consumers in New York pending the arrival of ships to carry it overseas. Arrangements are being made to borrow 16,500 tons of sugar from foreign export owners in New York. The United States Food Administration has bought for the French government 100,000 tons of the new Louisiana crop of sugar. This transaction represents a value of \$13,000,000.

BECOMES LEGAL ADVISER

Upon the invitation of Hon. W. J. Hanna, Mr. Frank H. Keefer, K.C., formerly of Port Arthur, and more recently of Thorold, Ont., has become legal adviser in the office of the Food Controller. Mr. Keefer is giving his services without salary.

FOOD SHORTAGE IS ACUTE.

People of Canada Must Increase Production.

In an address to a meeting in Kingston under the auspices of the Women's Canadian Club, on October 27, Hon. W. J. Hanna, Food Controller, said that if the call to save wheat, beef and bacon, issued to the housekeeper of Canada when he took office three months ago, was insistent then, it was louder now by far.

"During the last three weeks I have discussed the situation with Mr. Hoover's organization at Washington and with the British mission at New York, and I learned of the facts from the inside. I cannot state those facts in public. But with the help of the ships that will be available in the United States, the foodstuffs demanded will be forthcoming," he said.

Mr. Hanna stated that supplies of food in this country at the end of eight months would be short, and at the end of a year shorter still. But we must be prepared to carry the war on for two years if necessary.

"It may be only a matter of months until we in this country are in a very awkward position," the Food Controller declared. He added that under the auspices of the Food Controller's office a campaign for increased production of foodstuffs in Canada had now been organized to meet this situation.

Since the war there had been a decrease of 33,000,000 hogs in Europe and of 10 per cent in the United States. A hog production campaign inaugurated in the United States aims to turn the decrease into an increase of 15 per cent.

"Hon. Mr. T. A. Crerar, the newly appointed Minister of Agriculture, has put the full resources of the live stock branch of his department at our disposal to assist us in the Canadian campaign for an increased production of food animals," said the Food Controller. He stated that the campaign must be under way within the next three weeks if anything was to be accomplished within the next six months.

"If it is necessary," Mr. Hanna declared, "I am prepared to fix prices. But I am not prepared to fix freak prices. It would be an easy matter to take a blackboard and a piece of chalk and mark eggs at 18 cents a dozen, which looks high compared to 8 cents I remember paying years ago; butter at 20 cents, which looks big compared to that which our mothers sold for 12 cents.

"But that is not the end of it. I regard it as my primary duty to see that the men

Points in Mr. Hanna's Speech at Kingston.

The price of wheat is fixed. The profits to the flour millers are fixed at 25 cents per barrel so that the price of bread will adjust itself.

Canadian farmers and dairymen can now buy bran, shorts, middlings, etc., at mill cost as feed for stock.

The hoarding of sugar is as foolish as it is unfair. The sugar stringency in Canada will be over in six weeks.

The Food Controller will systematically regulate packing houses by fixing profits, not prices.

A fixed price for potatoes in Canada is impossible owing to wide variance of production costs in different localities. Steps to restrain profiteering will be taken when the new crop is in store.

The demand upon Canada and the United States for foodstuffs in 1918 will amount to over a billion dollars.

Hog raising is a patriotic duty for Canadian farmers, and will be an extremely profitable business for years to come. There are too many milk distributors. Overhead expenses of milk distribution must be reduced to a fraction of what they now are.

Current prices can neither be juggled with nor fixed.

If the exportation of fish to the United States were prohibited the United States could reply by placing an embargo upon sugar.

at the front fighting our battles are not allowed to go hungry. (Applause.) In fixing prices we have got to be careful that we do not dry up the sources of supply."

Referring to potatoes, Mr. Hanna said it was impossible to fix prices for them this year.

"The average crop of potatoes in this country is 100 bushels to the acre. The seed alone cost the Ontario farmer \$42 an acre without counting labour on the land or anything else. You cannot fix prices at the figures of ordinary good crop years; you cannot cut the prices in spite of the cold facts."

The question of fish supplies was touched on briefly.

The Food Controller said that if there was not a sufficient supply of fish on sale in Kingston, the fault was with the fish dealers. The greatest demand could be supplied.

