

Canadian Food Bulletin

No. 1.

"PRODUCE—CONSERVE—SUBSTITUTE" October 6, 1917

The Canadian Food Bulletin, of which this is the first issue, 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. It will serve as a means of keeping the Provincial Committees in touch with the operations of the central office. It will also provide periodic telegraphic reports on the progress of the work of the Provincial Committees. The information published in the Bulletin will be 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 the Educational Department of the Food Controller's Office, Ottawa.

MAXIMUM IS NAMED FOR PROFIT OF THE MILLERS.

Mr. Hanna has announced that after November 1 the net profits of Canadian millers will be limited to a maximum average of 25 cents on the milling of sufficient wheat to make a barrel of flour of 196 pounds and the offals produced in connection therewith. Mills will be licensed and will be required to manufacture one or more of three standard grades of flour, which will represent a higher percentage extraction than the white flour now in general use in Canada. Cash prices for these standard grades will be set from time to time. Mr. W. Sanford Evans will supervise the carrying out of the arrangements, co-operating with a special advisory committee of the millers.

MR. MACAULAY BECOMES THE DOMINION CHAIRMAN.

Announcement has just been made that Mr. T. B. Macaulay, of Montreal, president of the Sun Life Assurance Company of Canada, has accepted Mr. Hanna's invitation to become Dominion Chairman of the National Committee on Food Resources. Mr. Macaulay will take charge of the Provincial Committees and will work out with them various matters of organization and policy. His position is honorary and he is giving his services to this important work.

IMPORTANT SAVING OF BEEF AND BACON IS SHOWN.

Preliminary reports from hotels and restaurants in the chief Canadian cities show

an average reduction of consumption during the month succeeding the institution of beefless and baconless days of 51 per cent of bacon and 40 per cent of beef, the standard of comparison being the immediately preceding month. This represents a monthly saving of about twelve tons of bacon and thirty tons of beef at ten hotels and restaurants. Printed notices containing the regulations have been sent to some 16,000 public eating places, including hotels, restaurants, boarding houses, clubs, etc. The results recorded from ten leading hotels and restaurants indicate the enormous saving effected by the regulation, which applied to sixteen thousand of such places. As to white flour, it is difficult accurately to ascertain the percentage of saving. But reports so far show that both by substitution of other cereals and by actual cutting of consumption a considerable economy has been effected.

DR. ROBERTSON LEAVES FOR WESTERN PROVINCES.

Dr. James W. Robertson, Chairman of the Central Advisory Council of the Food Controller, will leave Ottawa tonight (Saturday) to assist in completing the Food Controller's organization in the Western Provinces. Dr. Robertson will confer with the Provincial Committees already constituted and will advise upon the formation of local Food Economy Committees similar to those organized in the Maritime Provinces and Quebec under his direction. His itinerary includes Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.

DEVELOPING A MARKET FOR CANADIAN FISH.

Through the activities of the Fish Committee a special fish train now leaves twice a week from Mulgrave, N.S., for Montreal and Toronto.

Lakes Nipissing and Nipigon have been thrown open by the Government of Ontario, co-operating with the Fish Committee of the Food Controller's Office, and the fish are shipped to Ontario points under governmental supervision.

In the western provinces similar plans are under way in co-operation with the Provincial and Federal Governments. On the Pacific Coast plans to co-operate with the United States authorities are being perfected. Endeavours are being made to place the cheaper edible fish, such as red and ling cod, flat fish, etc., on the market in the western provinces.

Sample fish show cases are being tested with the idea of distributing suitable cases to fish retailers at nominal cost.

The serious gasoline shortage in the Maritime Provinces has been overcome by the Committee, thus saving a tie-up of the shore fleet. A similar shortage threatening the halibut fishery at Prince Rupert is to be relieved also.

The Committee is endeavouring to secure from the British Admiralty another steam trawler for use on the Atlantic. It has been ordered that all fish dealers register and submit monthly reports as to prices, quantities handled or in store, etc., to the Food Controller's Office.

