

Canadian Food Bulletin

No. 10.

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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 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.

EVERY CANADIAN A FOOD CONTROLLER.

JUDGING from some of the correspondence received in this office there are still some people in Canada who do not yet realize the necessity of conservation and production. To such people it seems almost impossible to convey the news, except by word of mouth, and I would urge upon those who read the newspapers and who have a grasp of the dire necessities of the case to use their very best endeavours to impress upon all with whom they come in contact that, as Baron Rhondda puts it in his address to the farmers of England, unless the extreme limit of production is reached the countries of Europe face "that starvation which is followed by disease and death."

ONLY THREE DAYS' SUPPLY FOR FRENCH CIVILIANS.

A statement of this kind made by a man of Baron Rhondda's position and reputation surely should bring home the necessities of the case. Added to this, the people of Canada must realize the seriousness of the situation when the Ministry of Food in France announced that, on the 23rd day of December, after a complete survey of the country had been taken, there remained only enough wheat and flour in the land of France to sustain her civilian population for three days; in other words, they are living from hand to mouth and subsisting on the cargoes of food which must come from the North American continent. Surely appeals like this cannot fall on deaf ears. Every available organization and the public press of Canada will only do and can only do their duty by reiterating and endeavouring to impress upon the people what their duty is and how their efforts can be made most effective.

CANADIANS FORTUNATE IN HAVING FOOD TO CONTROL.

Every householder in Canada can and will be a Food Controller. They should realize that it is only the luck of geographical position which places them in the fortunate condition of having a home to control. Why should Fortune not have placed them in Belgium, Northern France, Serbia, or any other fair land on the face of the universe which is now devastated and laid waste by the Hun?

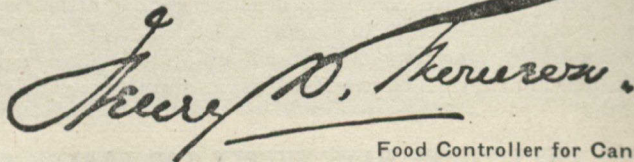
By marketing, and not telephoning orders, the housekeeper of Canada can do more to control prices by competition than any other agency we have.

Regarding profiteering, hoarding, and illegitimate trading, it will be the duty of this office to combat and to stamp out such conditions, wherever it can be shown that they exist. At the present moment we are licensing the trades of Canada and getting them under regulation and control as rapidly as possible. The fish dealers, the fruit and vegetable dealers, the cereal package manufacturers, the bakers, the grocers, the produce and commission men will soon all be under license, but Canada is a wide country, and the people must be patient. They are not as impatient as we are to get this work done, but reasonable men will know that organizations of this kind cannot be built up in a night, and regulation and control cannot be obtained by a stroke of the pen.

CONSTRUCTIVE SUGGESTIONS AND AID IS NEEDED.

To carping criticism the personnel of this office is indifferent, but were the critics to realize the destructive nature of their work upon the mind of the people they would change their tactics, and make constructive suggestions and aid in every way they possibly can to get every unit of the population at work along the lines of production and conservation.

It is our duty and we are endeavouring in a hundred different ways to show how increased production and closer conservation may be achieved. People tell our friends and write to us and say: "Tell us how it can be done, and we will do it." That is the right spirit, and our answer is: "Read the newspapers; read our bulletins; read our literature; go and hear our speakers. Try to find out your duty and do not wait for some one to go to your home and hold a parlour conversation over it. If your house were on fire you would not sit down and wait for a neighbour to come in and tell you what to do."



Food Controller for Canada.

NO FEED FOR THE HORSES.

Those Not Working Must be Sent Out to Grass or Killed.

Baron Rhondda, addressing a meeting of farmers in London on February 1st, said in reference to the wheat situation that the situation in Great Britain in three or four months "may be serious indeed." If the farmers could get a million acres of potatoes under cultivation this year there would be no fear of starvation. "By starvation," he added, "I mean that starvation which is followed by disease and death."

Mr. R. E. Prothero, President of the Board of Agriculture, stated that there were only enough oats available to feed working horses on reduced rations after making allowance for milling stocks. There was no concentrated food for cattle feeding and this shortage must continue for at least a year. He was afraid that all carriage horses which had not been sent out to grass would have to be killed, while hunters would have to be sent to grass and kept there.

"THEY ARE IN THE BREAD LINE."

The following is from a letter from England: "I have just received advice from some of my folks that they are in the bread line and had to wait five hours recently to procure a small supply of meat."

"IF WE HAVE A LEAN HARVEST—"

Result Would be World-Wide Famine, Says Dr. Hastings.

Dr. C. J. Hastings, Medical Officer of Health of Toronto, at a recent meeting of the City Board of Health said: "Every Board of Health and every Board of Trade in Canada should interest itself in the food problem. If we have a lean harvest this year it will mean a world-wide famine, because all the nations of Europe are depending upon Canada and the United States for their food supply."

THE SPECTRE OF STARVATION.

In an address at a meeting of the Ottawa Arts and Letters Club, Hon. Sydney Fisher said: "Canadians must willingly go back on the farms if we are to keep the Allied nations from famine and the spectre of starvation that is today beginning to menace Europe."

THE GRUMBLERS ARE SILENCED.

A correspondent, writing in reference to the new bread ration in Paris, says that here and there one hears murmurs against the restrictions, but the statement "Anyway, we have less call to kick than the boys in the trenches" invariably silences the grumblers.

STANDARD BREAD SOON.

Regulations Prepared Which Will be of Advantage To All Concerned.

The Food Control license system is being extended to all bread-baking establishments in Canada. After a careful survey of the situation conducted by Professor Harcourt, head of the Department of Chemistry in the Ontario Agricultural College, and a conference in Ottawa with representative bakers from all parts of the Dominion, regulations have been prepared and will become operative on March 1, standardizing the loaf in respect to size and certain ingredients. This action was made necessary in order to effect the greatest possible economy in the use of wheat flour. By stopping the manufacture of fancy loaves, the regulations will not only conserve wheat, but will also eliminate from the bread-baking industry many wasteful and extravagant practices which have grown up as the result of unrestrained competition and rivalry to outdo one another in respect of "service".

Prof. Harcourt's Mission.

In order to have definite information relative to the baking industry, the Food Controller commissioned Professor Harcourt to visit every Province in Canada, to consult with the bakers, to explain the wheat situation to them and to secure their advice. Following these splendid meetings, Professor Harcourt reported that the visible supply of substitute cereals, over and above requirements for ordinary industrial purposes and for feeding livestock, was not sufficiently large to warrant the Food Controller to require the admixture of these other cereals along with wheat flour in bread-making. This judgment was confirmed by information from other sources.

Representative bakers were then called together at Ottawa to consider the whole problem and to recommend regulations which would, as far as possible, achieve the objects of the Food Controller. Thirty master bakers attended, including representatives from all parts of the Dominion. They proceeded in a fair, broadminded way to adjust their business to the necessities of the situation. Although the regulations will entail some hardship and perhaps, in some cases, temporary pecuniary loss, the bakers were all willing to do whatever the Food Controller required of them. Professor Harcourt attended the sessions of the Committee, over which Mr. Mark Bredin of Toronto presided.

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The above is the official Canadian Food Control emblem. The design was drawn by the American Bank Note Company, Ottawa, under the direction of Mr. S. H. Lane, Manager. Electrotypes of this emblem are being offered at cost price to licensees under the Canadian Food Control, and it is expected that the emblem will soon become familiar on business stationery, advertising, shipping cases, etc., of licensed merchants.

Only One Shape of Bread.

The bakers' recommendations provide for the manufacture exclusively of a single pan loaf or multiple thereof, closely batched, with no "cutting" or "washing". A single exception is made in the case of rye bread, which is in use by the Jewish people. Bread containing not less than 35 per cent of rye flour, accordingly, may be baked on the sole of the oven, in either a round or a stick shape.

The following net weights, unwrapped, twelve hours after baking, were decided upon, all bread to be of the specified weights or in multiple thereof:

British Columbia—18 ounces but not to exceed 19 ounces.

Alberta, Saskatchewan and Manitoba—20 ounces.