"Many of us in Canada who have stayed at home have made no sacrifices," said Mr. Hanna. "We hardly know there is a war at all. We have spent money as a country, but money is the cheapest sacrifice there is. We have made no sacrifices in clothing, although how long we can avoid doing so I do not know. We have made no sacrifices in our eating. A beefless and baconless day on Tuesdays and Fridays is not a fly on the wheel that we ought to do. Our friends, our brothers, our husbands have made the sacrifices. Are we going to forget them? We are going to support and maintain them," affirmed the Food Controller, "in the positions they have so nobly won and hold to this moment." (Applause.)

Mrs. Jean Muldrew, domestic economy expert of the Food Controller's Office, addressed herself more particularly to the women of the audience, declaring that the women of Canada must stand behind the Food Controller.

"Food is the big thing; money the secondary thing," said Mr. Muldrew. "We are going to need a great deal of endurance, faith, and stick-to-itiveness. Our work will not be dramatic; it will not be spectacular; it will be done in the kitchen, but I believe the women will be the steadying force in this last critical stage of the war, and thus contribute to the ultimate victory."

PACKAGE CEREALS ORDER.

Aim to make Substitutes for Wheat Available More Cheaply.

The Food Controller's office has called for returns from all manufacturers of package cereal foods affected by the Order in Council of October 19, showing ingredients used, cost of advertising, cost of containers, output, net contents of packages, etc. This step was taken following a meeting in Toronto last Saturday between the Food Controller and representative wholesalers, retailers and manufacturers.

At the meeting Mr. Hanna explained that the purpose of the Order in Council was to make substitutes for wheat flour available at as low prices as possible, so as to encourage their use. He said that the recent household pledge card canvass had shown that it was difficult, and sometimes impossible, to secure other products in bulk which the

people were asked to substitute for wheat products. When bought in packages the substitutes cost more than the wheat products.

The Food Controller assured the deputation that there was no intention on his part to be unfair to the business interests. He promised that consideration would be given in every case where it was found upon investigation to be justified. Fair treatment would be accorded to all.

In a statement to the press, Mr. Hanna said:

"During the last decade the manufacture and sale of package foods, cereals and other products of certain grains used as food, has increased to such an extent as to render difficult the purchase from retail dealers in bulk of many of the substitutes for wheat. This has resulted in a great and disproportionate increase in the prices of such foods when sold in original small packages. Many of the manufacturers of these foods desire to be relieved of the cost of small packages at this time, in order that they may be in a position to supply food as cheaply as possible.

"The principal reason for the ordinance restricting the sale of certain package foods is that substitutes for wheat should be made available to the public as cheaply as possible in order to increase their use. By everybody returning to the practice of purchasing cereals and cereal products in bulk, the people would be able to buy more cheaply and at the same time would be assured of a fresh supply.

"We have found that rolled oats and many wheat products when sold in the smallest packages often cost over fifty per cent more than when sold in bulk. In the case of cornmeal the difference is not quite as great but it is still considerable. People do not seem to realize when buying the common cereals in small packages that a large percentage of the cost is represented in the package and the advertising."

The Food Controller said he appreciated that the restrictions on the small package trade would work hardships in some cases. But if the manufacturers could prove that any specific food was as cheap in packages as when sold in bulk he would license its sale in the package form.

SHOULD BE REPORTED TO POLICE.

The Food Controller states that there is no intention and never has been any intention to commandeer private supplies of canned fruit, and that persons claiming power to enter private houses under authority of the Food Controller should be reported to the nearest police authorities.

ORDERS IN COUNCIL.

The Order in Council of October 23 (P.C. 3044) relating to the manufacture, sale and importation of oleomargarine reads in part:

Whereas attention is drawn to the abnormal demand for butter due to war conditions and to the very great probability that such abnormal demand and consequent high prices will prevail for this product for some time to come:

And whereas it is in the public interest, under the special conditions above named, that other fats should be available in Canada under strict and reasonable conditions as a substitute for butter,—

Therefore His Excellency the Governor General in Council, under and in virtue of the provisions of The War Measures Act, 1914, is pleased to make and enact and doth hereby make and enact the following Regulations providing for the importation to Canada and the permitting of the manufacture, sale and possession within Canada of oleomargarine and establishing the conditions of such importation, manufacture, sale and possession, such regulations to be in force and to have effect for the period during which the present abnormal conditions continue, the conclusion of such period to be determined by His Excellency the Governor General in Council, as provided in the said regulations, and as a war measure only:

REGULATIONS.