HOME CONSUMPTION OF FRUIT AND VEGETABLES.

The Fruit and Vegetable Committee held its first meeting on August 30. The apple crop was given immediate attention. The Committee found upon inquiry that the larger part of this year's crop was in Nova Scotia, which had a surplus above the requirements of the province itself of 700,000 barrels. This surplus normally would have been exported but the British embargo this year made it necessary to market the crop in Canada. Steps have been taken, however, to assist in transporting and marketing the Nova Scotia surplus in order that the large crop should not be lost. In this work Mr. H. H. Schafer, Traffic Officer of the Fruit and Vegetable Committee, is co-operating with Mr. George McIntosh, of the Dominion Fruit Branch, and Mr. George

Spencer, of the Dominion Railway Committee. The Committee has also adopted a policy of registering and licensing all wholesale dealers in fruit and vegetables. Regular reports will be required and it is the intention of the Committee to see that speculation is prevented and to insist that wholesalers' profits be kept within reasonable limits.

Mr. F. M. Black, Chairman of the Committee, has been making inquiries into the profits of wholesale fruit dealers in the western provinces and has also been considering the marketing of the big potato crop.

The Fruit and Vegetable Committee next week will consider the profits of retail fruit dealers.

Upon the recommendation of the Committee, the use of canned vegetables has been prohibited until October 15th, with a few exceptions, in order to encourage the consumption of fresh products. The Committee estimates the potato surplus in Canada this year at 10,000,000 bushels, and efforts will be made to facilitate this distribution, encourage consumption, regulate the profits of dealers, and provide for storage. Matters in regard to the potato situation will be discussed at a meeting of the Potato Committee in Ottawa on October 9.

EXCHANGE DEPOTS URGED BY LIVE STOCK EXPERTS.

The Live Stock Committee of the Food Controller's Office held a meeting on September 18, when the following resolution was passed:

"In the opinion of this Committee, the conservation of calves, which is so urgently needed to promote increased production, may be greatly encouraged and stimulated by the movement of calves under advantageous conditions from districts in which they are not needed to districts where they may be in demand. It is, therefore, recommended that exchange depots be established which will constitute centres of information as between buyer and seller, respecting the farm demand and supply of calves. It is further recommended that this suggestion be conveyed to the Minister of Agriculture by the Food Controller with request that the organization of the Live Stock Branch of his Department, acting in conjunction with the provincial Departments of Agriculture be utilized to the fullest extent in rendering this arrangement effective."

THE COST OF LOWER PRICES

By W. J. HANNA, K.C.

Canadian Food Controller.

[FIND, and the gentlemen who so ably, earnestly and disinterestedly are assisting me find, that very grave and mischievous misconceptions of the duties and powers of the food controller exist in the minds of a number of Canadians. This number is not large, and I had hoped that with the passage of time most of the misconceptions to which I refer might of themselves have been cleared away. Since, however, they persist, and appear at times even to be fostered by writers who have perhaps been too busy to give sufficient thought to the problems they discuss, I deem it a duty to the public to make the following statement:

Unless the consumers in the cities of Canada signify their willingness to face a complete disruption of all trades, a total breakdown of real estate values, and the utter demoralization of labour conditions in their cities, the Food Controller cannot possibly accede to the demands made in some quarters to "cut prices down," to "sell food at cost," or, as it is otherwise expressed, to "do away with the middleman." Such goals may be partially achieved. How much or how little can be done will be made known to the public from time to time as I find necessary.

But however great may be the hardship of present food prices, however popular would be the movement to have the government sell fish or any other commodity at cost, however overburdened Canada may be with the class of people known as middlemen—radical measures cannot be promised, except upon such terms as I have just indicated.

I must remind those Canadians who are perhaps unaware of the facts, that seven main factors may be said to govern the present prices of food:

First: the disproportion between demand and supply, consumption and production: food cannot be cheap while there is such a growing disparity between the numbers of producers and the numbers of consumers.