Ontario, (and Hull, Aylmer and Gatineau Point, P.Q., which are supplied from Ottawa)—12 ounces and 24 ounces but not over 13 ounces and 25 ounces.

Quebec—24 ounces but not over 25 ounces.

It is also provided that rolls may be manufactured and sold only in units of specified weights.

Ingredients are also Limited.

Limitations are also recommended upon the quantities of certain ingredients which may be mixed with one barrel of 196 pounds of flour for bread making as follows:

Cane or beet sugar—not more than 2 pounds.

Malt extract or malt flour—not to exceed 2 pounds; if malt is not used an equivalent in weight of sugar to be permitted.

Shortening—not over 2 pounds.

Milk—not over 6 pounds of liquid skim-milk or its equivalent of dry milk.

The rules prohibit, for the period of the war, the wrapping of bread or the placing on it of a paper or other band. General regulations to govern all licenses manufacturing bakery products were also drafted. These require that only a reasonable profit should be taken on the manufacture or handling of any bakery products, and provision is made against speculative operations, hoarding of flour and waste. They prohibit the acceptance by the bakers of returns of bread or other bakery products.

Food Controller's Recommendations.

In addition to preparing an Order embodying these regulations, the Food Controller has made certain recommendations to the bakers, trusting to their voluntary co-operation to see that they are carried out in so far as local circumstances will permit. These urge continuance of the manufacture of bread from Graham and whole wheat flour. They also call for the use of as large a percentage of substitutes for wheat flour as can be procured. Bakers are also asked to reduce deliveries wherever possible to one each day over each route and to consolidate deliveries in order to reduce the expense of distribution which is necessarily paid by the consumer in the price of the bread.

By providing for a standard loaf, unwrapped and of the simplest character consistent with wholesomeness, the Food Controller has ensured for the people of Canada bread at as low a price as it can possibly be made and distributed. The consumer will benefit by the regulations, while the bakers will be placed on a basis of equality and protected against unfair competition as well as being freed from many undesirable methods which have crept into the trade.

RATION MUST BE REDUCED.

Cablegram from Lord Rhondda Tells of Situation Among Allies.

The following cablegram, indicating that the food situation in Great Britain, France and Italy is far more serious than is realized by the people of this country, has been received by the Food Controller from the British Ministry of Food:

"The meat situation in the United Kingdom continues acute. Supplies of fats are inadequate. Imports supplies are low and an increase is urgently needed. A local rationing scheme is being authorized by the Ministry of Food, but the ration contemplated by us will have to be reduced.

"In France the bread card scheme was put into force on January 29th with a bread ration per capita per day of three hundred grammes. It is proposed to adopt a general food card. The available supplies of meat are small. Butter is obtainable and milk supplies are satisfactory. Eggs are scarce. The situation is unchanged so far as oils and fats are concerned.

"In Italy, in the first place there is extreme need of cereals and secondly, of meat, dried fish and fats. For many months sugar and bread have been rationed in Italy, the consumption of meat severely restricted and public meals controlled."

BUY HALIBUT BY GRADES.

Prices Should be Based Upon Wholesale Trade Classification.

It is important that dealers in Eastern Canada handling halibut should make their purchases on the basis of grades and that halibut should also be available to the consumer at prices depending upon the grade purchased. Halibut prices are based on the amount paid to the independent fishermen who bring their catches to port, where they are marketed to the highest bidder. In such transactions three grades of halibut are recognized by the buying trade. Prime halibut consists of fish weighing between ten and seventy pounds; chicken halibut are the small fish under ten pounds, while the overs are the fish weighing more than seventy pounds.

The price bid and quoted in the newspapers is on prime halibut only, while the other grades contained in the cargo are paid for at one-half the prime halibut price. It is evident that considerable benefit to the consumer would result from a grading of halibut by retailers as well as by the wholesale trade.

MAY AVOID RATIONING.

Mr. Thomson Hopes Increased Production will Make it Unnecessary.

In an address to members of the University Club, Ottawa, Mr. Henry B. Thomson, Food Controller, said that as far as he could see at the present time it would be a waste of energy to put drastic rationing regulations into effect in Canada. If conditions get worse it may come to that," he said, "but if this country produces to the limit, I trust that it will not be necessary."

"We have had many letters advocating that Canada be put upon rations," Mr. Thomson continued. "Card-rationing systems may be workable in congested countries, where you have full control of the supplies and there may be in such cities as Montreal and Toronto populations sufficiently congested. Still, if card rationing were established, it would have to be operated upon a Dominion-wide basis, and not merely in one or two districts. It would be very difficult to operate such a system the Dominion over. How would you enforce the rationing system among the farming population?"

"Mr. Hanna's policy was to put it up to the people, and I think 90 per cent of the people are absolutely 'right.' A certain number are sitting back, waiting till the period comes when they expect to be forced to do what they ought to do, but the question is: What would the card rationing system cost to force these few people? Is it worth it?"

"The people are getting conversant with the food situation. Statements from Baron Rhondda, the British Food Controller, are growing more emphatic every day. Spring is approaching. The greater production campaign has been launched. Soon, we can get at it."

Humans and Animals Compete.

Speaking of substitution of other foods for wheat products, and the mixing of other flour with wheat flour, Mr. Thomson pointed out that there were few substitutes available, except corn, and owing to transportation difficulties, corn had not yet come freely on the market. There was no surplus of barley in the country, and the demand for oats and oatmeal by Great Britain was such that it was difficult to interfere with the existing arrangements. For the first time in a generation at least, Mr. Thomson pointed out, cattle and human beings had come into direct competition for the same grains. Mill feeds were a necessity to farmers for their livestock: consequently it

had been judged unwise to increase the milling extraction for flour beyond 74 per cent, because to do so would mean leaving more of the wheat berry in the flour and less in the offal for mill feed.

Price Fixing a Failure.

"The panacea of fixing prices has failed," said Mr. Thomson. "In New York last summer, the Food Control Board fixed the price of milk. The result was that the State administration had to take over the situation. In December, Mr. Hoover himself had to grapple with it. Because, since September, when the price of milk was fixed, the farmers, finding the price did not pay, butchered 70,000 milk cows for beef. The result of that was that milk in New York City went to 20 and 21 cents a quart. Fixing prices of milk in New York has gone by the board. Fixing profits is another matter."

"Public clamor is directed against food dealers," he continued. "It is a natural tendency for the consumer to think the trouble revolves around his or her own corner grocery, but much of the cost that they complain about had been added by the efforts of retailers in competition with each other to grant the public's unreasonably insistent demands for what, it calls 'service'."

Mr. Thomson referred to the multiplying of delivery systems and the extravagant shopping habits developed by the telephone.

"In a few days we expect to have regulations in force controlling the situation," he said. "There are 22,000 retail grocers operating in Canada, and we are placing them under license."

Mr. Thomson explained the new export license system by which Canada and the United States control exportation from this continent of food and other essential commodities.

Commercially water-tight.

"The North American continent," he said "is now commercially water-tight. This system gives us the power to wage commercial war." Mr. Thomson told of the attempt of Germans in control of business enterprises in Central America to hold up the supply of sisal used in the making of binder twine. By withholding licenses for export of certain goods to Yucatan and other Central countries, these countries had been forced to release sisal."

"IF WE ALL PULL TOGETHER."

Mr. Thomson Emphasizes Individual Responsibility in Present Crisis.

Mr. Henry B. Thomson, in his first personal public message to the Canadian Press, called for broad-minded, constructive co-operation by all the people of the Dominion. He also paid tribute to the work of Hon. Mr. Hanna, his predecessor in the Office.

"When the history of food control is written, the initial handing of a most difficult and complicated situation will be appreciated. Not until then will the work of Mr. Hanna be fully recognized. The people of this country will then come to the conclusion that Canada was truly fortunate in the selection of Mr. Hanna as Food Controller," said Mr. Thomson.

"It is a matter of regret that it was impossible for him to continue his important work. Criticism of the Food Controller, as a rule, has been destructive, but because of their lack of knowledge a charitable indulgence has always been exercised towards un-informed critics. Now that the full seriousness of the world food situation has been grasped by Canadians, all will devote their energies to helpful and constructive co-operation in this nation-wide work.