1. On and after the first day of November, 1917, and until the Governor in Council has by order declared that the present abnormal conditions have ceased, paragraph (a) of section 5 of The Dairy and Industry Act, 1914, Statutes of 1914, chapter seven, shall be suspended in so far as it provides that no person shall manufacture, import into Canada, or offer, sell or have in his possession for sale, any oleomargarine as hereinafter defined, and the importation, manufacture, offering for sale and having in possession for sale, of any such oleomargarine shall be permitted, subject, however, to the rules and regulations hereinafter set out.

2. For the purposes of these regulations "oleomargarine" shall mean and include oleomargarine, margarine, butterine, or any other substitute for butter which is manufactured wholly or in part from any fat other than that from milk and cream, which contains no foreign colouring matter and which does not contain more than sixteen per cent of water.

3. No person shall import or manufacture oleomargarine without having first obtained a license from the Food Controller for Canada, such license may at any time be cancelled by the Food Controller for the violation of any of the provisions of these regulations or of any other regulation made by His Excellency the Governor General in Council or by the Food Controller.

4. No oleomargarine shall be manufactured in Canada unless it has been manufactured under the supervision of the Minister of Agriculture of Canada, and no oleomargarine shall be imported into Canada unless it has been manufactured under Government supervision in the country of production and is accompanied by satisfactory evidence of such supervision.

5. Oleomargarine shall not be manufactured in any premises used as or connected with a butter factory, and no butter manufacturer or any person who handles butter for the purpose of re-working or mixing it shall be given a license to import or to manufacture oleomargarine.

6. No preservative shall be used for or in oleomargarine except salt without the written permission of the Food Controller.

7. No person other than a manufacturer of oleomargarine shall mix oleomargarine and butter.

8. Every person who either imports or manufactures oleomargarine shall keep a book in which is entered the date of each importation, purchase, sale and shipment of oleomargarine, and the quantity so imported, sold or shipped, the person from or to whom it has been purchased, sold or shipped, the place from, in or to which it was imported, sold or shipped, and the name of the railway or steamship company by which such oleomargarine was transported; and such book shall be at all times open for inspection by the Food Controller or any person authorized by the Food Controller to examine the same.

9. The Food Controller shall have power from time to time to regulate the price of all oleomargarine sold in Canada, and may determine the price with respect not only to the quality of the oleomargarine but also to the place in which it is sold.

10. Every package open or closed and containing oleomargarine must be durably and clearly marked "Oleomargarine" on the top, bottom and sides of the package itself in printed letters not less than three-quarters of an inch square; and if such oleomargarine is exposed for sale by retail there must be attached to each parcel

thereof exposed, in such manner as to be clearly visible to purchasers, a label marked "oleomargarine" in printed capital letters not less than one-half inch square.

(2) Every person selling oleomargarine by retail in packages other than packages so marked shall in every case deliver the same to the purchaser in a paper wrapper on which is printed in capital block letters not less than half an inch long and distinctly legible the word "Oleomargarine." No other printed matter shall appear on the label.

(3) In all hotels, restaurants and public eating houses where oleomargarine is served there shall be prominently displayed in some conspicuous place a placard containing the words: "Oleomargarine served here," in capital block letters, not less than one and one-half inches long.

(4) No label, placard or brand shall be used until it has been approved of by the Food Controller.

11. There shall be no customs duty charged on the importation of any oleomargarine into Canada that complies with the above regulations.

12. Any person violating any of the above regulations shall be guilty of an offence and shall be liable on summary conviction to a fine not exceeding five hundred dollars, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment.