Second: unrestrained competition between great foreign buyers of foodstuffs in our markets.

Third: unequal distribution of the available supplies: surplus production in one province being unavailable for provinces in which were shortages.

Fourth: the food speculator.

Fifth: the greedy middleman.

Sixth: the supernumerary, unnecessary and inefficient middleman.

And seventh: the waster.

The first of these is a world condition and can scarcely be affected by the efforts of one food controller in a short period of time. The second has been corrected by the creation of central buying offices for the entente powers. The third is being overcome by close co-operation with the railway companies. The fourth is vigilantly guarded against. The fifth is being checked as rapidly as our committees and staff can gather correct information as to costs, and devise remedies and penalties. The seventh we are hoping to eliminate by appeal and by education.

But the sixth, the supernumerary, unnecessary and inefficient middleman, whose presence in the community is one of the most serious economic wastes of the day, whose low standards of efficiency set the standards of the whole community—is beyond any but the mildest powers of the Food Controller. This, one of the most serious aggravations of the high-price situation, cannot be removed without precipitating disaster upon the whole community.

That there have been long too many city people and too few farmers in this Dominion is common knowledge. But it is not so well known that among our city people there are too many mere distributors, too many shippers, packers, carriers, wholesalers, retailers, advertisers, printers, salesmen, brokers, sub-brokers, deputy brokers, assistant sub-deputy brokers and the whole army of people in the services and professions that wait upon these middlemen.

I do not say that the functions of these non-producers could be done away with, but I do say that there were and there are too many for each function—too much duplication of effort and equipment. In the city of Toronto in 1910 (the last census year) there were less than thirty thousand actual producers of goods, including a large proportion of those who produced only luxuries. The balance of, say, the one hundred thousand and wage earners in the city of Toronto, must have been either servants, professional men or middlemen. And this inflated staff of non-producers, not only in Toronto, but

in every Canadian city and town, and still is dependent for its wages upon the movement of farm goods to the city and city goods to the farm, and all the over-specialized, over elaborated, processes which a luxurious civilization imagines are necessary to its happiness.

While the average consumer in our cities is giving vent to his resentment against the middlemen in general and against the big middlemen (the packing and distributing corporations, for example), in particular, he overlooks two vital facts: first, that he himself is probably a middleman of the least essential and least efficient sort and dependent for his living upon the continuance of an effete economic condition; and, second, that any government regulation tending by radical means to reduce the middlemen's "spread" or marginal profit, tends to wipe out the unnecessary and inefficient middlemen and to make still richer the big middleman and his corporation. I do not say this is just. I only point out that it is true and that so long as it is true the food controller cannot "cut prices," or "wipe out the middleman," or "sell goods at cost."

The Food Controller knows, for example, that cod steaks can be sold at a profit by certain large retail organizations in Toronto at fourteen cents a pound. It would seem to be in the immediate interests of the Toronto householder to direct that fourteen cents be the maximum retail price for cod steaks in Toronto. But indirectly such an order would ruin the very man it aimed to benefit. For such legislation, directed against one class of trade, could not consistently be denied against other classes of trade. It would force out of the business not only the ordinary dealers in cod steaks but, to be consistent—all small dealers. The small milk dealer must then be asked to operate on as small a "spread" as the large milk concerns—a thing he cannot do owing to his smaller volume of turnover. The ordinary butcher would then have to give way to the department store butcher, the modest bakery to the large bread factory, and the little grocer to the big one.

There has not been, and there will not be, an instant's hesitation to bring to bear all the powers of the Food Controller against any producer or middleman whom we find in our present investigations to be making an undue charge for his services—an unfair "spread." Unquestionably, as I said before, there are too many middlemen.

Without a doubt, by fixing maximum prices so that only the big concerns could

operate, we could force thousands of middlemen out of their offices and stores, and, theoretically, into factories and on to farms. But such a transformation could not be quickly effected without appalling confusion. Shops and offices would be idle. The men who depended for their income on renting shops or selling goods to retailers, or delivering goods or collecting bills or renting telephones—and the armies of people who wait on these in turn would be deprived of their revenue. Rents and taxes would go unpaid. The value of real estate would collapse. The credit structure of the whole community would be violently shaken. A wasteful way of living might thus be corrected—but at what a price!

