

# Canadian Food Bulletin

No. 4.

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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.*

## THE GERMAN MENACE IN CANADA.

Propaganda so persistent and methodical that it can only be explained as the organized effort of German agents, has been used against the work of the Food Controller for Canada, as it has been used against every other undertaking intended to increase this country's effective contribution towards the success of the Allied cause. Rumours absolutely without foundation have been circulated broadcast. Stories lacking even a vestige of truth have been given a circumstantial setting in order the better to discredit what is being done in the interests of the soldiers at the front and the women and children of the Allied nations. The awful seriousness of the world food situation, and the danger that hunger may imperil a conclusive victory for the Allied armies if the people of North America do not exert their utmost effort, have been obscured by silly canards. Untruths have been fostered which have done more harm than battalions of German soldiers, because they have prevented this country bringing all its resources to bear against the enemy.

Elsewhere in this issue of The Canadian Food Bulletin is published a telegram in which Mr. Hoover, United States Food Administrator, calls the attention of the Food Controller for Canada to certain propaganda in the United States "stimulated by pro-German and anti-war sources," and intended to discourage and mislead the livestock grower whose increased activity is vital to the national cause.

The campaign against the Food Controller has inspired repeated resolutions that some of the best men in Canada should be dropped from the service under threat that unless such action were taken no additional effort would be made to produce or to conserve food. The report that the Food Controller was preparing to commandeered all preserved fruit in excess of a certain number of jars was started simultaneously at too many points, was circulated too persistently, and was too widespread to have been accidental. Deliberate falsehoods have been repeated against the most emphatic denials that the Food Controller intended to fix a maximum price for hogs, the obvious intention being to discourage the farmers from co-operating in the campaign for increased production.

An untrue statement has been methodically fostered to the effect that Mr. Hanna, while advising conservation, himself has indulged in meals costing \$4 and upwards. Of a similar character are the false reports of extravagance in the home of the Food Controller. Stories of excessive salaries to persons on the Food Controller's staff have been used for the same general purpose of undermining popular confidence in the Food Administration. An attempt, persistent and underhand, has been made to bedevil the pledge card campaigns wherever they have been instituted. It is not by chance, but apparently by deliberate design of agencies operating in the interests of Germany, that the same arguments to discourage signing of the household pledge cards have been used in Ontario and Prince Edward Island, New Brunswick and the middle Western States of the United States.

Many citizens of unquestioned loyalty have served the purposes of such propaganda unwittingly by repeating grossly untrue rumours. It cannot be emphasized too strongly that reports of this kind are of real assistance to the enemy, because they retard the organization and unification of the people. There is abundant cause to warn the people of Canada against this insidious German Menace.

### THE APPEAL TO "EAT LESS."

The Food Controller has called upon the people of Canada to eat less of those foods which are urgently needed for shipment overseas to the soldiers, and to substitute other foods which are not so suitable for export. Any attempt to burlesque this appeal can only serve to obscure the imperative need in Europe of more wheat, beef and bacon if the soldiers are to be given the support which they must have. Those who to-day treat lightly the efforts of the Food Controller, and contend that there is an abundance of food, may have to go hungry before another harvest is gathered.

The United States Food Administration, in a coloured poster which has been distributed widely, calls upon the people of that country to "EAT LESS wheat, meat, sugar and fats, TO SAVE FOR THE ARMY AND OUR ALLIES," and to "EAT MORE corn, oats and rye products, fish and poultry, fruits, vegetables and potatoes, baked, boiled and broiled foods."

To ask the Canadian people to eat less of certain foods in order that the soldiers at the front may not go short is not a matter for ridicule, but one of intense seriousness.

### THE NEED OF FRANCE.

Figures made public by Mr. Maurice Long, Minister for General Revictualling of France, in a recent statement, will astonish many of the people of Canada who do not yet realize how grave the food situation really is. Mr. Long stated that the 1917 wheat crop of France was only 39,900,000 hundredweights, as compared with 87,830,000 hundredweights in 1913, 76,930,000 hundredweights in 1914, 60,630,000 hundredweights in 1915, and 58,410,000 hundredweights in 1916.

The entire production in France this year of cereals, potatoes and beet-root was only 222,000,000 hundredweights, as against a production in 1913 of 358,000,000 hundredweights. With the most rigorous rationing, France will require to import during the coming year not less than 40,000,000 hundredweights of cereals.

The people of France have done all that they can do to produce food. While the men have been fighting, the women have been working in the fields. Draught animals have been scarce, and in order to support the men at the front, hundreds of women have even dragged the ploughs. They are prepared to make any sacrifices which it is in their power to make, but they look to North America to supply the tremendous deficiency of food. France must be fed, and the people of Canada and the United States must provide the food unless the whole Allied cause is to be endangered, for there is no other accessible source of supply.

### MORE THAN PRICE QUESTION.

There is reason to believe that the people of Canada are coming to realize that the food problem means tremendously more than the question of price of foodstuffs to the Canadian civilian, important as the price question undoubtedly is. The greater problem is one of saving, as far as may be possible, the people of the Allied nations from suffering from hunger, and of supporting the armies at the front by feeding them and their families behind the lines. So grave is the situation to-day that the United States Food Administration has placed an embargo on practically all the important licenses for the shipment of commodities, and such suspension is likely to continue until it is possible to ascertain what are the needs of the Allies. It is known that the requirements of the Allies are so great, and the available supply of the needed commodities is so limited, that only a small part can be provided during the next three months. It is time that the people of Canada realized that upon their efforts to increase production, and to conserve those food supplies which are needed for shipment overseas, may depend in no small measure the ability of the Allied nations to obtain a decisive victory.

# FOOD CONTROLLER'S WORK.

Some of the Present Activities of Mr Hanna and his Staff.

Much important work of the Food Controller and many of the matters under consideration for obvious reasons cannot be made public until after all the details have been arranged. In the next issue of The Canadian Food Bulletin it is the intention to give a summary of the work accomplished since the middle of October when the last such summary appeared. It will be continued monthly thereafter, being a condensed record of the work of the Food Controller's office. Following is a partial list of the activities at the present time:

A platform campaign is being inaugurated in order to inform the public as to the vital necessities of the food situation.

The Food Controller is being given authority to license dealers in food supplies, and a general plan of licensing is being prepared. Before it is applied to any particular trade, representatives of that trade will be consulted.

Organization of local Food Economy units is being carried forward in nearly all of the provinces. Pledge card distribution campaigns are under way in several of the provinces.

A system of monthly returns from all wholesale dealers in fish has been instituted and will be the basis for regular statistical market information, which is expected to be beneficial to the fish trade of the Dominion. Such returns will show receipts, deliveries, stocks and prices at each fish centre.

An investigation is being conducted under direction of the Food Controller into the poultry situation. Such questions as the cost of producing eggs and poultry and cost of feeding are being studied.

In co-operation with the United States Food Administration, representatives of the Food Controller for Canada are considering questions in regard to the supply of tin plate for use in the dairy industries and the restriction of its use in other lines.

The whole subject of the exportation of milk from Canada to the United States has been taken up with the United States Food Administration.

Steps are being taken to ensure the supply of binder-twine for next year's harvest.

Canada's interests are being represented before the International Sugar Commission which is now sitting in New York.

Representations have been made to the United States Food Administration in regard to the Canadian requirements of corn during the coming year.

As a result of co-operation between the Food Controller and the Federal Department of Agriculture the farmers throughout the Dominion have been informed of the necessity of increasing the production of hogs in Canada and campaigns have been launched in every province under the direction of the Provincial Department of Agriculture.

Steps have been taken to conserve breeding stock, as part of the campaign for increased production of food animals.

A committee is engaged in the preparation of a report in regard to licensing of the sale of cereal foods in smaller packages than 20 pounds weight.

The Food Controller is co-operating with the United States Food Administration and the Allied Governments in order to do all that is possible towards meeting the requirements of food for export to Europe.

Prosecutions have been instituted in a number of cases against restaurant keepers who have failed to comply with the requirements of the Order in Council restricting the use of beef and bacon and requiring that substitutes for white bread be provided in all public eating places. Action is pending in other cases.

The Fruit and Vegetable Committee is working out details of a plan for regulation of the profits to be allowed on the handling of fruit in 1918, and for checking speculation in fruit.

Plans for licensing of all fishermen and producers, distributors and retailers of fish and for regulation of the fishing industry in inland waters have been prepared and all branches of the industry have expressed a willingness to co-operate.

Regulation of the price of Western winter-caught fish has been considered and a plan prepared. Joint action by the authorities of the United States and Canada is contemplated in order to make it effective.

# ORGANIZATION IN THE WEST.

Review of Work Accomplished in Dr. Robertson's Visit.