"Food control, viewed from the eminence of the parish pump, is very simple, but there are no parish pumps in Canada of sufficient altitude to command a view of the forty-ninth parallel from the Atlantic to the Pacific, 3,800 miles.

Individual Responsibility.

"It has been suggested that, in the process of selecting a Food Controller, a convention of the most pronounced critics in the country should have been called, and that they should have selected one of their number for the position. Lack of time and other good reasons prevented this—which I personally regret.

"The war is not being fought by one man. Canada presents a solid front of some 400,000 men in the trenches. The Victory Loan, of \$450,000,000, was not raised by a few, but was paid by one person in every nine throughout Canada. This was all voluntary work, under guidance. Now that the whole situation and the pressing necessity of conservation and production have been put before the people, each of the eight million citizens of Canada should constitute him or herself a food controller. It is up to every one of you to see that there is no break in the line.

"The whole urgency of the case is summed up in two words, Thrift and Industry. Get to understand the meaning of both of these words, and then do your utmost. Miracles cannot be performed, but enormously greater good can be accomplished if we all pull together."

HIGH MERCHANDISING COSTS.

Large Saving in Delivery Expense Could be Effected.

Messrs. Wilson Bros., Importers and Wholesale Grocers, Victoria, B. C., in their Weekly Trade Letter say:

"A great deal of discussion has been going on at meetings held in the east and in the trade papers in regard to the proposal that in order to lessen the cost of doing business travellers might be dispensed with. Many and varied opinions have been expressed and arguments advanced both pro and con, but the general verdict seems to be that the traveller, in the West at any rate, is indispensable. We certainly incline to this opinion ourselves: at the same time this item in the wholesalers expense account might with the co-operation of the retailer be materially cut down. The number of calls might easily be reduced and the orders taken by travellers, being less in number, would naturally be for increased quantities and a further saving in delivery charges would thereby be effected, the same thing applying to the business of the retailer. The delivery system of almost every retail and wholesale establishment will bear the most searching investigation and if this is earnestly and carefully taken in hand it will be found that large savings can be made by courteously but firmly intimating to customers that too much is expected in the way of delivery service and a great deal of unnecessary work can be done away with."

HELPING TO CONSERVE FOOD.

Regina Red Cross Society is Discouraging its Needless Waste.

The executive of the Red Cross Society of Regina has asked that the advice of the Food Controller be carefully observed at any gatherings in the interest of the Red Cross and that if the hostess at any gathering really wishes to serve food, she should at least be careful not to use the commodities most needed overseas. In order to prevent unnecessary waste, the Regina Red Cross Society has consistently declined to serve refreshments at afternoon or weekly meetings.

FARINA OFF THE MARKET.

Order is Expected to Effect a Very Large Saving of Wheat.

The Food Controller's regulations in control of Canadian mills automatically prohibit the manufacture of Farina, Cream of Wheat or similar products. Additional regulations which have just been announced provide that upon written application the Food Controller may grant permission to mills to manufacture what is known to the trade as Farina for children and invalids. The purpose of this action is to conserve wheat by taking off the market a product which is used as a breakfast food and which may be replaced by other cereals. A very large saving of wheat will be effected by this ruling.

The regulations also provide for an annual license fee of \$10 for all mills of 100 barrels capacity or less per day. This fee is increased by \$5 for every additional 100 barrels or fraction thereof in daily capacity, up to a maximum fee of \$600. Each flour mill is required to make a written statement on the first and sixteenth days of every month, showing the amount of wheat ground during the previous half month, the weight of flour produced therefrom and the quantity of wheat used in making each barrel of 196 pounds of flour.

Millers are permitted to make blended flours by mixing Spring and Winter wheat but the regulations require that no mill shall take more than 272 pounds of sound, clean wheat to make 196 pounds of any blended flour. Such blended flours shall be known as a straight run or full 100 per cent flour, extraction or division of patents, clears or low grades being expressly prohibited.

The Canadian mills are now all manufacturing the standard flour which is proving entirely satisfactory in every way. In appearance it differs from the high patents formerly marketed only on being of a somewhat creamy color. It is of such good quality as to amaze those people who looked for a dark, unattractive or whole wheat flour.

DEPENDENT ON YOU FOR LIFE.

"There is some individual who is unknowingly dependent upon you for life. It may be a soldier in the trenches; it may be a little child; it may be a peasant woman, who will not have anything to eat next spring if you do not think of him or her now."—Mrs. Herbert Hoover.

WHAT ARE EGGS AND TEA

COMPARED TO FINAL VICTORY?

On behalf of the British people, Mr. Louis N. Parker, the eminent dramatist, has addressed the following message to the troops at the front:—

We know how much must still be done
Ere you'll have finished with the Hun;
We watch you, wonder at you, where,
Heroes on land, on sea, in air,
Laughing at death and scorning pain,
You fight, and fight, and fight again,
And we fight with you. Yes! although
Ours is a paltry little show.
We're elderly civilians, and
Women and children, but we stand
As firm as rocks to help you win.
We welcome Gothas with a grin.
No tea? All right. No sugar? Good.
No meat? A kipper's healthier food.
No coal? No bacon? butter? beer?
No Christmas cheer?
All right, all right! The less we eat
The sooner you'll march down our street!
In God's name, what are eggs and tea
Compared with final victory?

"JUNIOR CITIZENS" CAN HELP.

Boys and Girls Can Assist to Increase Food Production.

Mr. W. J. Black, Commissioner of Agricultural Instruction, points out that boys and girls can help to increase the production of food in Canada this year. He says: "Every farm boy and girl should be encouraged to rear a pig, a calf, a batch of chickens or to grow a plot of potatoes, beans, corn or vegetables. Seventy-one thousand boys and girls of school age last year increased the agricultural output of Ontario to the value of \$125,000. Other provinces did equally well. From this it will be seen the boys' and girls' clubs and competitions, the principal channel through which this work is carried on, made in 1917 an addition to our food resources that was not to be despised.

"The movement should be extended still further, and its practical aspects should be emphasized. Those associated with it should make clear to the boys and girls, who are our junior citizens, that they can in this way add their quota to the common cause. The food situation today threatens to imperil the success of our arms, and any means that will assist in meeting it must be employed."

AMMONIA MEANS AMMUNITION.

Abundant Supply of Natural Ice Should be Harvested this Season.

By storing all the natural ice that it is possible to harvest, ice companies, farmers, creamery owners and others will help materially in saving ammonia this year, and this leaving more of the available supply for the war industries for which it is in great demand. Because of this war demand for ammonia, the utmost economy is necessary in refrigeration. The United States Food Administration Division of Chemicals is urging cold storage and artificial ice companies "to stop immediately all chemical loss of ammonia in their plants; have a chemical analysis made of circulating liquid, looking to the determination and elimination of any corroding elements thereon; return at once all empty cylinders and containers to supply firms; utilize and store natural ice to the greatest possible extent, SO THAT IF AMMONIA IS COMMANDEERED FOR AMMUNITION, THERE WILL BE A LARGE AMOUNT OF NATURAL ICE AVAILABLE."

STANDARDIZATION OF BREAD.

Standardization of the loaf will lay the foundation for eliminating many wasteful practices forced upon bakers and distributors by unreasonable demands of the public, says The Bakers' Weekly. Therefore, bakers should welcome such standardization. Figures quoted by the Bakers' Weekly for the United States indicate that the entire cost of baking bread, including the baker's profit, is 67 per cent of the retail price of the loaf. The wholesale baker gets 13 per cent for selling and delivering to the retailer and the retailer gets an average of 20 per cent for the service he renders. Standardization will shorten the path of bread from oven to table by eliminating competition between loaves of different weights, selling at different prices. It is also pointed out that standardization of the loaf will result in a very large aggregate saving of sugar and shortening.

GREAT SHORTAGE OF AMMONIA.

The importance of storing a large supply of natural ice will readily be recognized when it is pointed out that there is now an absolute shortage of ammonia in the United States of 60,000,000 pounds per annum for war and commercial purposes.

TO LICENSE PRODUCE DEALERS.