The first duty of the Food Controller, let me remind you, is not to cut prices, eliminate middlemen, "sell at cost," or correct in a day economic evils which an unthrifty and luxurious use has allowed, even encouraged, to grow up, but to protect Canada, the Canadian troops, and our share of the wall of the Empire, against disaster through famine!—I use the word without any exaggeration. I can do this only by decreasing consumption and, as far as possible, increasing production. Against the other price-raising factors, against competitive buying by foreign governments, against unequal distribution of resources, against speculators, greedy middlemen and wasters, the public will be vigilantly protected.

But with wages better than ever and unemployment unknown, with the purchasing power of a dollar in the food market very little lower than its purchasing power in the labour market, the middle and well-to-do classes of Canadians are still buying luxuries, really cheap food would for the present be a disastrous invitation to these classes—the really poor need no exhortation from me to economize—to squander our scant provisions and defeat the very objects for which the Food Controller was appointed.

Let those who see only their own immediate interests, in the price of, say, eggs, those who find their motors a burden, or their margin for amusements interfered with owing to the price of butter, those who seek public favour by crying out against middlemen, those who—by the way—decline to co-operate with the Food Controller because he cannot lend his office for the promotion of this or that propaganda, study for a moment the complexity of connection and cross-connection in the economic fabric. Let them observe not just the first, but the second and third effects of the legislation they ask.

It may be said by the hasty that the Food Controller is defending the big interests, or that he condones a condition in society which, at the same time, he blames for causing high prices. But it is not so necessary that he should be proven free of prejudice and disinterested as it is important for Canadians to realize the truth of their condition. The thoughtful, the public-spirited and the just-minded men and women who constitute the great bulk of our country's population will be quick to understand me when I say that the Food Controller will be among the first to welcome any reduction of the cost of our middleman system, if and when the Canadian people show that they understand the price and are ready to pay it—to accept temporarily, ruin to every city and town in the country.

MILK COMMITTEE HAS BEGUN ITS INVESTIGATION.

The committee on milk supply consisting of the food experts of the principal cities of Canada, together with one representative of the producers and one milk distributor, met last week and completed the work preliminary to a thorough inquiry into the milk situation and a study of a number of questions related thereto. A questionnaire was prepared, covering in detail the information desired by the Committee, and has been sent to all producers and distributors of milk throughout the Dominion. The Committee proposes to deal with questions of supply, costs, prices and profits. Consideration will also be given to questions in regard to the manufacture of ice cream. The butter and cheese supply will be studied and questions in relation thereto will be discussed.

After being in session at Ottawa for three days the members of the Committee returned to their homes where they will gather information to supplement the detailed reports which the milk dealers will make direct to the Food Controller's Office. If the data can be obtained in time it is proposed that the Committee should resume its sittings in Ottawa on October 15. Representatives of the various interests concerned may be called. It is expected that the Committee's report will be in the hands of the Food Controller before the end of October.

FOOD CONTROL DIRECTORY.

Central Organization:

- Hon. W. J. Hanna, Food Controller, Bank Street Chambers, Ottawa.
 Dr. J. W. Robertson, Chairman Central Advisory Council, Bank Street Chambers, Ottawa.
 Mr. T. B. Macaulay, Dominion Chairman of the National Committees on Food Resources, Food Controller's Office, Ottawa.
 Mr. S. E. Todd, Chief of Staff, Bank Street Chambers, Ottawa.