Dr. James W. Robertson, Chairman of the Central Advisory Council, has returned from a visit to the provinces of Manitoba, Saskatchewan, Alberta and British Columbia. On his outward journey he had conferences with the Provincial Food Resources Committees at Winnipeg, Regina, Edmonton, Calgary and Vancouver. These conferences led to a better understanding of the duties belonging to the Provincial Committees and the work to be undertaken by them.

Dr. Robertson explained to them that the Food Controller seeks to discharge the functions of his office in the main by two methods of procedure. On the one hand, after full inquiry, investigation and consideration of particular questions and the conditions under which different classes of foods are produced, prepared and distributed, he issues regulations having the force of law. These are to be obeyed because they are law, and if not observed are to be enforced by the usual course of procedure in respect to other laws. An example of that is the regulation which governs the consumption of beef, bacon and flour bread in public eating places. On the other hand, the Food Controller appeals to all housekeepers to go at least as far in their own homes in the conservation of those foods as is required by law in public eating places. Compulsory regulations and voluntary co-operation are both necessary. Other forms of voluntary co-operation in the production and conservation of food are also necessary and practicable. Voluntary co-operation is what has really saved the food situation up to the present time in Great Britain.

The duties and work of the Provincial Food Resources Committee have to do with voluntary organization and co-operation. They are not charged with any responsibility for enforcing regulations or conducting investigations. Of course, any information, suggestions or recommendations submitted by them to the Food Controller are welcomed and duly considered; but the particular kind of service expected from the Provincial Food Resources Committees is that they will secure the co-operation of all the organizations and all the persons in the provinces in preventing waste of food, in shifting consumption from wheat flour, beef and bacon, and in increasing production.

Arrangements were either completed or advanced in each of the four Western Provinces for the appointment of one or more persons to act as Provincial Organizers. The plan is for the Provincial Government to release or designate some competent person or persons who will visit the various centres, explain the gravity of the situation from the shortage of food, and organize a local Food Economy Committee. The salaries are paid by the Provincial Government, and travelling and other incidental expenses are paid by the Food Controller's Office. These committees will, in turn, seek to secure the co-operation of all the organizations and every housekeeper in the locality in carrying out the recommendations of the Food Controller and in adopting plans and methods for conservation, substitution and production which will doubtless occur to their own members.

On his return journey, Dr. Robertson addressed many public meetings to inaugurate or assist the work of the local Food Economy Committees.

As a first step, the women of the local Food Economy Committee undertake personally to distribute the Food Service Pledge Cards and to explain to some one in every home the need for co-operation. The local Food Economy Committee will arrange for the carrying on of a campaign of explanation and education for the more intelligent and economical use of foods to be substituted for flour, beef and bacon, in order that the people may be well nourished, that no food may be wasted, and that the food of the family may be obtained at the most reasonable cost that is practicable under war conditions. That will be done by means of demonstrations, lectures and the distribution of leaflets or bulletins. The local Food Economy Committee will also occupy itself in some centres in seeing to what extent the cost of distribution, particularly in the matter of delivery at homes, can be reduced and thus prevent unnecessary charges for foods as delivered. The local Food Economy Committee will co-operate with whatever local body has charge of the work of increasing the production of food by the cultivation of vacant lots and gardens.

Dr. Robertson upon his return to Ottawa expressed his warm appreciation of the valuable assistance he received from the Women's Canadian Clubs, Local Councils

"The greatest food experts on both sides of the Atlantic say that there is a world shortage of food. The boys who are enduring the hell of the trenches for our sake cannot hold out if ill fed. The situation which we have to face right now ..... is obvious. Either the stay-at-homes must save so that the soldiers may get their vital needs, or the soldiers must go short so that the stay-at-homes may fatten. You can not have it both ways, and must make your choice."

*Lord Northcliffe, in a statement issued at the request of the United States Food Administration in connection with the Food Pledge Week in the United States.*

of Women and the Men's Canadian Clubs in arranging for meetings at which the subject of food control was presented to their members. In his addresses he emphasized the fact that Canada would have a large surplus of food for export, but that there was very grave danger of serious embarrassment to the Governments of the Allied countries from shortage of food for the armies and lack of adequate food at reasonable prices for the industrial populations in Great Britain, France and Italy.

There were several causes contributing to the present real danger of a world scarcity of food in 1918, he stated. The harvest of 1915 having been abundant, the food situation during the first two years of the war caused no serious anxiety. Then came a succession of changes, the cumulative effect of which has produced the present dangerous and threatening conditions. Partly from unfavourable weather, partly from the want of labour, partly from the inability to obtain fertilizers, the cereal crops of the world, that is, wheat, rye, barley, oats and Indian corn, yielded about 16 per cent less in 1916 than in 1915. That meant about 2,000,000,000 bushels less of these grains harvested in 1916 than in 1915. In Canada the harvest of wheat, oats and barley in 1916 was only 61 per cent of that in 1915.

Dr. Robertson urged that every one who could do so should "Go easy" on consuming beef and bacon, and should "Go strong" in planning to produce food for their homes as well as for export. The war, he said, had taken about thirty million workers off the land and had diverted their labour into other occupations. Instead of being producers of food they have become consumers of food on an unprecedented scale. Then there was the destruction of food by the submarines. Over 1,000 British ships have been lost since the 1st February. Many of them had part cargoes of food-stuffs.

While there was no occasion for panic, there were very small reserves of food; and in the event of such a comparative failure of crops in 1918 as there was in 1916, the

world might be faced with partial famine conditions. There was every reason for intelligent, organized and sustained action to prevent disaster from overtaking us. Dr. Robertson said that it was estimated that about 30,000 women on food economy committees would act as explainers and leaders. The call was for 7,000,000 "food controllers" in Canada whose action would save the situation.

The personal effort of individuals he urged as the only way whereby the supply of food could be increased. All over Canada farmers and gardeners had done their best to increase the quantity of food available. It was now necessary to be just as diligent in conserving what had been produced, in preventing all waste, and in shifting our own consumption from flour, beef and bacon, which the armies and civilian populations need from us, to other foods which cannot be sent overseas.

As illustrative of the arrangements made and the assistance given by the provincial and local committees, the programme of conferences and meetings held at Winnipeg on Dr. Robertson's return journey is cited:

Monday: Meeting of Women's Canadian Club;

Tuesday: Address at Provincial Conference on Conservation of Food at Manitoba Agricultural College;

Address to Canadian Club;  
Conference with delegation of the wholesale grocers of Western Canada;  
Public meeting at the Industrial Bureau.

Wednesday: Address to and conference with the food dealers of Winnipeg;  
Address to the Rotary Club.

## REPRESENTS CANADA'S INTERESTS.

Mr. J. R. Bruce, agent of the Royal Bank of Canada in New York, has been appointed by the Food Controller to represent Canada's interests before the International Sugar Commission which is now sitting at 111 Wall street, New York city.

## NO TIME TO BE LOST.

### Hon. W. J. Hanna Addresses Meeting of United Farmers and Guests.

At a luncheon given by the Directors of the United Farmers of Ontario in Toronto and attended by Editors of the city newspapers and agricultural journals, Hon. W. J. Hanna, Food Controller, said he realized that the farmer had many serious problems but the acute food shortage and the imperative need of increased production made it necessary to leave the solution of some of these problems until after the war. "There is no time to lose," he said.

Mr. Hanna said that the most insistent demand for food had come from France and Italy within the last four or five weeks. It was well that the people of Canada should know that the food situation was very serious and that unless supplies were provided from this side of the Atlantic there would be great suffering among the Allied peoples in Europe. The comforting feature of the situation was the fact that the United States had a small surplus of food that was being rushed overseas. This sudden demand for food was responsible for the drop in hog prices. The United States Food Administrator had made arrangements for the shipment of various food articles in regular order but the call from France and Italy had necessitated the re-routing of all ocean tonnage possible in order to meet the emergency and had upset the calculations of the Food Administration. In this way there had been unavoidable interference with pork shipments.

With regard to the sugar situation Mr. Hanna accounted for the shortage by the short crop of 1916 and the loss of many tons of sugar in transport from Java in Dutch ships. An International Sugar Commission, representing the Food Controller for Canada and the United States Food Administration as well as the Allied Governments, had been appointed to control the business in raw sugar and the price has been set at 5½ cents a pound. Manufacturers have been forbidden to purchase supplies except through the Commission, and the price of the refined product to retailers would not be permitted to be increased. Every effort was also being made to hold the supply to candy-makers down to half of what it had been, and with moderation practised the present sugar supply would last until January, when a new crop would be available.