Committee Met Under Chairmanship of R. M. Ballantyne.

The first meeting of the Produce and Cold Storage Committee appointed by the Food Controller was held in Ottawa on February 5 under the chairmanship of Mr. R. M. Ballantyne, for the purpose of considering regulations by which the business of manufacturers, wholesalers, jobbers and retailers of produce may be brought under license. Those representing the trade comprised, Messrs. Blake Wilson, of Vancouver, B.C.; T. A. Elliott, Winnipeg, Man.; Arthur J. Hodgson, Montreal; William Flavelle, Lindsay, Ont.; and T. M. Moffat, Toronto.

"The general idea of this conference is to get the men interested together," said the Food Controller in a brief address to the Committee, "and then to put the matter of regulating their business up to them. You, as wholesalers, need be under no idea that we are going to be destructive in our regulations. The license system is destructive only of illegitimate trading, speculation and profiteering. It will stabilize the public mind and satisfy the people that you are doing business in a legitimate way. I hope that a result of the Committee's regulations will be to cut out all the wild talk of profiteering and excess profits."

Mr. Thomson explains that after the wholesale produce merchants had formulated their suggestions for the regulation of the whole trade, they would be submitted for endorsement to similar committees formed by representatives from manufacturers of produce, and from the retailers. Mr. Thomson said that the question of a fair profit was a subject for the Committee's consideration and that the chief object was to eliminate speculation.

OATMEAL IN MIXED BREADS.

The following trade advantages of the use of rolled oats and oatmeal in mixed breads are pointed out by a large cereal concern:

"First, rolled oats and oatmeal are more easily obtained than their substitute ingredients; second, rolled oats or oatmeal will absorb far more water than wheat flour and retain it longer; third, they are as cheap as any other ingredient which is available; fourthly, the oatmeal loaf is said to have a greater nutritive value than even a straight wheat flour, and far greater than a cornmeal or barley-flour mixture."

FOOD HOARDERS WARNED.

Action Now Under Consideration May Cause Their Exposure.

Drastic measures against persons hoarding food are being considered by the Food Controller. Warning has been issued that householders and others may find themselves in an unenviable predicament if spoiled flour or other deteriorated food is found on their premises. Few homes have proper storing facilities and persons who have bought large quantities of flour or other perishable commodities are liable to have it spoiled on their hands next Summer.

The Food Controller is securing control over all wholesale dealers in food products, and this control is to be extended to the retail trade. Such control will enable him not only to regulate supplies, but also to expose persons who have been hoarding food.

Would Require the Names.

The Committee of bakers, who were in conference with the Food Controller last week in regard to new regulations to govern their operations, have recommended that the Food Controller communicate with every grocer and all retail dealers in flour in Canada, requiring from them the names and addresses of persons who have purchased more than a 98-pound bag of flour during the past month. Furthermore, it is sug-

gested that dealers and grocers failing to make correct returns would have very little chance of obtaining a license under the licensing system which will soon be extended to this trade. The recommendation adds that effective steps should be taken to prevent the possibility of serious waste.

Such action has been taken in Great Britain, where the books of departmental stores have already been examined and summonses have been issued in hundreds of cases against persons who have been hoarding food. Measures have also been taken in the United States against "food hogs." The Federal Food Board in a single day recently turned its attention to thirty-five families in Germantown, N.Y., who were said to be in possession of from two to three barrels of flour apiece, and demanded from each of them an explanation.

No Necessity of Hoarding.

There is absolutely no necessity or excuse for Canadians buying more flour or food of other kinds than is required for current needs. Hoarding is unnecessary and unpatriotic. It is almost certain to be unprofitable, and the food hoarders run a very great risk of being exposed to public indignation as a result of the measures now under consideration.

HELP TO PRODUCE OWN FOOD.

Grain Growers Should be Free to Concentrate on Grain Production this Year.

Speaking at the first of the series of meetings being held under the auspices of the Regina Poultry Association, Mr. F. Hedley Auld, Deputy Minister of Agriculture for Saskatchewan, urged poultry breeders in the cities to devote some time to encouraging other citizens to take up poultry raising. Mr. Auld urged that the grain growers of the Province should be left free to devote all their energies to producing grain. Poultry-raising, he said, was a work in which the urban population could enter without any trouble, and with little care, could make a success. With the urban population producing part of their own food supplies, either through vacant lot gardening, poultry raising, or hog raising where possible, it would leave that much more supplies which could be taken for the Allies, who need food.

ONE SOURCE OF FOOD WASTE.

Public Asked to Discontinue Sending Food to Soldiers in Canada.

The public are asked to discontinue the practice of sending foodstuffs to the soldiers in Canada. It is entirely unnecessary for additional food to be supplied by relatives and friends, in view of the liberal and varied food ration issued to the troops by the Militia Department. The aggregate quantity of food thus privately sent to the soldiers is very large and much of it, having been conveyed long distances in heated express or mail cars, is more or less spoiled and consequently injurious to the health of the men.

The waste referred to can be checked only by getting each soldier's family and friends to realize that they individually are the persons who are asked to stop sending food in this way. The situation overseas is so critical that every avenue of food waste must be closed.

TEST THE LEFT-OVER SEED.

Use of Old Seed, if Found Goods, Means Needed Saving.

Prof. T. G. Bunting, head of the Department of Horticulture in the Macdonald College states that the seed situation in so far as the supply of sweet corn beets, carrot and onion seed is concerned, is critical and many late orders will probably go unfilled. He adds that nearly every farmer and market-gardener who grows vegetables will have some seed left over from former years and many of these should be of value for planting. He suggests a simple germinating test of old seed.

"Most vegetable seeds are good for three or more years, so do not hesitate to test old seed," he writes. "Parsnip seed is only good for one year; carrot and celery usually one to two years; but tomato, turnip, cucumber and beet seed should be fairly good from five to six years, provided they have not been in an extremely dry or very damp place . . . The use of old seed, provided it is tested and found good, will result in a direct saving of money and may mean in some cases that someone else will not go short this year."

The Dominion Government, Department of Agriculture, is working on the question of seed supply and arrangements are being made in so far as possible to relieve the seed shortage. In the meantime, however, farmers and gardeners ought to do their utmost to eliminate waste in the use of seed in order that the total acreage of crops may not be seriously reduced.

LAWFUL PRICE OF MIDLINGS.

Dealers who attempt to sell middlings at a higher price than that fixed by the Food Controller for shorts are violating the law and rendering themselves liable to heavy penalties. They may also lose their licenses if the practice is continued. Under authority of an Order in Council under the Adulteration Act, the Department of Inland Revenue had construed "shorts" and "middlings" as being the same product. The sale of middlings at a higher price than that prescribed for shorts is therefore illegal.

FOOD APHORISMS.

The Bacon you Save may Save your Bacon.
The Garbage Pail is as deadly as the U-boat.

High Prices are better than a Hun Peace.

EVERY OUNCE TO BE NEEDED.

Members of Allied Buyers' Commission Will Urge Necessity of Production.

Mr. Owen Hugh Smith, Chairman of the Allied Buyers' Export Commission of New York, and Mr. Arthur S. Mills, also of the Commission, were in Ottawa this week, conferring with the Food Controller relative to the Canadian situation and with a view to ascertaining what quantities of food supplies would be available from Canada this year. The Allied Buyers' Export Commission is now, and has been for some time, purchasing all the food products for Great Britain and her Allies in Europe from this continent.

Estimates of available supplies were carefully gone into and, although due allowance was made for increased production, both members of the Commission expressed themselves strongly that every ounce of farm produce that could be raised in Canada and would be available for shipment to Europe would be needed. They further arranged for a Commission to be appointed to deal with all dairy products. This Commission will work in a similar way to the Cheese Commission of last year, with extended powers to cover all the products of milk.

Mr. Owen Hugh Smith will leave for England in a few days to confer with Lord Rhondda. He expressed the strongest hopes that every man in Canada capable of producing food would exert himself to the utmost during the coming season. Arrangements have been made whereby one of the Food Controller's staff will act as representative of the Allied Buyers' Commission for Canadian produce in Ottawa.

SPLENDIDLY ORGANIZED.