Provincial Organizations:

- Alberta: Dr. J. G. Rutherford, Chairman Alberta Provincial Committee, Calgary; Dean E. A. Howes, Secretary Provincial Committee, College of Agriculture, S. Edmonton.
 British Columbia: Dr. Westbrooke, Chairman British Columbia Committee, President of the University of British Columbia, Vancouver; Dean L. S. Klinck, Secretary British Columbia Committee, University of British Columbia, Vancouver.
 Manitoba: Prof. J. B. Reynolds, Secretary Manitoba Committee, President Manitoba Agricultural College, Winnipeg.
 New Brunswick: Mr. E. A. Schofield, Chairman New Brunswick Committee, Schofield Paper Co., St. John; Dr. W. C. Kierstead, Secretary New Brunswick Committee, New P.O., Fredericton.
 Nova Scotia: Mr. I. C. Stewart, Chairman Nova Scotia Committee, 140 Barrington Street, Halifax; Mr. A. S. Barnstead, Secretary Nova Scotia Committee, 197 Hollis Street, Halifax.
 Ontario: Dr. A. H. Abbott, Secretary Organization of Resources Committee, Parliament Buildings, Toronto.
 Prince Edward Island: Mr. C. H. B. Longworth, Chairman Prince Edward Island Committee, P.O. Box 500, Charlottetown; Mr. William Kerr, Secretary Prince Edward Island Committee, Brown Buildings, Charlottetown.
 Quebec: Mr. W. S. Weldon, Chairman Montreal Committee, 636 Dorchester Street W., Montreal; Mrs. Huntley Drummond, Chairman Women's Food Economy Committee, Room 401, Drummond Building, Montreal.
 Saskatchewan: Mr. F. H. Auld, Secretary Saskatchewan Committee, Department of Agriculture, Regina.

MR. HOOVER'S POLICY.

In a statement of policy Mr. Herbert Hoover, Food Administrator for the United States, says:

"The hopes of the Food Administration are three-fold: First, so to guide the trade in fundamental food commodities as to eliminate wasteful practices, and to stabilise prices. Second, to guard our exports so that against the world's shortage we retain sufficient supplies for our own people, and to co-operate with the Allies to prevent inflation of prices. Third, that we stimulate in every manner within our power the saving of food, in order that we may increase exports to our Allies to a point that will enable them to provision their armies properly and to feed their people during the coming winter.

"The Food Administration is called into being to stabilise and not to disturb conditions, and to defend honest enterprise against illegitimate competition. It has been devised to correct the abnormalities and abuses that have crept into trade by reason of the world disturbance, and to restore business, as far as may be, to a reasonable basis.

"The business men of this country, I am convinced, as a result of many hundreds of conferences with representatives of the great forces of food supply, realize their own patriotic obligation and the solemnity of the situation, and will fairly and generously co-operate in meeting the national emergency. I do not believe that drastic force need be applied to maintain economic distribution and sane use of supplies by the great majority of American people; and I have learned a deep and abiding faith in the intelligence of the average American business man, whose aid we depend on to remedy the evils developed by the war, which evils he admits and deplors as deeply as ourselves. But if there be those who expect to exploit this hour of sacrifice, if there are men or organizations scheming to increase the trials of this country, we shall not hesitate to apply to the full the drastic coercive powers that Congress has conferred.

"The deep obligation is upon us to feed the armies and the peoples associated with us in this struggle. The diversion of 40,000,000 of their men to war or war work, the additional millions of women drafted to the places of their husbands and brothers, and the toll of the submarine have all conspired so to reduce production that their

harvest this autumn will fall 500,000,000 bushels of grain below their normal production. Always dependent upon import from other countries for a substantial part of their food needs, our Western European Allies, because of the destruction of shipping by submarines and the isolation from the normal market by belligerent lines, are forced to a large degree upon our markets, as not only the nearest but the only market capable of relieving their bitter necessities. Therefore, whereas we exported before the war but 80,000,000 bushels of wheat per annum, this year, by one means or another, we must find for them 225,000,000 bushels, and this in the face of a short crop. Our best will but partly meet their needs, for even then they must reduce their bread consumption 25 per cent, and it will be war bread they must eat, bread of which a large portion consists of other cereals.