The great demand for condensed milk and milk powder in Europe, which had resulted in increased production of these articles in the United States, Mr. Hanna gave as the reason for the offering of an increased price for milk in sections along the Canadian boundary in Eastern Ontario. This naturally diverted a considerable proportion of the Canadian supply. In order that the condensed milk for the Allies should not be refused and yet a sufficiency for the absolute needs of the people of Canada preserved, the increased price set by the producers was allowed to stand.

Mr. Hanna warned against German propagandists who were responsible for adverse criticism of the work of the Food Administrations both in the United States and Canada. He said that many men had come to the Food Controller's office to criticize, but had returned to their different parts of the country as missionaries for production.

## ONLY REASONABLE PROFIT.

### Over the Cost of Production Should be Permitted.

Mr. J. L. Payne, Comptroller of Statistics in the Department of Railways and Canals, in an address on the Food Question at Woodroffe, said that one of the greatest benefits which could come out of the waste and woe of war would be a sane and scientific treatment of the whole problem of production, distribution and sale of food. He expressed the view that the speculator should be eliminated as far as possible from the distribution process, and that only a reasonable profit should be permitted over the cost of production of articles of food. No plan would be successful, he said, which did not protect the producer as well as the consumer. The first step was to have the people think correctly on the question.

## FOOD CONTROLLER'S DUTY.

### Archdeacon Cody Points out a Wide-spread Misunderstanding.

In the course of a recent address in Ottawa, Archdeacon Cody of Toronto said that there seemed to be a wide-spread misunderstanding with regard to the functions of the Food Controller, whose primary duty was not to determine the price of food-stuffs, but to see to it that there was a sufficient supply for export. It was for Mr. Hanna to act in such a way that, so far as Canada was concerned, if it came to a question as to whether the men at the front or the civilians at home should go hungry, the latter would bear the sacrifice.

# FOR INCREASED PRODUCTION.

Campaign is Under Way in Every Province of the Dominion.

A CAMPAIGN for increased production of food animals, with special emphasis on the necessity of a larger supply of pork products, has been launched in every province in the Dominion. Co-operating with the Food Controller, the Federal Department of Agriculture is directing the campaign and the Provincial Departments of Agriculture have taken up the work with enthusiasm and determination to make the campaign a complete success. The objective is an average increase of fifty per cent in the production of hogs in Canada in 1915.

Following the meeting in Ottawa of representatives of all of the Provinces of Eastern Canada, as reported in the last issue of The Canadian Food Bulletin, representatives of the western Departments of Agriculture were in conference last week with officials of the Federal Department. Those attending the conference included western deputy ministers of agriculture, western live-stock breeders and representatives of breeding associations.

Mr. Hanna addressed the meeting on November 7. He emphasized the necessity of an increased production of bacon to meet the requirements of the Allied countries, and stated that the packing house industry would be regulated to the satisfaction of the producer as well as of the consumer. The Food Controller read a telegram from Mr. Hoover, Food Administrator of the United States, outlining what was being done in that country to secure an increased hog production. In this message Mr. Hoover said in part:

"This department has repeatedly stated that it has no intention to fix the price at which the farmer sells his stock. The Food Administration does, however, have the duty of directing export purchases of beef and pork products and we propose to use that power to stabilize the prices and to support remunerative prices to the farmer.

"I have asked a committee to advise us from time to time the cost of production of hogs in order that we may clearly demonstrate to the American consumer the increased cost of production and the necessity for increased prices over pre-war normals . . . .

"I wish to call your attention to certain propaganda in the country stimulated by pro-German and anti-war sources intended to discourage and mislead the live-stock

grower whose increased activity is vital to our national cause. For instance, a statement that the Food Administration favours ten-dollar hogs has been widely circulated by insidious means in many states. We have given every publicity to the absurdity of such statement . . . . It must be obvious to any thinking man that even if we have the power to do such a thing, it would be grievously unfair to the farmer and the height of folly from the point of view of national interest.

"I believe it sound business for every farmer to increase hog production for 1918 as such as possible. I am sure that the nation needs that increase to help win the war."

Mr. Hanna also read the following cablegram which he had just received from the British Ministry of Food:

"We cabled Owen Smith Monday informing him that we had just been able to secure from Treasury three millions dollars for purchase of bacon, hams, and lard in Canada, and instructing him to purchase up to this amount. Tonnage will be provided. This action will, I hope, provide relief referred to in your cable. Lord Rhondda is sparing no effort to arrange for fullest possible facilities for buying in Canada."

Hon T. A. Crerar, Minister of Agriculture, addressed the representatives in attendance at the conference at an evening meeting on November 7. He promised that the Government would control the packing houses and regulate the margin of profit between the producers and the consumers. He said that those who had studied the food situation were seized of the fact that there was a shortage of food in many lines, and he feared that there would be a still greater shortage in the months to come. To obviate this as much as possible it was necessary to take the situation in hand at once.

The Minister remarked that there were difficulties in the situation. One of these was the shortness of help which was a very serious question. In this connection he said that perhaps there was a little misapprehension existing in the minds of the farmer regarding the intentions of the Government under the Military Service Act. He declared that it was not the intention of the Government that men needed for the work of production on the farm should be taken.

Mr. Crerar said that the view had been expressed that in order to insure the maximum of production there should be some guarantee of price from the Government. He intimated that this would be "a very difficult matter for the Government to do at the present time." The world shortage of meat animals was to the farmer the best guarantee of the stability of prices.

He would like to see a definite assurance given as to the prices the farmers would get for their hogs, but that was impossible. In view of the shortage, however, they were running no risk at all.

Mr. H. S. Arkell, acting Livestock Commissioner, presided at the meetings.

The provincial campaigns are well under way, under the direction of the Provincial Departments of Agriculture. At a meeting in Toronto last week of District Representatives and farmers from all parts of the Province, Mr. C. F. Bailey, Assistant Deputy Minister of Agriculture for Ontario, announced that a conference of swine breeders would be held in every county of the province on November 16, and that ten days later further conferences will be held in each township, so that before the end of the present month considerable action in the way of increased production of hogs will result.

Addresses were delivered by Sir William Hearst, Premier of Ontario; Hon. W. J. Hanna, Food Controller; Dr. G. C. Creelman, Commissioner of Agriculture for Ontario; Mr. H. S. Arkell, Acting Livestock Commissioner for Canada; Mr. J. D. McGregor, of Brandon; Hon. George Brown, former Lieutenant Governor of Saskatchewan; and Professor G. E. Day.

The Food Controller said that there was every indication that the market for pork products would be a safe and a profitable one, but the impulse towards greater production should come from patriotic motives rather than hopes for monetary gain. He assured the delegates that the packers and storage plants would be effectively controlled by the Government, and that there need be no fear that the markets would be manipulated in any way to injure the interests of the producer because of an enlarged supply.

"We guarantee that the farmers will get their full share of the profits," the Food Controller stated. He added that a regulation of flour mills, which would become effective within a few days, required that all shorts and all other mill by-products would be sold at cost. The same regulation ruled that the millers would not receive more

than an average profit of 25 cents a barrel on flour. The Government would have absolute control of the buying and selling of wheat and wheat products, and would also make provision for the proper distribution of the mill feeds. After the middle of December the United States embargo on feed corn would be withdrawn and adequate supplies would be available.

In conclusion the Food Controller appealed to the farmers to "grow food to the limit in order that our armies may continue until they achieve the victory that will be theirs if we but sustain them."

On Wednesday and Thursday of this week, a meeting of the Union of Livestock Breeders' Associations of British Columbia, Alberta, Saskatchewan and Manitoba was held in Regina. Mr. J. D. McGregor, a member of the Livestock Committee of the Food Controller's Office, represented Mr. Hanna, and carried a message from him to the breeders of Western Canada.

Elsewhere in this issue of the Food Bulletin is printed an official announcement relative to the Government's plan for regulating the profits of the packing houses.

## TO CONSERVE FOODSTUFFS.

### Use of Food for Distillation of Potable Liquors Prohibited.

On November 2 an Order in Council (P.C. 3116) was passed with the following provisions:

"1. On and after the first day of December, 1917, and until the Governor General in Council has by Order declared that the present abnormal conditions have ceased, no grain of any kind and no substance that can be used for food shall be used in Canada for the distillation of potable liquors.

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

Under an Order in Council of August 9, the use of wheat for distillation or manufacture of alcohol was prohibited, except that the Food Controller may license the use of wheat in the distillation of alcohol for manufacturing or munitions purposes. The new order will save for food purposes considerable quantities of barley, corn and rye, although for months the distilleries have been using these grains principally in the manufacture of industrial alcohol.

## DO NOT HOARD SUGAR.

Ample Supplies are in Sight at Reasonable Prices.

Dealers who have advanced the price of sugar to their customers are taking an improper advantage of the present temporary shortage and are exacting an unfair profit. There is no excuse for retail prices to-day being higher than they were a month or six weeks ago. For the month of September the price of sugar in all parts of Canada were between 10 and 11 cents per pound.