Ontario Resources Committee has Fifteen Hundred Affiliations.

The Organization of Resources Committee of Ontario now has five hundred Committees of men in cities, towns, villages and townships, definitely organized with a view to promoting conservation and increased production of food. In addition there are 125 women's Committees. The provincial body is also able to count upon the co-operation of the 900 women's institutes in Ontario working under the Department of Agriculture. This means that the Resources Committee, with more than 1,500 local affiliations, is splendidly organized for effective work during the current year.

SUBDUE the

SUBMARINE by

- SUBSTITUTING Economy for Waste.
- SUBSTITUTING Co-operation for Criticism.
- SUBSTITUTING Knowledge of Prices
for Gossip about Profits.
- SUBSTITUTING Cornmeal and Oatmeal
for White Flour.
- SUBSTITUTING Fish for Beef and Bacon.
- SUBSTITUTING Vegetable Oils for Animal Fats.
- SUBSTITUTING the Garden Hoe for the Golf-Stick.
- SUBSTITUTING Performance for Argument.
- SUBSTITUTING Service for Sneers.
- SUBSTITUTING Patriotic Push for Peevish Puerilities.
- SUBSTITUTING Perishable for Preservable Foods.
- SUBSTITUTING Greater Production
for a German Peace.
- SUBSTITUTING the Beef you do not eat
for the Rifle you cannot carry.
- SUBSTITUTING Conservation for Conversation.
- SUBSTITUTING Common Sense for Common Gossip.
- SUBSTITUTING Marketing for Telephoning.
- SUBSTITUTING Production for Pessimism.

LUMBER CAMP ECONOMY.

Managers are Giving Attention to Problem of Food Conservation.

The Canadian lumber associations as well as individual lumber camps have responded promptly to the Food Controller's request that they report upon possible economies in the handling of foodstuffs in their camps. Much interest has been evinced in devising means of preventing waste and, so far as practicable, the substituting of other cereals for wheat and wheat flour and fish for meat.

The problems of conservation and substitution in lumber camps present quite distinctive features. In the first place the work is so arduous that the men must be supplied with foods high in proteids. Practically expressed, this means that they must have regular rations of pork, beef, and beans. "Meatless days" or even "beefless days" can be imposed very infrequently, if at all. The directions in which substitution can be affected are limited. However, some measure of substitution is possible. For instance, larger supplies of fresh frozen fish can in some cases be used to advantage, especially on Sundays and church fast days. But where there is probably most room for conservation is in cutting down the use of white flour pastry, substituting so far as possible the use of cornmeal, rye, rice, barley and, especially, potatoes for white flour in bread making and in arranging for very much larger reserves of fresh vegetables.

Care in Handling and Storing.

Very considerable economies can be effected by exercising more care in handling and storing staple foods. The most serious item of waste is due to careless storage and to the consequent deterioration of flour, meats, and vegetables. In many camps, also, there exists avoidable waste in the cooking and serving of food. These matters are at present engaging attention of camp managers throughout Canada. From reports received it seems assured conditions are being improved rapidly.

The most pronounced waste has been reported from railway construction camps. The hasty and exigent character of the work induces very careless commissariat methods. Not only is food wasted in actual use but large quantities are either lost or allowed to spoil in transit. Further and more explicit reports on this phase of the subject will appear in later issues of The Canadian Food Bulletin.

Meanwhile data are being collected concerning methods of food handling and rationing in Canadian and other mining camps, logging camps and railway construction camps. It is the intention in the near future to publish the results of various investigations and reports in the form of a small pamphlet.

WIN-THE-WAR FOOD CLUBS.

Teachers and Pupils are Urged to Grow Foodstuffs this Year.

Mr. W. H. Stevens, Public School Inspector, in a recent circular letter to the teachers in the district of Victoria West, urges that an effort be made by them and their pupils to raise foodstuffs during the current year. Mr. Stevens advised the teachers to organize a club in the school for the purpose of raising foodstuffs, either on part of the school grounds or on a plot near by. He adds the following instructions:

"Act as Honorary President and elect the other officers from among the pupils. Work up all the enthusiasm possible. Beans, carrots, parsnips, tomatoes, potatoes can easily be raised. There should be no trouble to secure the ground and the seed. This plan should work in co-operation with the school fairs and Mr. A. A. Knight, the Agricultural Representative, will offer school prizes for collections from these plots, in connection with the School Fairs. This work is not intended to interfere with home plots nor with any other activity of pupils or teacher.

"All extra food that can be raised will be needed and every little that can be raised and used at home will release something that can be sent to Europe to supply our own brave boys who are doing such noble work in fighting for us at the front."

PEOPLE ARE NOW BEING AROUSED.

The National Council of Women, whose officers recently sent out an appeal on behalf of food conservation and production to their local branches and affiliated organizations, have received an encouraging response. Meetings are being arranged in a number of cities and there is evidence that people are being roused to the true seriousness of the situation.

MUST THE SOLDIERS LACK BACON?

A soldier just returned to Canada states that in the Canadian camps in England the men are doing without bacon in order that sufficient supplies may be sent to the forces at the front, where bacon is most needed on account of the hardships involved in trench warfare.

Men and women in Canada who still thoughtlessly call for bacon when other non-exportable food is available, will do well to consider their duty. When the Canadian soldiers in Britain sacrifice their bacon in order that it may be sent to their comrades in France, surely Canadian civilians can make a similar sacrifice.

Think it over.

SAVE MAPLE SAP THIS YEAR.

Greatly Increased Production of Sugar and Syrup is Needed in Canada.

The Food Controller has initiated a campaign to increase the production of maple sugar. A circular letter is being sent to some 8,500 maple sugar and syrup producers in Ontario, Quebec, New Brunswick and Nova Scotia, pointing out the need of sugar throughout the world, and the extraordinary market for maple sugar to be expected this year.

The Pure Maple Sugar Association of Canada meets on February 19 and the Food Controller has asked the President to bring this matter before the members and urge that last year's production be doubled. At a time when the sugar ration of Great Britain has been reduced to two pounds per month and that of France to 1 $\frac{1}{10}$ lbs. per month and of Italy to 1 pound per month, it is felt that the native sugar resources of the Dominion should be called upon to the fullest extent practicable. Maple sugar and maple syrup can be used as substitutes for cane and beet sugar in many ways which will readily suggest themselves. Under the present circumstances any addition to the country's sugar supply would be a distinct gain.

The producer of maple sugar receives about double the price paid before the war. The demand is absolutely unlimited. Whatever may have been the case a few years ago, maple sugar-making should be profitable now. The sugar-making season comes with the approach of Spring, but before the land is ready for work in the fields. The difficulty about sparing the necessary time and labor for maple sugar-making, therefore, does not apply as it otherwise might.

Many farmers who used to go in for sugar-making are said to have discontinued doing so when adulterated maple sugar came into competition with the pure product. The Pure Maple Sugar Law, however, now gives full protection to makers of pure maple

sugar and syrup. The Food Controller urges that all those who have maple sugar equipment, whether it is the most modern kind or not, put it to fullest possible use this Spring. All maple trees which yield sugar sap should be tapped wherever possible throughout the country. This applies to farmers who have sugar maple bush and to settlers, townspeople and others who are reasonably convenient to wild lands containing sugar maple. Northern Ontario and Quebec could add greatly to the country's stock of maple sugar if residents in the back townships were once awakened to the situation. The sugar maple is found as far north as the districts of Nipissing, Algoma and Thunder Bay in Ontario.

TRUE CONSERVATION CANDIES.

Substitutes for Cane Sugar Being Utilized with Splendid Success.

Enterprising candy manufacturers are greatly reducing the percentage of cane sugar in their products by the use of corn sirup and corn sugar, and also by the free use of cocoa and chocolate in making soft candies, and by filling hard candies with fruit paste, nut paste, marmalades, jams, and other conservation ingredients. The factory test of excellence in making war-time candies is to get as small a percentage of sugar as possible without impairing true confectionery quality, and also to make sugar shells as thin as possible. With ample supplies of chocolate and cocoa obtainable, and no reason for restrictions in the use of marmalades, jams, fruits, nuts, and the like, chocolates made with centers of these ingredients are a true conservation food, and their manufacture, sale, and consumption is desirable.