The Order in Council of October 19th (P.C. 2959) relating to the sale of package cereal products, reads in part:—

"1. Unless licensed thereto under the provisions of this ordinance, no manufacturer or wholesale dealer shall, on and after the first day of November, 1917, and no retail dealer shall, on and after the first day of December, 1917, offer for sale in Canada any foods known as breakfast foods, or cereals, or flour or other foods which are the product of wheat, oats, barley, rye, rice, peas, beans, buckwheat, Indian corn (maize) or lentils in original packages of less weight than twenty pounds.

"2. All such foods shall be sold by the pound or ton, and shall be net weight to the purchaser.

"3. The Food Controller shall have the power to grant licenses, in such form and upon such terms and conditions as he may prescribe, for the sale of any such foods in original packages of such lesser weight or size as he may deem expedient and may by written order exempt from the provisions of this ordinance any particular

class or classes of persons, communities or places during such period or periods as may be prescribed in such order, and may from time to time revoke or change any such order.

"4. Any person violating any of the provisions of this ordinance shall be guilty of an offence and shall be liable upon summary conviction to a fine of not less than ten dollars and not exceeding five hundred dollars, or to imprisonment for any term not exceeding six months, or to both fine and imprisonment."

On October 24, the Food Controller ordered that all manufacturers or wholesale dealers of the food products or commodities mentioned in the above Order in Council were exempted from the operation of said order until December 31, 1917, and that retail dealers were exempted from the operation of the order until January 31, 1918.

An Order in Council of October 11th (P.C. 2688), giving the Food Controller power to require returns from producers and wholesale dealers in food products, reads:—

1. The Food Controller for Canada may, from time to time, require the producers and manufacturers in wholesale quantities and wholesale dealers in any particular article or articles of food specified by such Controller to furnish him with statements, in such form and on or before such date or dates as such Controller may from time to time prescribe, containing all or any of the following particulars:—

(a) Their names and addresses;

(b) Any information that the said Controller may require with respect to the purchases, sales, shipments, origin, destination or prices of the specified article or articles of food, produced, purchased or sold by such wholesale producers, manufacturers or dealers;

(c) The capacity, dimension and equipment of any premises occupied or used by any such wholesale producers, manufacturers or dealers.

2. Any person neglecting or refusing to furnish the said Food Controller with any information demanded by such Controller under the above regulations, or wilfully furnishing any incorrect or false statement or information, shall be guilty of an offence and shall be liable on summary conviction to a penalty not exceeding one thousand dollars, or to imprisonment for any period not exceeding three months, or to both fine and imprisonment.

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 adds:

"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.

BUTTER MARKET ASSURED.

Canadian Dairy Interests have Nothing to Fear.

In a statement to the press explaining the necessity of allowing the sale of oleomargarine in Canada under present conditions, the Food Controller said that it was well known that people must have animal fats in sufficient quantity. Butter had advanced in price and was still advancing until many people were unable to buy it. Moreover, butter seemed likely to go still higher in price because the present price was not commensurate, on a butter fat basis, with the price being paid for whole milk.

"There were only two courses possible," said the Food Controller. "We could have fixed an arbitrary price but the result would have been to reduce the production of butter, by diverting milk into other channels. It must be remembered that the price paid to the producer in Canada for milk is determined in very large measure by what the condensing plants are willing to pay for it. The high prices offered by the condensing plants, in turn, is due to the price being paid for condensed milk by the Allies' buyers. The cost of producing milk has advanced greatly since the beginning of the war, and the farmer must receive a price which not only will cover his costs but also give him a reasonable profit.

"The other course was to allow the use of a substitute, and this is the course which was adopted. I may say that I do not expect that our action in allowing the sale of oleomargarine in this country will result in any reduction in the price of butter. The overseas demand is practically unlimited, when compared with Canada's production. Moreover, the price of butter in the United States to-day is at least as high as the price in Canada. The average retail price of butter in the United States for September was 50 cents per pound. The regulated wholesale price in England was 53.76 cents per pound. At the beginning of the war Canada was importing at the rate of more than seven million pounds of butter per year, chiefly from New Zealand and the United States. These imports have dwindled to a very small trade, principally at local points from the United States.