"Already the greater call for meat and annual products due to the stress of war on the millions of men in the fighting line and the enhanced physical labour of populations ordinarily subsisting on lighter diets, coupled with the inadequate world supply, have compelled our Allies to kill upwards of 33,000,000 head of their stock animals. This is burning the candle at both ends. Therefore, not only must we increase their supplies of meat and dairy products, but we must prepare as war goes on to meet an even greater demand for these necessary commodities.

Because of the shortage of shipping, only the most concentrated of foods, wheat, grain, beef, pork and dairy products and sugar can be sent across the seas. Fortunately, we have for our own use a superabundance of foodstuffs of other kinds—the perishable, fish, corn and other cereals—and surely our first manifest duty is to substitute these for those other products which are of greater use of our fellow fighters. Our second duty is to eliminate waste to the last degree. Seventy per cent of our people are well known to be as thrifty and careful as any in the world, and they consume but little or no more than is necessary to maintain their physical strength. They can, however, substitute foods as above. It is not too much to ask the other thirty per cent, by simpler living, to reduce their consumption. The substitutions we ask impose no hardships, and the limination of waste is to-day no more than a patriotic service. Every ounce of waste is a contribution towards starvation."

Reports of Provincial Bodies.

ALBERTA.

Following is the report from Alberta:—
Mr. A. E. Howes, Secretary of the Food Control Committee, says:

"We are distributing pledge cards and bulletins as rapidly as they are received. A circular letter has been sent to leading men and women throughout the province, asking for their co-operation. We have splendid prospects in the existing organization for an effective educational campaign for elimination of waste and the conservation of food."

In an earlier letter Mr. Howes states that Dr. Rutherford addressed the Alberta Union of Municipalities at their annual convention recently on the question of food conservation. The Committee has decided against the use of window cards in connection with the food pledge campaign, for the reason that practically all residences in Alberta cities and towns are built back from the thoroughfares, so that the window cards would not serve the purpose for which they are intended.

BRITISH COLUMBIA.

The Provincial Committee was organized on September 5. Sub-committees on "Production and Control," on "Education in Conservation," and a special committee on fruit and vegetables were appointed. Other sub-committees were appointed to investigate the possibility of securing cheaper whole wheat flour, to investigate reported waste in cold storage, to secure data on the amount and kinds of grain used in the manufacture of liquor, and to report on local milk problems. The organization is planned and partly under way for educational work. Women's Institutes will be used in rural districts and in the smaller towns. The mayors and reeves are being asked to organize where no Institute branch exists. The Fruit and Vegetable Committee reports a marked shrinkage in the potato crop. A recommendation is being forwarded on the question of price control. The advertising campaign is favoured by the committee in connection with its work. The matter is being presented to the Government for action. Headquarters of the British Columbia Committee are located in the University of British Columbia, Vancouver.

MANITOBA.

Following is the report from Manitoba:—
"An Organization Committee for the Province was formed on August 17, and seven meetings have been held to date with Mr. G. W. Allan as Convener and Prof. J. B. Reynolds as Secretary pro tem. Mr. A. Bright was nominated as the Manitoba representative on the Fruit and Vegetable Committee of the Food Controller's Office. A Committee of seven, with headquarters at the Manitoba Agricultural College, has been appointed, while a City Committee, also of seven members, has been formed and has opened offices in the City Hall at Winnipeg. The campaign is ready for the provincial work. A conference was held at Winnipeg, and a list of speakers has been arranged for the country, meetings to be held under the auspices of the Home Economy Society."

NEW BRUNSWICK.

Mr. W. C. Keirstead, Secretary of the New Brunswick Committee, telegraphs: "We are arranging an advertising campaign, circularizing the clergy and teachers of the province, addressing Rotary Clubs, Boards of Trade, the Women's Annual Institute, the Teachers' County associations, religious conventions, ministers' and city associations. Cards and bulletins are to be distributed by the Housewives' Leagues, Women's Institutes, and Daughters of the Empire through special committees of these bodies, and through the rural public schools. Headquarters for our provincial organization have been established in the post office at Fredericton."