Prices of raw sugar to the refineries and to wholesale dealers have not been advanced, despite the shortage in supplies for a few weeks until the new crop comes on the market. This has been made possible because the International Sugar Commission, which represents the Food Controller for Canada as well as the Allied Governments and the United States Food Administration, now controls all sugar purchases. The Commission is allocating supplies of raw sugar to the refineries without any increase in price, and has required that there should be no advance in the price of the refined sugar sold to wholesale dealers. There is, then, absolutely no excuse for the retail price being increased. The price to-day should not be more than 10 or 11 cents per pound, and the Food Controller's office should be informed of the names and addresses of retail dealers who continue to charge a higher price.

Information secured by the Food Controller's Office appears to indicate that there is sufficient sugar in Canada for all ordinary needs. Many consumers, however, have purchased more than is sufficient for their immediate requirements and if this hoarding is continued there is danger that those who have not been in a position to purchase large quantities may not be able to secure as much as they actually need. Hoarding is both unpatriotic and unwise, because there is reason to believe that ample sugar will be available for next year and by reason of the centralized control of all supplies the price may be lower than at present.

Householders are asked to buy only as much as they need for immediate use and retailers are requested not to sell more than one week's supply per family, except in cases where it would be impossible for the consumer to secure supplies weekly.

It is proposed to require permits for the export of fish and measures are being taken to ensure fair treatment to Canadian dealers and an adequate, steady supply of fish for the home market.

## PACKAGE CEREAL FOODS.

Objects of the Recent Order in Council Fully Explained.

A committee appointed by the Food Controller is preparing a report and recommendations in regard to cereal foods which manufacturers desire to sell in packages of less than 20 pounds net weight. The committee consists of Prof. Harcourt, of the Ontario Agricultural College, Mr. P. B. Tustin, Chief of the Food and Dairy Division of the city of Winnipeg, and Mr. W. S. Lecky, of the War Purchasing Commission, Ottawa. All manufacturers who have applied for licenses to sell cereal foods in small packages have been required to furnish detailed information to the Food Controller as to the net contents of packages, ingredients, cost of containers, cost of advertising, etc. The information thus secured will be the basis of the committee's report. Manufacturers and dealers will be asked to give information and advice as to any regulations which may be adopted.

The Food Controller has issued a statement giving the following as the objects of the Order in Council in regard to the sale of breakfast foods, cereals and flour in packages containing less than 20 lbs. net:

1. To save wheat at the present time, and in future such other articles as it may be found necessary to save by regulation.
2. To encourage use of wheat substitutes such as products of oats, corn, barley, buckwheat, etc.
3. To insure to the public of this country that they will receive good value for any money they spend on the articles under consideration.
4. In case rationing or limiting quantities used becomes necessary, to insure that each person receives a fair proportion of such supplies as are available.

The statement adds that the Order in Council was passed because it had been decided that these objects would be best achieved by prohibiting the sale of the products named in small packages except by license.

The exact regulations under which licenses will be granted have not yet been decided, but it is proposed to require that the cost of containers should be limited to a very small proportion of the total price and that the prices at which these goods are sold to the public should not exceed an amount allowing a reasonable profit on bulk goods plus the cost of containers.

# FOOD CONTROL MISTAKES

Strikingly Illustrated from the Experience of Germany.

**P**ROFESSOR T. B. Wood, of the University of Cambridge, who served on the Food (War) Committee of the Royal Society during its recent study of the food supply of the United Kingdom, has published a pamphlet, noticed elsewhere in this issue of *The Canadian Food Bulletin*, in which he reviews the food policy of Germany and proceeds to draw from it lessons for Great Britain. His statements are also of interest to Canada in showing some of the difficulties of food control and the necessity of guarding against measures which may cause a decrease in production. He says that "the German Government recognized that the livestock of the country was the greatest consumer of agricultural produce. They determined to divert agricultural products suitable for human food from livestock to human beings, by ordering increased slaughter of livestock and by taking over from the farmer his potatoes and cereals at a fixed price. When the German Government decided to carry out this policy it failed to perceive at first two important sequels which must necessarily follow.

"In the first place, the distribution of food throughout the country depends for its motive power on the fact that prices are normally higher in the towns where consumption is greatest than in the country where production is greatest. Consequently, the fixed prices paralysed the normal channels of distribution, and the large towns starved, though there was still food on the farms. To prevent this, the State was at once compelled to take over the farmers' crops on their farms. This meant the establishment of a vast organization for taking over and distributing the crops. The history of this organization has been summed up by a speaker in the Reichstag. "The first stage" he said, "was for the State to declare that it would take over all crops. The second stage was the setting up a Committee of Control. The third stage was the appointment by the committee of a vast army of officials. The fourth and final stage was the disappearance from the market of the commodity in question."

"This statement is no doubt an exaggeration for political purposes, but the undoubted fact remains that the system of state distribution in Germany did break down because of its vast complication, and did decrease production by enormously

increasing the difficulties and restrictions under which the farmers were compelled to work."

Relative to the fixing of prices, Professor Wood says: "A second point which was not foreseen was that a fixed price for any one commodity at once turns the farmers' efforts towards the production of some other commodity, whose price is left free. This has been ably illustrated by a most distinguished German writer on Economics, who has pointed out that if the farmer hands over his barley to the Government for human food, he only gets for it the fixed price of 2d. per lb. Since 7 lbs. of barley will make 1 lb. of pork, and since 1 lb. of pork sells for 2s. 4d., if he grinds his barley for feeding his own pigs, it realizes 4d. per lb. This is such a strong temptation to the farmer to keep his grain for pig feeding that he has risked all the penalties threatened, and his barley has not been handed over to the State for human food. This is only one illustration of the general principle that the farmer will devote his best energies to the production of that commodity which he believes to be most profitable to himself."

Professor Wood also enunciates the principal that "in order that distribution may be conducted through the ordinary channels, there must be a certain elasticity in price which will allow distributing agents to make sufficient profit to maintain their normal efficiency."

## BREAD AND BACON PRICES.

Statements persist and are being used in an attempt to discredit the work of the Food Controller, that the prices of bacon and bread are higher in Canada than they are in Great Britain. The allegation in regard to bacon has been emphatically denied and officially compiled prices from different cities have been cited which prove that the prices for bacon are lower in this country than in Great Britain. In the case of bread, too, the situation has been explained many times. The bread of England is war bread, subsidized by the Government and containing other ingredients than white flour. Commencing on September 17, the Government of Great Britain fixed the standard price of flour at \$7.38 per barrel and the uniform price for bread at 18 cents for a four-pound loaf, with a one-pound loaf at 5 cents. Already \$200,000,000 has been appropriated to apply as a subsidy to sustain these prices.

# WHY WHEAT IS NEEDED.

Allies Must Have It as a Basis for Bread Loaf.

**T**HERE appears to be some misunderstanding as to why wheat especially should be saved for export and why other cereals will not meet equally well the requirements of the Allied nations in Europe. It is important that the people of Canada should know the reasons for the Food Controller's regulations and appeals, and it is earnestly hoped that persons into whose hands this issue of *The Bulletin* may come will give as wide circulation as possible to the following facts:

Three grains—wheat, rye and barley—are peculiarly suited to making bread. They contain certain elements which can be kneaded when mixed with water. When yeast is added, they raise and maintain a continuity of structure. When the latter is baked it forms a loaf which will keep and can be transported. None but these three grains will make bread as it is commonly known. In a recent address on the wheat needs of the world, Dr. Alonzo Taylor said:

"As one follows each nation's development upward in an economic sense, one notes that they first eat barley. As it becomes more prosperous, barley is thrown to one side and rye is used; and finally rye is cast aside and it subsists upon wheat. This has been the history of most Aryan peoples. The United Kingdom depends almost entirely upon wheat for its bread. Italy consumes wheat bread, but bread is not so prominent as elsewhere. Rye is universally used in Russia, and barley is still employed as a bread grain. The reason why wheat supercedes rye and barley is because the bread is whiter, of a finer texture, and has unquestionably a better taste. The flour has somewhat better keeping qualities, and wheat flour lends itself to the making of pastries and fancy articles as no other flour does."

There are at least two strong reasons why the Allies cannot use other cereals entirely to make up their deficiency in wheat:

1. People who are working under unusual stress are not in a situation to tolerate any marked deviation from the normal diet.

2. European trade conditions make such substitution extremely difficult. In North America the bread used by more than half of the population is baked in the household and less than 50 per cent is purchased from the baker. If the Allies are not supplied with enough bread grains to make a loaf, then people must be taught an entirely new

use of cereals in their homes. Domestic baking is economically wasteful, in addition to the other objections to this alternative.