"Meanwhile our exports of butter have increased enormously. In the fiscal year ending March 31, 1914, our exports of Canadian butter totalled 1,228,753 pounds. For the fiscal year ending March 31, 1917, they had been increased to 7,990,435 pounds.

Since then the increase has continued. While our exports have been increasing prices of butter to the consumer have advanced from 35 cents per pound to about 50 cents. We are only supplying a very small part of the Allies' requirements. In 1914 Great Britain alone imported 446,230,848 pounds of butter, and in 1916, despite shipping difficulties and necessarily reduced consumption, no less than 243,646,480 pounds. For years after the war Europe will require all the butter which Canada can produce for export, and the prices are certain to be high. These facts show that the dairy interests of Canada have nothing to fear from the order allowing the sale of oleomargarine. The producer is in no danger of losing his market.

"The regulations which will govern the manufacture, importation, and sale of oleomargarine in Canada have been carefully prepared, and will afford ample protection against fraudulent practices."

FISH CAMPAIGN BEGINS.

Efforts to Increase Consumption in Province of Quebec.

A campaign for increased consumption of fish in the Province of Quebec was commenced on October 27 by the Fish Committee of the Food Controller's Office and will be continued throughout November.

Wholesale fish dealers throughout Canada are being registered at the Food Controller's Office. Registration is compulsory under a recent Order in Council.

In order to encourage the consumption of fish, the Food Controller has made available to wholesale and retail fish dealers as far west as Winnipeg, a refrigerator fish display case at the nominal cost of \$10. The cases cost \$20 each but the Government is paying half the cost. The offer will be extended later to fish dealers west of Winnipeg.

Means are now being considered of ensuring to Canadian consumers a regular supply of Lake fish at reasonable prices.

During the past week the Fish Committee has given information regarding supplies of fish to numerous enquirers; investigated complaints that certain retailers were asking too much for fish; advocated the granting of fishing licenses and the opening up of waters where such was thought to be of assistance in increasing supplies without depletion; and kept records of transportation of fish and expedited deliveries.

PRODUCTION ADDRESSES.

Feature of Luncheons of the Food Control Workers.

Addresses on various subjects in connection with the problem of increased production and conservation of food are being arranged for the luncheons of the executive officers of the Food Controller's staff and the members of committees which are in Ottawa. On Monday of this week, Hon. M. McKinnon, Commissioner of Agriculture for Prince Edward Island, and Mr. W. A. Brown, of the Poultry Division of the Dominion Department of Agriculture, told of the success of the egg circle movement in Prince Edward Island. The co-operative marketing plan was explained and the speakers told how by proper grading, an enviable reputation had been won for Prince Edward Island eggs and the latter would bring a higher price on the market than shipments from other places.

Mr. T. R. Arkell, Chief of the Sheep and Swine Division of the Department of Agriculture told of the co-operative marketing of wool in Canada. He urged the importance of increasing production in Canada of the distinctly mutton type of sheep, rather than the distinctly wool type, because the climate and mixed farming conditions in Canada are more favourable to the former. The speaker also said that everything possible should be done by means of improved distribution to retain breeding females in Canada. There had been an actual increase during the past year in the number of sheep in Canada, but there were very strong reasons for increasing the production.

DISTRIBUTION OF FEED.

Creation of New Branch of Department of Agriculture Favoured.

The Feed Committee appointed by the meeting of live-stock men called under the auspices of the Department of Agriculture to inaugurate a campaign for increased production of hogs was in session this week in the Food Controller's office and took evidence from farmers, from government officials, and from representatives of the milling interests. In order to encourage the increased production of food animals, efforts are being made to secure for the farmer by improved distribution a steady supply of bran, shorts and mill feeds at prices as low as feasible. The Feed Committee has recommended the creation immediately of a Feed Branch with an officer in charge who will do all in his power to make available regular supplies of unadulterated feed.

SOLDIERS WHO SUFFER.

If the Needed Food is Wasted or Lost at Home.

Mr. Henry Brancher, who purchased supplies for the Allies in Argentina last year, and who is now returning to Argentina after having spent seven weeks in Great Britain, was in Winnipeg recently, and made some interesting statements in the course of an interview. He said:

"If I might venture to make a suggestion to the livestock men of Western Canada, it would be to increase livestock production in every possible way; every female food animal, whether of cattle, sheep or swine, capable of reproducing decent stock, should be bred.