NOVA SCOTIA.

From Mr. Arthur Barnstead, Organizing Secretary of the Nova Scotia Committee, comes the following report:

"The Provincial Committee on Food Resources was appointed at a public meeting in Halifax on August 29th. At the Provincial Exhibition and at local fairs advertising matter has been distributed urging food conservation and posters have been displayed for public information. Active organization work and the signing of the food pledge cards is awaiting certain arrangements with regard to advertising."

ONTARIO.

Dr. A. H. Abbott, Secretary of the Organization of Resources Committee of Ontario, reports that the Committee was appointed by the Provincial Legislature in April, 1915. In February, 1916, it was enlarged by the addition of a number of business men and an active propaganda for increased production was begun. This work has been continued and will be continued for next year. A Women's Auxiliary to the Committee was formed and its first task was the distribution of the food pledge cards throughout the Province. The work connected with the formation of local committees of women, the creation of proper mailing lists and the sending out of the food cards and other literature, occupied this Committee through September. Well on to 500,000 cards have been sent out to at least 2,000 people. Nearly 21,000 letters have also been mailed. The larger cities and towns have distributed the food pledge cards fairly generally, but no complete report as to the number of cards signed will be available for some time.

PRINCE EDWARD ISLAND.

Mr. William Kerr, Secretary of the Prince Edward Island Committee telegraphs the following report:

"The plan of our provincial organization is complete. An appeal is being made by circular to the Farmers' Institute, Women's Institutes, Red Cross Societies, Public School Inspectors and Teachers, and Trustees and Secretaries of the Public Schools in the Pledge Card campaign which is to be carried on through the Schools. The children will distribute the cards. The plan is to be effective on one day still to be named. We are waiting until after the holiday season and until advertising arrangements have been completed."

QUEBEC.

The Food Economy Committee of Montreal, under the Chairmanship of Mrs. Huntley Drummond, has temporarily opened an office in the Drummond Building, Montreal. Towards the end of October the distribution of Pledge Cards will be begun. It is proposed that conjoint offices be occupied by the above committee and the Food Controller's Montreal Committee under the Chairmanship of Mr. W. S. Weldon. The Provincial organization has yet to report.

SASKATCHEWAN.

The temporary headquarters of the Provincial Committee of the Food Controller's organization are located in the Provincial Parliament Buildings at Regina. The order in council prohibiting the sale of canned fruits and vegetables until October 1, passed at the instance of the Food Controller in order to stimulate the consumptions of perishable garden produce and save waste, was found to work hardship upon the threshing gangs on the prairies where vegetables and fruits were little grown, and the Food Controller accordingly was asked to relax the order as applicable to the three prairie provinces. This was done by issuing licenses to threshers.

**FOOD ECONOMY LECTURE
TO WOMEN AT MONCTON.**

Mrs. Jean Muldrew, Director of Domestic Economy in the Office of the Food Controller addressed a convention of Women's Institutes for the Province of New Brunswick, at Moncton, on October 3rd. Mrs. Muldrew made the first public announcement of the savings resulting from "beefless and baconless days." Touching upon the necessity of economy and substitution, she pointed out that at least one-quarter of our white bread must be replaced by bread made from some other cereal. "The Kitchen Soldier," said Mrs. Muldrew, "in her uniform is necessary to win the war. It may be we shall be fortunate enough to lose our reputation for wastefulness and extravagance."

**HOW PRESIDENT WILSON
DEFINES "A JUST PRICE."**

"By a just price I mean a price which will sustain the industries concerned in a high state of efficiency, provide a living for those who conduct them, enable them to pay good wages, and make possible the expansions of their enterprises which will from time to time become necessary as the stupendous undertakings of this great war develop. We could not wisely or reasonably do less than pay such prices. They are necessary for the maintenance and development of industry, and the maintenance and development of industry are necessary for the great task we have on hand."—President Wilson.