Quoting again from Dr. Taylor's address: "In England there is a large use of rice. In England, Scotland and Ireland there is a heavy use of oatmeal. The people of the United Kingdom will take corn also. The same thing is true of Italy. Corn in the form of polenta is used in Italy, and rice is also a frequent article of the diet. Wheat flour, although used for bread, is not entirely depended upon by the women of Italy.

"The women of France are absolutely dependent upon wheat bread, which forms 52 per cent of the total food of the French people (the present ration is 18 ounces per day); a larger percentage than with any other nation of the world. They eat no rice, no corn; they know nothing of oatmeal and rye, and of barley have little knowledge. The problem rises with France. If we were to estimate the wheat our Allies have raised, add to it the 200,000,000 bushels of exportable surplus wheat from Canada and the United States, and then send the balance of their need in other cereals, there would not be enough wheat flour to go around. You can not make good bread if you have as low an amount as 60 per cent of wheat flour with 40 per cent of other cereals. From a practical point of view, bakers fail to make bread under these circumstances. You can get along on the proportion of 75 and 25. Unless we wish to impose upon the French women the burden of entirely recasting their households, it is up to us to get more wheat to the Allies, and especially to France."

In this connection, Mr. Herbert Hoover, Food Administrator of the United States, says: "For a hundred years the wheat loaf has been the basis of life in Europe, with the exception of Italy. The art of household baking has long since been lost. Most of the bread is baked by bakers. For this reason alone it is almost impossible for them to substitute corn bread, which cannot be distributed by bakers. Furthermore, the actual household machinery of baking—ovens, etc.—has long since been out of existence in most European homes."

There are also serious transportation difficulties in connection with the sending of large supplies of other cereals than wheat to the Allied countries. With the exception of Italy they have few corn mills and

corn meal is not a sufficiently staple product to be suited to transportation across the ocean. Moreover, corn meal requires more shipping space than does the same weight of wheat flour.

It has been estimated that the Allies will need to import, on the basis of their pre-war consumption, about 577,000,000 bushels of wheat or the equivalent of wheat flour. The urgent necessity of economizing in the use of shipping obliges them to depend practically upon North America for their cereal supplies. And on the basis of normal consumption here, North America's exportable surplus will not greatly exceed 200,000,000 bushels of wheat. The aggregate wheat crop of the Western European Allies has been estimated at not more than 400,000,000 bushels. Adding to this the North American exportable surplus of 200,000,000 bushels we have only 60 per cent of the Allies' requirements, leaving 40 per cent to be made up with other cereals. But, as already has been explained, a good bread loaf cannot be made by the bakers of Europe with only 60 per cent of wheat flour. If the people of North America, by reducing their consumption of wheat and substituting other cereals, will increase by 150,000,000 bushels this continent's exportable surplus of wheat, the Allied countries of Western Europe will have enough wheat flour to hold mixed cereals together in a baker's loaf.

North America's consumption of wheat on the normal basis is about 600,000,000 bushels, so that to spare enough to give our Allies overseas a good loaf, every man, woman and child, on the average, must reduce his or her consumption of wheat flour by at least one-quarter and substitute other cereals to make up the difference.

## WOMEN WERE IMPRESSED

### With Review of the Work of the Food Controller.

Writing to the Food Controller from Trinity Rectory, Brockville, Canon F. D. Woodcock says: "May I congratulate you upon your splendid self-denying work and its good results so far obtained. . . . In the most interesting and instructive Bulletin (copy of issue No. 3 just received) you publish some results of the economizing of food resources. In the issue of October 19 there was given a most interesting table of the results of beef and bacon and wheat saving in hotels. I read these articles at meetings of the women of my congregation, and they were simply astounded, deeply interested and greatly impressed. If we could have something along similar lines in each issue of the Food Bulletin, I am quite sure it would have very good effect."

## BRITAIN'S FOOD POLICY.

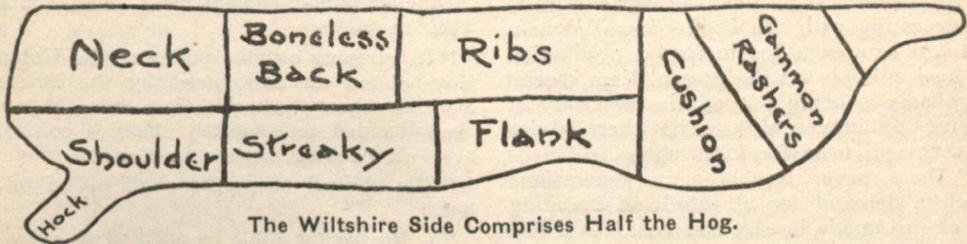
The food policy adopted by the Allied nations, and particularly the policy of Great Britain, must have a very close bearing upon questions of production and conservation in Canada. In a pamphlet recently published, Mr. T. B. Wood, M.A., Professor of Agriculture in the University of Cambridge and a member of the Food (War) Committee of the Royal Society which has carefully and thoroughly studied the question, discusses what modifications of Great Britain's food supply have been rendered necessary by war conditions. He suggests that large quantities of grain and vegetables, which in the past have been used as fodder, should be diverted from animals to human food and he believes that these quantities are "so large as to make the situation secure," if such diversion is effected.

His analysis shows that the diversion to human consumption of foodstuffs now used as productive fodder will make it possible "to produce so large a total output of growth, meat, milk and work." He estimates that this year only about one-half the amount of concentrated foods which normally is fed to livestock will be available for such purposes.

Prof. Wood states that the adoption of the policy suggested "will, by bringing animals to the butcher more quickly cause such a reduction in numbers as will equalize the demand for feeding stuffs and the supply. It will obviously save tonnage to import ready-made meat instead of importing the raw material from which the meat can be made at home." He believes that "there should be no hesitation in deciding to divert one and a half million tons of maize from pigs to human beings. It would save a million tons of freight if the finished product, bacon and ham, were imported in place of the raw material, maize."

This course, which consciously or unconsciously has been followed, in some measure by all of the European nations, is of interest to the Canadian farmer. It means that Great Britain and the other European Allies will be increasingly dependent upon North America for meat supplies. It means, moreover, that European herds of food animals will be decreased to such an extent that it will be a considerable time after the war before normal conditions are restored, and in the meantime the Canadian farmer will be assured of an almost unlimited market, at high prices, for all the livestock which he can produce.

# WHY BACON IS DEMANDED.



The Wiltshire Side Comprises Half the Hog.

Many reasons combine to make bacon an exceedingly important meat item in the war time trade from this continent to Great Britain and the armies at the front. It should first of all be understood that, in the trade, "bacon" means more than is usually referred to as "bacon" by the general public. "Bacon," as a trade term, includes the entire hog when dressed and split into sides, either "green" or "cured." The Wiltshire side averages from 50 to 75 pounds, of which only 7 per cent is bone. This means a great economy in space when packed for shipment, for Wiltshire bacon is practically solid meat, and can be packed flat in cases of convenient size and shape, 14 to 16 in a case without loss of space.

The superiority of bacon in this respect is shown by comparison of the average percentage of bone in the different dressed carcasses as reported by a leading abattoir:

- Wiltshire side bacon.. 7 per cent bone.
- Dressed beef.. . . . 20 per cent bone.
- Mutton.. . . . . . 20 per cent bone.
- Veal.. . . . . . . . 25 per cent bone.

As a result of the present shortage of available ocean tonnage, this point is of no small consideration. Moreover, bacon is very high in food value. The following table shows the relative food values of the principal meats entering into domestic consumption expressed in "calories," the units of heat and energy fixed by dietitians in considering the use of different foods to the human body:

- Bacon (cured and smoked).. 2,930 Calories.
- Mutton (including tallow) .. 1,520 "
- Side of beef.. . . . . . 1,180 "
- Lean beef.. . . . . . . . 670 "
- Veal.. . . . . . . . . . . 640 "

These figures show that more vital heat and energy are concentrated in a pound of bacon than in a pound of beef, veal or mutton. The fat constituent of bacon is of particular advantage to men working and fighting in the open air, especially in a cold,

wet climate. And the shortage of fats in Europe is acute.

Another advantage of bacon and other hog products in the present circumstances of this war is that there is less "shrinkage" in the handling of hogs. The difference between a live hog and a hog killed and dressed is only 25 per cent. The different domestic food animals compare in that respect as follows:

	Live Weight.	Dressed.	Shrinkage.
	Lb.	Lb.	Per cent.
Hog.. . . . .	170	127½	25
Steer.. . . .	1,100	550	50
Calf.. . . . .	150	75	50
Sheep.. . . .	150	75	50
Lamb.. . . . .	100	50	50

In the case of bacon and hog products there is less waste than in the case of other meats.