"To the women of Western Canada, I would like to say, 'save meat in every possible way.' What meat has cost or what it may cost in the future is not, after all, the vital thing, though I admit it is a very serious matter. The really vital matter is to preserve food, and have it for the men in the trenches. Up to the present time the armies in the field have been well fed, but the standard of this feeding can only be maintained by the most rigorous economy at home. Matters of price and of profit can be adjusted later, but if, through any slackness of the women of Canada, the actual food is wasted or lost, the loss is irredeemable, and it is the men in the trenches who must suffer.

"The French, English and Italian crops were all gathered in very bad weather, and much of the crop will not be available for use until next spring. Both the French and the Italian crops were poor, and the bad harvest weather made conditions still worse; both France and Italy are hard up for food, and they must be supplied from outside sources for a time at least."

In reference to the retail price of bread in England, Mr. Brancher said: "I do not know whether Canadians realize that in order to keep the loaf at nine pence in Great Britain the British Government is assuming the loss between the price it is paying for wheat in Canada and the United States and the sale price of the loaf. The bill is a terrific one."

RECENT ORDER APPRECIATED.

At a meeting of the City Council of Montreal on October 29, a resolution was passed expressing appreciation of the Order in Council permitting the manufacture in Canada and the importation of oleomargarine.

NEWS OF PROVINCIAL BODIES.

British Columbia.

Dean L. S. Klinck, secretary of the British Columbia committee, reports that Dr. Robertson, chairman of the Central Advisory Council, who has been making a tour of the West, met with the British Columbia committee, defined the scope of its work and helped in perfecting the organization. He addressed a largely attended meeting in the Orpheum Theatre, Vancouver, and another in Victoria. He also assisted in completing the local organization in both cities.

New Brunswick.

Mr. W. C. Keirstead, secretary of the New Brunswick committee, telegraphs as follows: "The work of organization is being carried forward. Pledge cards have been distributed in St. John with fair success. Local committees are working in Sussex, Hampton, St. Stephen, Milltown, and Fredericton. The Fredericton committee has been carrying on an educational campaign this week and next week will circulate the pledge cards. Food conservation slides are being shown at the motion picture theatres and each night this week, speakers are addressing audiences at the motion picture shows on the food situation. Clergymen will speak on the subject next Sunday in the Fredericton churches. Our provincial committee is serving as the Greater Production Committee of the Provincial Department of Agriculture and as such is co-operating with that department for greater production in this province next year. Plans are being worked out along these lines."

Nova Scotia.

Mr. Arthur S. Barnstead, secretary for Nova Scotia, telegraphs:

"A meeting of the Provincial Committee was held at which the opinion was expressed strongly by the ladies that the pledge card campaign should be commenced immediately. It was the general feeling, however, that such a campaign should await the creating of a proper atmosphere by a campaign of advertising. Local committees have been organized in other parts of the province, the committee at Sydney being the first to be appointed."

Prince Edward Island.

The distribution of pledge cards was commenced in Prince Edward Island on October 29, following a preparatory educational cam-

paign. Mr. William Kerr, secretary of the provincial committee, reports that the campaign is proving successful beyond expectation.

Quebec.

Mrs. Huntley Drummond, President of the Women's Food Economy Committee of Montreal, reports increasing interest in the regular Thursday afternoon meetings of the committee. In the work of organizing the women's activities of Montreal, Mrs. J. A. Henderson, Secretary of the committee, is working along lines which seem to assure a large success.

Saskatchewan.

Mr. G. A. Mantle, honorary secretary of the Saskatchewan branch of the National Committee on Food Resources, reports: "A Food Economy Committee has now been formed in each of the cities of Regina, Saskatoon, Moosejaw and Swift Current and the work of distributing pledge cards is progressing in all the places named. Organization in the remaining cities of the province and in all the towns and villages is being pushed as fast as is possible. Clergymen are being asked to take a Sunday in November to speak on the subject of food conservation and substitution and the urban municipalities will be asked to organize food economy committees during the week following. Dr. Robertson's recent visit was much appreciated. He has done a great deal to stimulate and to benefit this work."