Candies made of chocolate, nuts, fruits, and like materials have high food value. Chocolates with nut centers, for example, run 2,498 calories per pound, as contrasted with only 2,092 calories for chocolates with cream centers made of sugar.

FOOD IS CHEAPER HERE.

Budget Comparison with the United States Shows Canada's Advantage.

Despite the prevailing high prices for food, consumers in Canada are more fortunate than those in the United States in this regard. The following comparison has been made from official reports of actual retail prices ruling at the middle of January in the two countries. The Canadian data are collected by the Dominion Department of Labor and those for the United States by the Statistical Department of the Food Administration. In each case the prices are averaged for the whole country. A selected group of foods is shown as nearly similar to the family food budgets used by the Labor Departments in each country as the data for the two countries will allow. Proper weighting has been given by taking a greater quantity of those foods in greater use. The cost of food in the United States is shown to be nearly 14 per cent higher than the cost in Canada. The comparative table follows:—

Food.	Quantity.	JANUARY (1918) PRICES.		U.S. price as percentage of Canadian.
		Canada.	United States.	
		\$	\$	%
Beef.....	4 lbs. ...	1'088	1'168	107'35
Ham.....	1 "	'331	'415	125'38
Bacon.....	1 "	'448	'483	107'81
Lard.....	2 "	'666	'662	99'39
Eggs.....	2 doz.....	1'024	1'180	115'23
Milk.....	6 qts.....	'714	'900*	126'05
Butter.....	3 lbs.....	1'450	1'620	111'72
Cheese.....	2 "	'637	'702	110'20
Bread.....	15 "	1'140	1'515	132'89
Flour.....	10 "	'650	'653	100'46
Rolled Oats.....	5 "	'350	'435	124'29
Rice.....	2 "	'196	'228	116'33
Prunes.....	1 "	'173	'170	98'27
Sugar.....	4 "	'428	'392	91'59
Tea.....	$\frac{1}{2}$ "	'246	'309	125'61
Coffee.....	$\frac{1}{4}$ "	'101	'078	77'23
Potatoes.....	2 pecks.....	'727	'886	121'87
Total budget..		10'369	11'796	113'76

* As the standard quart in use in the United States is only $\frac{3}{4}$ of the Canadian measure, the price here given is for the equivalent of the Canadian quart.

Toronto and Chicago Prices.

The next comparison shows the actual retail prices in Toronto of representative commodities and the prices which are published by the Illinois Division of the United States Food Administration as those which the "Consumer should pay." In

the case of nearly all the more important commodities the Toronto price is lower than that at Chicago:

	Toronto. Dollars.	Chicago. Dollars.
White bread... per lb.	.061	.08-.09
White flour... "	.066	.066-.074
Rice... "	.08-.125	.10-.14
Potatoes, per 90 lb. bag.	2.50-2.70	2.34-2.52
Butter... per lb.	.45-.57	.44-.55
Cheese... "	.28-.38	.35-.42
Eggs, fresh... per doz.	.65	.70
Eggs, storage... "	.50	.55
Sugar... per lb.	.11	.0875
Beans... "	.15	.16-.19
Lard... "	.34	.33

Most Commodities Cheaper Here.

In a recent report of the United States Food Administration it is shown that prices are higher in the United States, than in Canada on fourteen commodities (viz. bread, flour, oatmeal, rice, potatoes, beans, fish, tea, pork chops, round steak, lard, milk, butter and cheese), while on seven commodities prices are lower in the United States (viz. on canned tomatoes, canned corn, canned salmon, canned peas, sugar, coffee and eggs).

CITIES PLEDGED TO HELP.

Lead of Ottawa Council is Followed in Number of Other Places.

Following the lead of the Ottawa City Council the councils of a number of other cities throughout Canada have placed themselves on record as recognizing the necessity of active co-operation by the people with the Food Controller for Canada in the direction of producing, conserving and maintaining reasonable prices for all food commodities. The resolution adds:

"Considering the present need among the Allied armies in the field and the Allied nations in Europe for food such as Canada can supply, this Council views with favour restrictions in the use of wheat flour and of cured ham and bacon, with the object of releasing for shipment overseas considerable quantities of these important food necessities."

Among the cities which have adopted this resolution are Vancouver, B.C., Moosejaw, Sask., and Port Arthur, Ont.

The annual report of the president of the Board of Trade of Port Arthur shows that the Garden Club organized by the city council last year produced vegetables valued in the aggregate at \$26,527.

FOR THE PRODUCTION "DRIVE."**All Second-Hand Farm Machinery should be Utilized this Year.**

It is important that all available farm machinery should be utilized in the greater production campaign this year. Owing to the unprecedented demand for machinery and equipment, it is extremely difficult to obtain shipments from the factories. In the case of many lines it is quite impossible. On the other hand many farmers have second-hand machinery which could be made to give invaluable service this year. The Food Controller asks that rural newspapers, should establish in their columns a "Want Ad. Clearing House" for such second-hand machinery. City papers with rural circulation can also help in this campaign by instituting a classified advertising department for equipment of this kind. Increased production in 1918 has become an imperative duty and no opportunity should be lost to make available all second-hand equipment which can possibly be utilized. Farmers are therefore urged to advertise equipment which they cannot use themselves this year.

MORE CLUBS ORGANIZED.**Hamilton Hog Production Plan is Being Adopted Elsewhere.**

Mr. Russell T. Kelly, President of the Hamilton Board of Trade, who promoted the Hamilton Hog Production plan, has reported to the Food Controller that the first \$400 required to buy sows was raised so easily that another club has been organized in Hamilton. Mr. Kelly has spoken recently in Brantford, Galt, Kitchener and Dunnville under the auspices of the local Boards of Trade. At each meeting a club was started and a committee organized to carry out the plan. Meetings are proposed in the near future for Oshawa, St. Catharines, Welland and Niagara Falls. The Hamilton Board of Trade has taken up a plan for "Community Chicken Yards" which it is believed will help in utilizing waste food and in producing more chickens and eggs.

APPROVES THE STANDARD FLOUR.

The Courtenay Branch of the Food Production Conservation and Control Committee, Vancouver Island, B.C., has adopted a resolution approving of the action of the Food Controller in standardizing flour in order to conserve wheat. The Committee favours restriction on the sale and consumption of foodstuffs which are most needed by the Allied Nations.

HOG PRODUCTION CLUBS.**Splendid Success is Expected to Result from British Columbia Campaign.**

The greater hog production campaign is being conducted systematically and energetically in British Columbia where the idea is being taken up with enthusiasm. Recent advices state that between 20 and 30 clubs are likely to be formed in the Province this year, each with a membership of from 20 to 50 persons. Clubs are planned in every part of the Province. Prof. W. T. McDonald has prepared information on the subject and is sending it to persons interested. British Columbia Department of Agriculture, the Provincial University and the Vancouver Exhibition are all co-operating to make the scheme a success.

In order to induce members of the Hog Production Clubs to take greater interest in the movement, competitions are planned. Valuable prizes will be offered to boys and girls for the best pigs raised under this plan.

Mr. W. F. Stevens, Livestock Commissioner for British Columbia, states that hog production will be increased greatly as a result of the campaign.

NOW RAISED TO VEAL AGE.**Livestock Branch States Policy on Slaughtering of Young Animals.**

The Livestock Branch of the Department of Agriculture has expressed the opinion that "any action taken arbitrarily to prohibit the slaughter of calves or females or to limit the market for Canadian cattle through restrictions upon exports or otherwise would be absolutely unwise." Under present conditions the farmer reaps a profit from the feeding of calves to veal age, while previous to the war such calves were killed as soon as born. Such a prohibition as that proposed would, therefore, cause a return to the pre-war practice, resulting in a very considerable waste of food.

SIR LOMER GOUIN'S MESSAGE.

In a message to the Quebec Housewives' League, Sir Lomer Gouin, Premier of the Province of Quebec, said:

"The saving of food is more than ever to be practised. I congratulate your organization on what it is doing to educate our housewives towards a still greater economy. I am sure every good citizen will favourably endorse your programme and that every woman that has charge of a kitchen will serve the country and our Allies until we have attained victory."