Veal, lamb and mutton are not authorized in the army rations. These meats have to be shipped fresh or frozen. Bacon, once cured, runs little or no danger from spoiling and can be handled with less care and expense. The curing process consists of an immersion in salt and water at a temperature of 40 degrees for 15 to 20 days. In England the cured Wiltshire is smoked, cut up into shoulders, sides, hams, etc., repacked in smaller boxes and sent to the front. Every part of the Wiltshire side, including the ham, thus reaches the soldiers.

Another point emphasized by the Food Controller just now is that pigs can be produced more rapidly than beef cattle, sows being capable of caring for two litters of young pigs per year, the young sows being sufficiently mature for breeding purposes at one year old.

Beef is second only to bacon in food value, percentage of shrinkage, percentage of bone, and economy of handling. This explains why beef and bacon are the meats especially required for export, and why the people of Canada are asked to conserve them.

### MORE SHEEP NEEDED.

#### Enormous Increase in Price of Wool and Mutton.

The Federal Department of Agriculture is co-operating with the Food Controller in a general campaign for increased production of food animals. At the present time special emphasis is being put on the necessity of greater production of hogs, but there is also a very real need for more sheep.

"There never has been in generations such a demand for all kinds of breeding stock in Canada in east and west," said Mr. H. S. Arkell, Acting Live Stock Commissioner of Canada. "All surplus wool and sheep stocks, the world over, have been consumed, and we are now depending, from season to season, on the annual wool production which is entirely unable to meet the requirements. Substitutes such as cotton are being used more and more to help out the supply of wool. In Canada, our production is increasing to some extent, and we are aiming at a steadily increasing production. For some years our average crop of wool has been 12,000,000 pounds per year. Our reports for this year are encouraging, but undoubtedly our production will be away below both our capabilities and the world's requirements from us.

"The high prices for lamb, mutton and wool especially during the last 6 or 9 months, have been reasons for more attention being given to sheep raising, especially in the Maritime Provinces, Ontario, Manitoba and Alberta. The increase in the number of sheep in all Canada this year amounted to 300,000, head, or 15 per cent.

As evidence of the increased value of sheep and wool, brought about by the war, the following prices are quoted by Mr. Arkell:

Wool:—	
1914 . . . . .	16c. to 25c. a pound
1917 . . . . .	60c. to 65. a pound
Mutton, live weight:—	
1914 . . . . .	5c to 7c.
1917 . . . . .	14c. to 18c.

### OLEOMARGARINE REGULATIONS.

The Food Controller, in co-operation with the Veterinary Director-General, has prepared additional regulations governing the manufacture of oleomargarine in Canada and its importation, and licenses will be issued from the office of the Veterinary Director-General, Department of Agriculture, Ottawa, so as to be effective on and after December 10.

### CONTROL PACKERS' PROFITS.

#### Official Announcement of the Government's Plan.

Official announcement was made this week as follows:

"In carrying out the policy of the Union Government as announced by the Prime Minister shortly after its formation, it has been decided to establish effective control over all packing houses in Canada.

"The control of profits shall be as follows:

"1. No packer shall be entitled to a profit to more than 2 per cent. of his total annual turnover, that is his total sales during any one year.

"2. If the two per cent on annual turnover exceeds 7 per cent on the actual capital invested in the business, the profits shall be further restricted as follows:

"(a) Up to seven per cent on capital the packer may retain the profits.

"(b) If the profits exceed seven per cent and do not exceed fifteen per cent one half of the profits in excess of seven per cent shall belong to the packer and one-half to the Government.

"(c) All profits in excess of fifteen per cent, shall belong to the Government.

"Suitable regulations shall be made to ensure the carrying out of this policy.

"The above is fulfilment of a plan which has been in course of preparation for some time and announced at Winnipeg on October 22."

### HOTELS EFFECT SAVING.

#### Regulations Governing Public Eating Places Effective.

The Food Controller's office has issued cards to about fifty of the leading hotels and restaurants throughout Canada, with blanks to be filled in, showing the saving effected by the white flour, beef and bacon regulations, which went into effect on September 15 last. As in the case of the comparison between the amounts of these commodities used the month before these rules were in force and the amounts for the month after, showed a great saving, so do the figures for October, 1917, show a great economy in these staples both over September last and over October a year ago. In the case of bacon, incomplete returns show a saving of 39 per cent over September, 1917, and of 41 per cent over October, 1916

# CAMPAIGN IS ENDORSED.

Addresses on Food Conservation at Saskatoon Meeting.

DEAN W. J. Rutherford and Dr. R. D. McLaurin of the University of Saskatchewan and Rev. Wylie C. Clark spoke recently at a meeting in Saskatoon for the purpose of organizing a campaign in support of the efforts of the Food Controller. The meeting unanimously adopted a resolution endorsing the campaign and pledging those present to do their best to see that the orders of the Food Controller are put into effect.

Dean Rutherford said in part:

"The matter of food control hasn't been taken very seriously by a great many people. We live in a country where food is very plentiful, and we have scarcely felt the pinch. Every person seems to be doing so well that not many have taken this question very seriously. But there is a grave need for us to take this matter to heart in the most earnest way.

"In normal times England raised one-fifth of the amount of wheat she consumed. To-day the European Allies are 577 million bushels short, in wheat supplies. Australia is too far away, bottoms are too scarce. Argentina, usually an important source of supply, has had a crop failure, and an embargo has been placed on wheat exports. Therefore, England must look principally to the United States and Canada as the two nations from which she can secure wheat to fill this shortage. The exportable surplus from the United States is about 53 million bushels. Canada's whole production is about 250 million bushels; of this our normal consumption is about 50 million bushels, and another 50 million bushels are used for seed or are lost in screening and dockage at the elevators.

"Thus the American exportable surplus is about 203 million bushels, to meet a European shortage of 577 million bushels. Realizing this discrepancy, the English people have changed their methods of milling and make ten per cent more from the wheat berry into the flour, and have found it possible to substitute about 25 per cent of other cereals without seriously reducing the nutritive value of the bread. They ask that we in Canada reduce our consumption of wheat from about 50 million bushels to 38 million bushels.

"A similar shortage exists in the supplies of beef and bacon. England's normal consumption before the war was about 25 pounds of beef and 34 pounds of bacon per

capita per year. Contrast this with the present regulation army allowance of one pound of beef and one-quarter pound of bacon per day per soldier; bear in mind also that thousands of English women now require more meat because they are doing heavy work in the factories and in the fields.

"There has been a most serious depletion of the herds of cattle in both England and France. During the first year of the war France was forced to slaughter 21,300,000 cattle; something similar has happened in England, though they have been able to retain their best thoroughbred cattle.

"The Allies are importing less meat this year than last. Why? Because the American and South American herds are also being rapidly depleted. **MEAT IS GETTING SCARCE ALL OVER THE WORLD.**

"We have been asked, therefore, to eat no beef or bacon on two days of the week, that we may be able to ship overseas two-sevenths of our normal meat consumption. This is not a serious hardship, since we eat more meat than we actually require. . . .

"Every man, woman and child in Canada and the United States has been asked to help reduce the consumption of these foods—not through any hardship—no one has been asked to eat any less than he needs, but by the substitution of other foods which are not so essential to the carrying on of the war."

Dr. McLaurin said that, recognising that there was a world shortage in wheat and other articles, it was incumbent upon the people of Canada to devise ways and means to substitute other foods for those desired by our forces at the front. This could be accomplished best by the intelligent co-operative effort of all citizens, but it was absolutely essential to know first what the term food meant, and also the relative nutritive value of different foods.

He gave a comparison of the prices per pound of cereals in bulk and in packages. These varied from 5 cents per pound for rolled oats in bulk to more than 40 cents per pound for certain breakfast foods. The calorific value of one pound of rolled oats was the highest of any of the cereals considered, and the calorific values did not vary more than 13 per cent between the lowest and the highest. Dr. McLaurin estimates that if rolled oats were used ex-

clusively as a breakfast food in the province of Saskatchewan, there would be a monetary saving of more than \$2,000,000 annually.

"From the standpoint of health, the people would be equally, if not better, nourished," he said. "Further, rolled oats may be substituted for flour in baking bread, cakes, pastry, etc. The price of oats has not increased in the same proportion as wheat, consequently rolled oats is relatively cheaper than it was before the war. Rolled oats costs on the basis of nutrition value one-fifth as much as bacon and eggs, one-fifth as much as steak and potatoes, one-fifth as much as chicken, one-half as much as bread and milk, and one-quarter as much as the average food. A tremendous economy can be effected by using rolled oats instead of wheat cereals. Not only without the slightest inconvenience, but with profit, and, more important, **THE WHEAT CAN BE CONSERVED FOR THE ALLIES.**

"Another source of waste wherein appetite triumphs over reason and economy is in the enormous consumption of meat. . . . Physiologically, the enormous consumption of meat per capita cannot be justified, and economically it is exceedingly wasteful.