ANSWER TO QUESTION.

Q. What is the cause of the present shortage of sugar?

A. The sugar shortage is not due to poor crops but to war conditions. It is only temporary. Before the war, Great Britain received 38.55 per cent of its sugar from Germany, 15.73 per cent from Austria Hungary; 9.43 per cent from the Netherlands; 6.7 per cent from Java; 7.1 per cent from Cuba; and 1.14 per cent from the United States. The present shortage is due to the dislocation of the sugar trade and to the scarcity of shipping. Ample stores are available in Java, Cuba, Porto Rico, Hawaii and elsewhere awaiting the release of freighters. The present per capita consumption of sugar in Canada and the United States is about 90 pounds, as compared with 26 pounds in Great Britain (reduced from 93½ since the beginning of the war); 18 pounds in France; and 12 pounds in Italy.

"The harvests of the world will not meet the requirements of ourselves and our Allies during the next twelve months unless our present rate of consumption is materially reduced."—*Lord Rhondda.*

WILLING TO CO-OPERATE.

Splendid Spirit in Regard to Temporary Sugar Shortage.

Since the Food Controller issued his recent statement to the public in regard to the temporary sugar shortage, urging conservation of supplies and warning against hoarding, a number of wholesale houses have circularized the retail trade explaining the situation and drawing attention to Mr. Hanna's message. Almost without exception wholesalers, retailers and consumers have shown an appreciation of their responsibility and a willingness to co-operate with the Food Controller.

POULTRY INVESTIGATION.

Study Being Made of the Cost of Producing Eggs.

Mr. Lewis N. Clark, of Port Hope, Ont., one of the most successful poultry farmers of Canada, has volunteered his services without salary to conduct an investigation for the Food Controller's office into the poultry situation. The Food Controller is sending a list of questions to representative poultrymen to secure the information required and the returns will be compiled by Mr. Clark. Such questions as the cost of producing eggs and poultry and cost of feeding will be studied.

ASK FOR PLEDGE CARDS.

Frequent Requests Recently have been Made by Women.

Among the small proportion of women who declined to sign the food pledge cards during the Ontario campaign, there is developing a better understanding of the meaning of the pledge and the importance of food conservation. Reports have reached the Food Controller's office that there have recently been frequent requests for the pledge cards. The applicants have stated that they want to make it plain that they are willing to do everything in their power to help to win the war. Pledge cards may be obtained from the local committee by any woman who has not already signed.

"LET US ALL CO-OPERATE."

First function of Food Controller is to Conserve Food.

Prof. J. B. Reynolds, President of the Manitoba Agricultural College and Secretary of the Manitoba Food Control Committee, in a letter says:—"Apart altogether from what food may cost us, the other fact of probable scarcity stares us in the face. Contrary to the common understanding of the matter, the chief need for the appointment of a Food Controller was the approaching scarcity of food. His first and most important function is to conserve food. In the existing circumstances since the scarcity exists in Europe, the Food Controller has interpreted his duties to mean the conservation of exportable foods. Hence the 'wheat, beef, and bacon' order. By substituting other foods in part for these, and by avoiding waste, the public will be assisting in Food Control, and these are the precautions which Mr. Hanna is urging upon the public.

"Let us all cheerfully co-operate."

CO OPERATION OF ALL CLASSES.

The following is from a statement issued by the British Ministry of Food: "Orders are generally restrictive in substance and inevitably coercive in form. The success of the Ministry depends only in a minor degree on restriction and coercion; it requires the hearty co-operation of all classes, producers, wholesale and retail traders, and consumers alike. There can be no question of the willingness of the public to endure petty discomforts, and even to suffer actual pecuniary loss, once it is understood that the discomfort and loss involved are really necessary."

TO PUNISH OFFENDERS.

Proprietors of public eating places failing to comply with the Food Controller's regulations regarding "Beefless and Baconless" days hereafter will be summarily punished.

Do your part to ensure the success of the Canadian Victory Loan.
You will be ready then for the Production and Conservation Campaign.