AMPLE SUPPLY OF FISH.

Indifference of Some Dealers Must be Overcome.

Circular letters are being sent by the Fish Committee of the Food Controller's Office to the clerks of municipalities throughout Canada with a view to ascertaining what is hindering the efforts to secure increased consumption of fish. With this information available, it is expected that many of the difficulties can be overcome. It is known that the campaign for increasing fish consumption is being seriously hampered in many places by the indifference or lack of enterprise on the part of dealers. Under the arrangements made by the Food Controller's Office to assist in prompt distribution of Atlantic fish to markets in Eastern and Central Canada, the public should be able to secure an ample supply at reasonable prices, if the retail dealers were doing their part. Fish merchants would have no difficulty in obtaining moderately-priced Atlantic fish if they would take the trouble to order supplies from licensed wholesale dealers.

Insist on getting them.

Consumers are advised to demand from their dealers cod, haddock, herring, skate, pollock and other moderately-priced fish and to insist upon the merchants ordering supplies. With the co-operation of the public and the trade, the per capita consumption of fish in Canada would easily be doubled thus increasing considerably the supply of Canadian meat available for shipment to the soldiers.

Prior to the war it was estimated that the per capita consumption of fish in the Dominion was about 29 pounds per annum or slightly more than half a pound per person per week. It is known that this has been very considerably increased since that time by the work of the Food Controller, but fish consumption is still far short of what it should be. The Fish Committee is distributing to the retail fish dealers a placard bearing the slogan: "A pound of fish per week".

Representatives of the Food Controller have been investigating the situation in Quebec in order to determine why a satisfactory supply of fish has not been obtainable by the consuming public. It is expected that the difficulty there will be remedied and an ample supply provided in good condition.

The "Cash and Carry" Plan.

The "Cash and Carry" system as applied to retail purchases of fish is being advocated by the Fish Committee and the retail trade is being asked to put prices on this basis. A retail dealer in Montreal has decided to adopt the "Cash and Carry" system, while a Winnipeg concern who has adopted this principle has been able to reduce its prices in consequence.

FISH SALES GREATLY INCREASED.

A large fish company operating on the Pacific coast reports that its sales during December, 1917, amounted to 870,305 pounds, as compared with only 417,123 pounds for December, 1916.

WINDOW DISPLAYS OF FISH.

Fish lend themselves to attractive window display. It is possible to make a better display of fish than of meats. Suggestions as to how to make attractive displays of fish will be sent to any dealer upon application to the Food Controller's Office.

WASTE IN POULTRY PRODUCTS.

The practice by butchers of cutting off the heads of turkeys and chickens involves a very considerable loss of good food. The Butchers' Advocate points out that poultry necks make nutritious soup and so would the feet if the consumer took them home and removed the skin with a blunt knife. Giblets too often go into the butcher's waste box. It is suggested that if the consumer does not want the heads, necks, feet, or giblets, butchers might make a low-priced specialty of them for soup purposes, educating consumers to their values.

PLEDGE CAMPAIGN IN QUEBEC.

A communication to the Food Controller from the Quebec Housewives' League expressed appreciation of the services rendered by Mrs. Muldrew of the Food Controller's staff on her recent visit to Quebec. The letter adds: "Her able organization of the Food Card Campaign has assured it a splendid beginning which we are confident the women of Quebec will carry on to a successful finish."

FISH AT MODERATE PRICES

From the Fishermen to the Consumer—Farmers Are Now Buying Freely.

Winnipeg, February 9.

The following statement from the Office of Mr. J. D. McGregor, Western Representative of the Food Controller, shows how the several persons or companies handling fish from the fisherman to the retail dealer are remunerated out of the retail selling price: "Under the regulations of the Food Controller, retail fish dealers in the Provinces of Manitoba, Saskatchewan and Alberta receive at their point of shipment for whitefish, pickerel, trout, perch and yellows, 7 cents per pound. The fish companies or producers receive on car lots 8½ cents per pound. For box lots of from 100 to 125 pounds, the companies get 9½ cents per pound. Any consumer is entitled to purchase in box lots. The wholesale distributor, if he has purchased from fishermen, receives on car lots, 8½ cents. If he has purchased from a producer he receives 9½ cents per pound. Freight runs from 40 to 75 cents per 100 pounds from primary shipping points to points of distribution or consumption. The cost of boxes in which the fish are packed is about 50 cents per 100 pounds. The cost to the retailers, including freight and boxes, varies from 10½ cents to 11 cents in Winnipeg, according to quantity."

Fish Selling at 12½ cents.

The Food Resources Committee in Winnipeg under an arrangement with wholesale distributors are selling fish in twenty pound lots at 12½ cents per pound.

Mr. McGregor states that every retail store in Winnipeg is now quoting the same price for frozen whitefish, trout and pickerel.

"A tremendous amount of fish has been sent to the country for consumption on farms," he says. "In fact, the farmer has realized that this is a wholesome change from the ordinary fare of the farm and is buying it quite freely."

Flat Fish for Prairie Provinces.

Arrangements are being made to market Pacific flat fish in the cities and towns of the Prairie Provinces at a reasonable price. By making available frozen soles, flounders, skate and other excellent flat fish, it is expected to reduce the demand for halibut and salmon which are in the luxury class.

Permits are now required for the exportation of western lake-caught fish, this measure being taken in order to facilitate the

licensing of wholesale dealers. Applications for such permits must be made to the office of the Western Representative of the Food Controller, Winnipeg.

WILL IMPORT LABORERS.

The United States Department of Labour through the Government Employment Service is arranging to bring into that country approximately 110,000 labourers from Porto Rico and the Virgin Islands. These men will be employed for maintenance and shop work on the railways and will be released for farm service when agricultural needs require.

HIGH COST OF FOOD DELIVERY.

From The Regina Leader.

The text book of war-time experience calls loudly for better and less expensive methods of delivery in all food distribution. There should be organization of our general delivery system for department stores, consolidation of milk dealer and grocery store delivery systems and establishment of every economy that would tend to prevent duplication, waste of energy and expense. Local merchants are now considering effective co-operation, and only want of serious thought on the part of the general public holds back their support. The idea is patriotic as well as practical and would, if well managed, reduce the too-high price of necessities for the household.

The wholesale grocers of Vancouver have instituted a new delivery schedule which is expected to make possible a considerable saving in equipment and men. The City has been divided into districts and deliveries are to be made on stated days.

The wholesale fruit and produce men of Vancouver are organizing a joint stock company to handle deliveries from a central depot.

BARLEY AS WHEAT SUBSTITUTE.

Barley flour compares favourably with the fine wheat flour. The Chamber of Commerce of Sacramento, California, has launched a campaign to promote the manufacture and consumption of this grain as a substitute for wheat. Among the products now handled in the trade are barley flour, barley brown bread, barley pancake flour, and barley flakes, groats, and grits.

WORK IN WESTERN CANADA.**Report of Recent Activities by Mr. McGregor's Office.**

Following is a report from the Office of Mr. J. D. McGregor, Western representative of the Food Controller, Winnipeg:

On January 23rd Mr. McGregor spoke at the Winnipeg Rotary Club luncheon on the subject of meat animals. On the following day he conferred with Mr. F. P. Reed, Dominion Grain Commissioner. On January 25th the managers of the several mills located in Winnipeg met with Mr. McGregor to discuss the price of flour in the West.

The Fish Department now occupies separate office room at 203 Scott Block. Circulars have been sent to fish distributors requiring them to submit weekly returns.

This Office notified all mills that the Food Controller's milling order must be complied with by January 28th. We also notified wholesale dealers in fruit and vegetables that their applications for licenses must be made immediately. Export application forms have been sent out to all flour exporters.

Production on Indian Lands.

Mr. W. Graham, of the Department of Indian Affairs, interviewed Mr. McGregor recently in regard to efforts for greater production on the Indian reserve.

Mr. Allen, of the Dominion Grain Commission, arrived on January 31st. A meeting was held between representatives of the mills and Messrs. McGregor, Allen and Reed, to consider the question of bran and shorts. A sample of the new standard flour made from Spring wheat was received on this date.