## PRICES AND PRODUCTION.

### Winning of the War Makes Greater Production Essential.

In the November issue of *The World's Work* appears an editorial article on Price-Fixing and Production. Following is an extract:—

"For the winning of the war the amount of production of food and other products is far more important than the price at which they are sold. It would not help to win the war to sell wheat at a dollar a bushel if there was not enough wheat. And if there is enough wheat, paying two, three, or even four dollars a bushel would not lose the war. It is easier to raise more money—as hard as that is—than it is to raise more wheat, and wheat is the more important—likewise coal, steel, etc., etc."

## ONIONS SOLD BY ORDER.

Ten tons of Spanish onions, shipped from the West Indies in bond and placed in storage at the Verral Storage Company by the Canadian Espanio Company, 32 Front Street West, Toronto, were ordered to be sold immediately for what they would bring, on representations made last week by the Food Controller, as they had sprouted and were likely to spoil.

## FOOD PRICES IN EUROPE.

### How War has Increased the Cost of all Foodstuffs.

The National Food Journal, published by the British Ministry of Food, says that those people who are tempted to grumble at the high prices which rule in England would do well to remember that in this particular they are no worse off, even if little better off, than their neighbours, be these friend or foe.

In Germany the price of average beef in August was 2s. 3½d. as against 11d. before the war. The amount of beef to be obtained was a little over 8 ounces per head per week. In Paris the average price of beef for September was 2s. 4d. per pound. In Berlin and Paris the price of butter before the war was 1s. 4d. and 1s. 3d. per pound, respectively; much the same as in London, England. The latest quotations for both cities are about 2s. 7½d. In France butter can be obtained in reasonable quantities, but in Germany the amount allowed is limited to 2 ounces per week. In Germany rye bread before the war was sold at 6d. per 4 pound, while now it is 10d. In France wheaten bread was 7½d. before the war, whereas now by State intervention it has been fixed at 8½d., rising to 9d. in certain places.

The following table shows the percentage of increase in the retail prices of leading commodities since July, 1914.

Commodity.	United Kingdom.	France.	Germany.
Beef . . . . .	115	166	160
Butter . . . . .	100	120	97
Bread . . . . .	55†	11†	66
Milk . . . . .	78	50	90*
Potatoes . . . . .	40	25	150
Sugar . . . . .	190	85	36
Mutton . . . . .	60	110	—
Pork . . . . .	—	125	266

\*For children and invalids only.

†This is a war bread containing other cereals than flour. The price is fixed by the Government, which pays from the Exchequer a very large sum in order to make up the loss to the trade.

In comparison with these figures the average increase in the retail price of 29 representative foods in Canada was only 57 per cent.

The distribution of sugar and the price are being closely watched by the Food Controller's office. Steps have been taken to check hoarding, to prevent an advance in retail prices, and to secure an equitable apportionment of supplies.

## MUST OBEY REGULATIONS.

### Food Controller's Orders Will be Strictly Enforced.

The Order in Council regulating the serving of beef and bacon in public eating places and requiring that substitutes for white bread be provided at all meals will be strictly enforced. Police court proceedings have already been instituted in Toronto and Ottawa and in the Port Arthur district.

At Mr. Hanna's request, the Ottawa police authorities this week arranged for a meeting between the Food Controller and six Ottawa restaurant keepers who were charged with failure to comply with the Regulations. Mr. Hanna explained to them that the order had been prepared with the deliberate intention of allowing as wide freedom to the restaurant keepers as was possible within the spirit of the Regulations, so that local conditions could be met without unnecessary hardship. He insisted that the order be obeyed. If infractions were not stopped there would be no other course open but to put every restaurant under license. "If it is made necessary for us to do that we shall see that every restaurant keeper who does not obey the law shall not get a license nor shall a license be granted for the premises which he occupies," said the Food Controller.

Details as to hours, etc., should be worked out by arrangement between the restaurant proprietors and the police authorities of each local district.

The Food Controller emphasized the absolute necessity of conserving wheat flour, beef and bacon which was the purpose of the order and said that he looked to the restaurant people to see that the Regulations were fairly observed.

## FISH CASES ARE POPULAR.

### They are Encouraging Dealers to Handle Fresh Fish.

The fish display cases, which were made available to retail dealers by the Food Controller to facilitate the marketing of fish in good condition are proving to be popular. The cases cost \$20 each but the Government is paying one-half of the cost and they are sold to the dealer at \$10 each in order to encourage the handling of fish. A number of dealers who never before sold fish are now doing so and are using the special display case.

## DANGER OF PRICE FIXING.

### Experience of the United States in the Case of Copper.

The Ottawa Journal, in an editorial discussion of the question of price fixing, remarks that "second hand retailers of economic wisdom who lightly urge that prices be fixed with the mere stroke of a pen, would do well to consider what has just happened in the United States." It states that the Wilson administration fixed a price of 23½ cents per pound for the purchase of such supplies of copper as were required for the use of the Governments of the United States and the Allies.

The editorial continues: "The result has fallen far below public expectations, for it has been found that while the American and Allied Governments are able to supply their needs at a moderate price, the other consumers in the United States are worse off than before. The price fixed, while yielding a profit to some concerns, has meant a loss to others, with the inevitable consequence that some of the operators have ceased production altogether and supplies of copper have greatly diminished. And as a direct result, the ordinary consumer who wishes to obtain copper is compelled to pay as high as 27 and 30 cents a pound.

"The moral is that price-fixing is an extremely difficult proposition, and in nine cases out of ten would be most likely to work out contrary to popular belief. In a country such as Canada, where local conditions and cost of production greatly vary, the fixing of a uniform price for certain commodities is almost an economic impossibility. A set price that might yield a fair return to a firm in the Maritime Provinces might spell financial ruin for a similar business in Ontario.....and newspapers who demand wholesale price-fixing have probably never considered just what the proposition involves..... Those who expect and government anywhere to make sweeping reductions in food prices by the simple process of passing Orders in Council are living in a paradise of mist."

## DEHYDRATED POTATOES.

So far as can be learned, the very large crops of potatoes in Great Britain will make it unnecessary for many orders for evaporated or dehydrated potatoes to be placed in Canada this year for export to Europe.

## TO ENSURE FISH SUPPLY.

### Meeting in Ottawa Approves Several Important Plans.

Representatives of the Fish Committee of the Office of the Food Controller for Canada were in conference this week with the Fish Committee of the United States Food Administration, considering certain questions in regard to regulation of the fishing industry in inland waters.

The conference followed a meeting in Ottawa which was attended by representatives of the fishing industry on the lakes of Western and Central Canada. Plans were discussed whereby it is hoped to provide larger supplies of inland waters fish for the Canadian consumers at reasonable prices. The meeting considered the complaint of Canadian retailers and consumers that nearly all of the Canadian-caught lake fish was going to the United States, and that the price paid in Canada was based on the price paid in the export market.

The representatives present approved the proposal that all fishermen, producers, distributors and retailers should be licensed by the Food Controller. They also agreed that the Canadian trade should be fairly treated, and promised that Canadian dealers would be given an opportunity to secure enough fish to meet the requirements of the home market. It was proposed that permits should be required for the export of winter-caught Western fish, and that prices should be regulated by the Food Controller in order to avoid an undue rise in prices.

A draft schedule of prices for Western winter-caught fish was prepared. Any action which may be taken in regard to regulation of the price of such fish must be international in its application.

At the meeting in Ottawa were present: Messrs. W. Douglas of Winnipeg, J. W. Simpson of Selkirk, Captain W. Robinson of Selkirk, and Hon. Hugh Armstrong of Portage la Prairie, representing the wholesalers and producers of Manitoba and Saskatchewan; Mr. Walter S. Campbell, President of the Alberta Branch of the Canadian Fisheries Association, Edmonton, representing the Alberta producers; Mr. John Bowman, representing the Head of the Lakes producers, Port Arthur; Mr. A. S. Finlay and Mr. B. Crewe, representing the Lake Erie producers; Mr. F. T. James of Toronto, representing Ontario wholesalers; Mr. P. W. Smithers, of the Booth Company, Chicago; and Mr. C. C. Robbins, of C. C. Robbins, Inc. Chicago.

## "EVERY KNOCK A BOOST."

### Food Question is Featured at Women's Institute Convention.

The Eastern Ontario Women's Institutes were in convention in Ottawa last week, and the main topic for discussion in each session was the food question. Mrs. Adam Shortt, in giving the address of welcome, laid stress on the seriousness of the situation, and gave a brief account of the world shortage. At the evening session Dr. James W. Robertson outlined the situation, as he knew it, in France and England, and made an earnest appeal to the women to use every effort to help the Empire in this food crisis.

Mrs. Jean Muldrew also addressed the convention, and gave a clear statement of the aims of the Food Controller, and of the work that he had been able to accomplish. Mrs. Muldrew dealt with the difficulties encountered, and the criticism in connection with the Food Controller's work, and showed wherein such criticism was unjust. She urged the women to keep their eyes fixed on the real goal, and emphasized the gravity of the European situation to the women in the war zone, if the American and Canadian women failed them now.

"The Food Controller has been criticized because the regulations in the case of public eating places were not applied to private houses as well," said Mrs. Muldrew. "We have no machinery for enforcing this law on private individuals. To attempt to enforce it would have necessitated a system of espionage detestable to the Canadian people. England, the United States and Canada have adopted essentially similar methods, and have asked the people to ration themselves voluntarily, knowing well that if they cannot appeal to the honour and loyalty of the citizens, the case is lost from the beginning. Every knock for your Food Controller is a boost for the Kaiser."

Mrs. Muldrew declared that by reason of improved shipping facilities secured at the initiative of the Food Controller every reliable dealer who is ready to pay cash for fish, can obtain shipments either from the Ontario Government, or by purchasing through the agencies which handle fish from the Atlantic.

Three members of the Fruit and Vegetable Committee have been in Prince Edward Island this week studying the potato situation with a view to facilitating the marketing of the surplus crop.

# NEWS OF PROVINCIAL BODIES.

## ALBERTA.

Dean E. A. Howes, Secretary of the Alberta Branch, reports as follows:

"We are conducting the distribution of literature, and have arranged a somewhat extensive correspondence with officers of the different United Farmers of Alberta locals, farm women's organizations and women's institutes. The women's organizations are anxious to have lecturers visit them and explain the matter of conservation and substitution."

## MANITOBA.

Prof. J. B. Reynolds, sends the following report from the Manitoba Branch: "At a conference at Winnipeg on October 30 and 31, representative of the Home Economics Societies of Manitoba and the Grain Growers' Association, methods of distributing the food service pledge cards were determined, food conservation was discussed, and recommendations were made to the Food Controller. On Monday of this week the Manitoba Committee held a conference with the retail merchants of Winnipeg to consider means of reducing the cost of delivery."

## NEW BRUNSWICK.

Mr. W. C. Keirstead, Secretary of the New Brunswick Branch, says: "We are going on with our conservation campaign. Meetings of an educational nature are being held. Local committees are being formed and pledges are being circulated. The provincial Food Resources Committee is co-operating with the Department of Agriculture for the Province to encourage increased production, especially of wheat."

## PRINCE EDWARD ISLAND.

Mr. William Kerr, Secretary of the Prince Edward Island Branch of the National Committees on Food Resources telegraphed this week as follows:—

"Returns in the Pledge Card campaign conducted throughout this Province on Monday, October 29, show that the campaign was most successful in many sections. In the City of Charlottetown, 1,529 homes have been pledged, representing, it is estimated, 90 per cent of the people of the city. In Summerside the canvassers received only 25 refusals in the whole town. Many of the country districts are signing 100 per cent. Public opinion was favourable to our campaign. We had splendid support from the Press."

## QUEBEC.

Mrs. Huntley Drummond, Chairman of the Women's Food Economy Committee of Montreal, reports that much satisfaction is expressed over the Order in Council permitting the sale of oleomargarine in Canada. The committee sent a message of appreciation to the Food Controller.

The Committee has also adopted a resolution to the effect that the efforts of the Food Controller should be supported by the women of Canada who should realize that the great problem was the provision of food for the Allies.

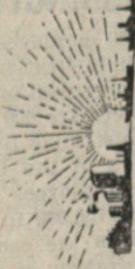
## SASKATCHEWAN.

His Honour the Lieutenant-Governor of Saskatchewan has proclaimed Sunday, November 18, as Food Conservation Day. Special addresses will be given in the pulpits throughout the province on the subject of food service. The clergy are co-operating fully with the Saskatchewan Branch of the National Committees on Food Resources. Under date of October 31, Mr. G. A. Mantle, Honorary Secretary of the Saskatchewan Branch, sent a letter, together with food conservation literature, to the mayor or overseer of every town and village in the province asking him to nominate a committee to take up the work of food economy and control. As soon as such local committees are organized, supplies of pledge cards and pamphlets will be sent to them for distribution. Mr. Mantle suggested in his letter that during the week following November 18, a public meeting should be held in every town and village to discuss the whole question, and so to interest the community that the campaign will be a success.

## LARGE STAFF AT WASHINGTON.

There are no less than 1,000 employees of the United States Food Administration in the offices of the central organization at Washington. In addition there are 600 employees in the Export Administrative Board which is under the direction of the Food Administrator. These 1,600 employees subscribed to an aggregate of \$2,750,000 in the second Liberty Loan. Besides the central staffs there is a large organization in each of the states under direction of the State Food Administrator.

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



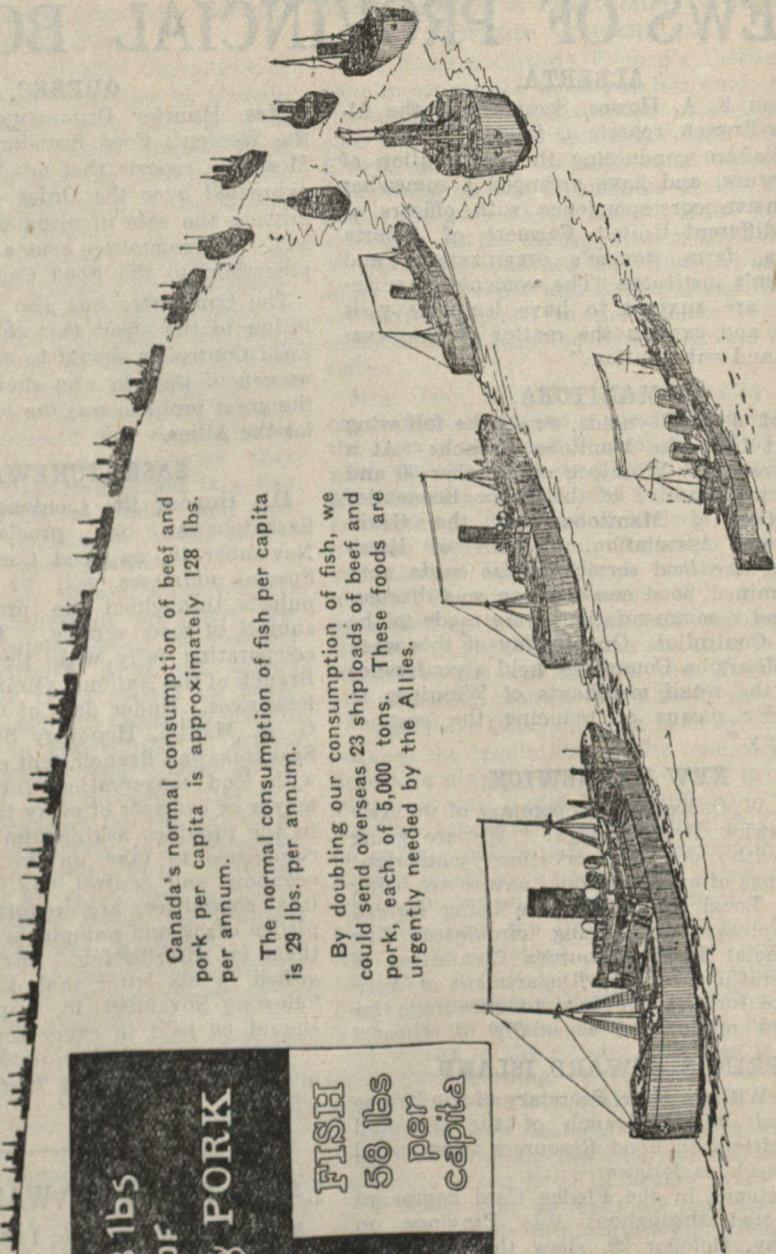
128 lbs  
OF  
**BEEF & PORK**  
per  
capita

FISH  
58 lbs  
per  
capita

Canada's normal consumption of beef and pork per capita is approximately 128 lbs. per annum.

The normal consumption of fish per capita is 29 lbs. per annum.

By doubling our consumption of fish, we could send overseas 23 shiploads of beef and pork, each of 5,000 tons. These foods are urgently needed by the Allies.



A matrix of this sketch will be sent free of charge to any newspaper upon application to the Office of the Food Controller, Ottawa.