A Dairymen's Convention was held in Winnipeg on January 31st and February 1st and 2nd. Mr. McGregor left for Ottawa on February 2nd. Arrangements have been completed for demonstrations in school houses by the Manitoba Food Resources Committee. "Explainers" are to be sent to meetings of women's organizations. In cooperation with this Office the Daughters of the Empire are providing a patriotic food show during Bonspiel week.

TO INCREASE WHEAT ACREAGE.

The Ontario Department of Agriculture has instructed its district representatives in all parts of the Province to use every means in their power to encourage increased planting of Spring wheat. A special bulletin has been prepared by Professor Zavitz, of the Ontario Agricultural College, and will be distributed widely.

"LIES."

The usual stories are starting, one to the effect that Mr. Thomson the new Food Controller has extensive dairy interests in Canada, and that he is using his influence to prevent the importation of oleomargarine from the United States, and further that Mr. Thomson is and has been interested and connected with the Grocery Trade. Both of these lies are absolutely without foundation. Mr. Thomson never owned a dairy cow in his life, nor is he associated or interested in any branch of the Grocery Trade.

These stories are of the same class as the usual German propaganda, and efforts are being made to trace them to their source in order that the originators may receive due recognition from the Kaiser by way of an iron cross after the war.

WASTE WOULD FEED ALLIES.**Attack Non-Essential Uses of Food, says Mr. Hoover.**

In a letter to Hon. Sydney Anderson, House of Representatives, Washington, the United States Food Administrator emphasizes the necessity of attacking the non-essential uses of foodstuffs and the points of unnecessary consumption of foodstuffs. Mr Hoover estimates that on this continent is consumed or destroyed over 30 per cent more food than is necessary to maintain the health and strength of the people. This margin, if it could be saved, would supply all the Allies' requirements.

CORN FOR CANADA APPORTIONED.

The Food Controller has completed arrangements with the War Trade Board at Washington, providing for the apportionment to Canada of a definite number of cars of corn monthly. This allotment for Canadian requirements has been apportioned among Canadian Importers, who will thus be relieved of the necessity of securing separate import licenses for each shipment.

DANES ARE EATING WOLFHOUSES.

Food is so scarce in Denmark that the famous Danish wolfhounds are being slaughtered for food. Northern European neutrals are in dire straits by reason of the shortage of food supplies.

WASTE IN WAR TIME.

Avenues of Loss Must be Closed—Bearing on the Food Problem.

Notwithstanding the war, and the special need for economy which war has brought, Canadians are wasting at a tremendous rate. We really do not intend to waste but, because the present generation has been so generously provided for, it does not know what saving means.

Waste is simply not saving things which are useful. It arises largely from the fact that we do not know what things are useful. Our great national ignorance is in connection with things which now go into the discard. The waste of these things is so great that if it could be itemized and aggregated it would stagger us. When we read, not long after the war broke out about the Germans commandeering eavetroughs, old kettles, and roofing, and even church images,—anything containing copper,—for the making of munitions; when we read about them saving grease and rags, any waste paper and old rubber, even the rubber tips of pencils; when we read of them being put on strict food rations,—we thought we had them beaten. But it is this great national economy that has saved Germany until the present time.

Wasteful in Small Things.

As children we were puzzled with the question "where do all the pins in the world go to?" By and by we learned that when a pin falls it slowly disintegrates and finally becomes part of the soil. The same is true of a hundred other little things of universal use. They are manufactured by the millions every minute of the day and after brief use, are lost to us. Such loss involves waste, and in seemingly small matters of this kind Canadians are more wasteful than almost any other people in the world. We are also wasteful in other ways, and it is well to remember that, directly or indirectly, every form of waste has a bearing upon the food problem.

Waste is not Wilful.

The great mass of Canadians have always found the means of livelihood easy. We are not like the Germans and French and Belgians, forced by necessity to make the most of things just at hand to intensify efforts of production. Wilful waste makes woeful want; but waste is not wilful in ninety-nine cases out of a hundred. It

is the result of thoughtlessness or of ignorance or of lack of organized opportunity, or all together.

Saving of food, reduction of waste, substitution of other things for things essential to our Allies—these are part of the Gospel of War-Winning. Saving is another form of production. You cannot always produce, but you can always save. The thing that is saved takes the place of the thing that cannot be produced.

We waste food in many ways:

In peeling potatoes, the loss is 20 per cent.

In stale bread.

In bread crusts.

In table crumbs.

In kitchen garbage.

In the fats of meats.

In meat and chicken bones.

In the sour milk and buttermilk, that is thrown away.

In fats which we neglect to render.

In eating more than we really need.

In eating the wrong kinds of food.

In frying meats and not saving the fats.

In not substituting other foods for the beef, wheat and bacon, which are needed overseas.

In improper cooking.

In feeding too much protein (albumen in eggs and gluten in flour) to old persons and persons of sedentary habits.

In keeping too many domestic pets, which consume good food.

In leaving food uncovered to be wasted or spoiled by vermin.

Canadians must realize the tremendous aggregate which is represented by such waste. The loss involved can be checked only in one way—by every individual man, woman, girl and boy doing his or her part.

WEEVIL LOSS IN GROCERY STORE.

In order to avoid loss from weevils grocers should keep flour, meal, rice, peas, beans, and package cereals in a cool, dry place, as without heat and moisture the weevil will not propagate. Proximity to a heated stove will often cause weevils to appear in winter. Scrupulous cleanliness and kalsomining are preventatives. Care should be taken to inspect incoming goods, as a few weevils in a single package of goods may infect the whole store in a short space of time during warm weather.

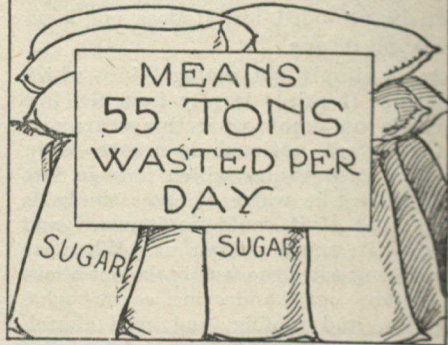
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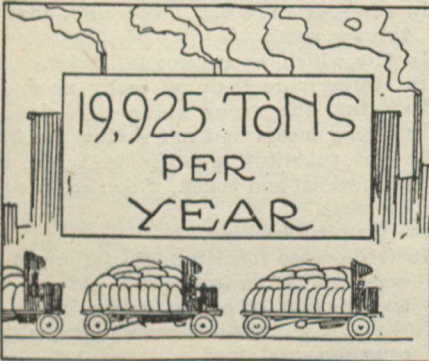


EACH
PERSON
IN CANADA
EVERY DAY

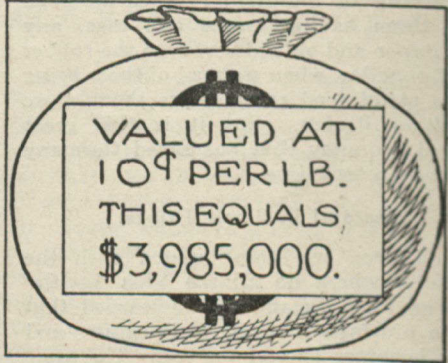
MEANS
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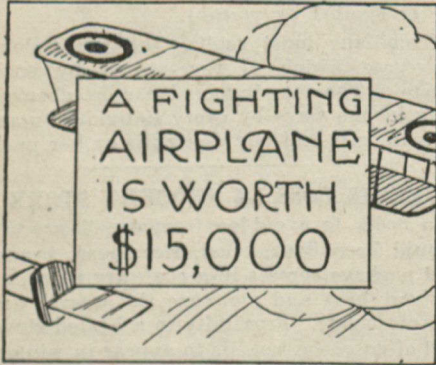
19,925 TONS
PER
YEAR



VALUED AT
10¢ PER LB.
THIS EQUALS
\$3,985,000.



A FIGHTING
AIRPLANE
IS WORTH
\$15,000



THIS WASTE
WOULD
PURCHASE A
FLEET OF 265
AIRPLANES

