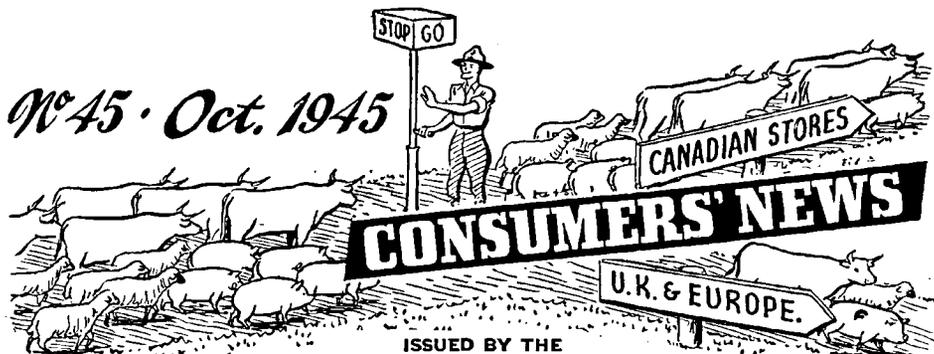


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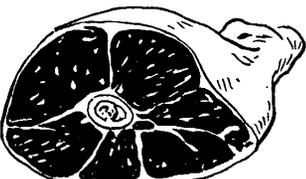
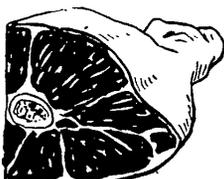
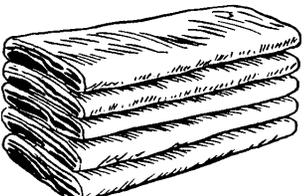
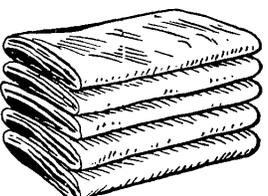
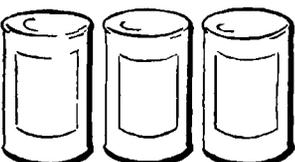
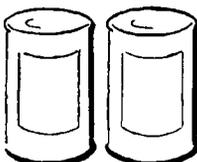
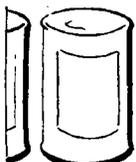


CONSUMERS' NEWS

ISSUED BY THE
CONSUMER BRANCH
THE WARTIME PRICES AND TRADE BOARD
 OTTAWA CANADA

WE WILL SEND ALL WE CAN SPARE

Canada undertook to supply to the United Kingdom and liberated areas of Europe this year beef, bacon and canned meat amounting to at least 789 million pounds. To meet our objectives, two-thirds of the total, or 526 million pounds, should have been supplied by the end of August, when we had sent only 479 million pounds. We are not limiting our contribution to any specific figure, but will send all meat available after our own needs are met.

WHAT WE PROMISED FOR 1945	WHAT WE SHOULD HAVE SENT UP TO AUG.31/45	WHAT WE SENT!
<p><i>BEEF - 225 Million Pounds</i></p> 	<p><i>150 Million Pounds</i></p> 	<p><i>85 Million Pounds LESS THAN HALF!</i></p> 
<p><i>BACON - 450 Million Pounds</i></p> 	<p><i>300 Million Pounds</i></p> 	<p><i>350 Million Pounds</i></p> 
<p><i>CANNED MEAT - 114 Million Pounds</i></p> 	<p><i>76 Million Pounds</i></p> 	<p><i>44 Million Pounds LESS THAN HALF!</i></p> 

IF YOU WOULD LIKE TO KNOW

Here are Questions Some People Are Asking About Meat Rationing, and the Answers

The majority of Canadians endorse meat rationing because it gives them the satisfaction of helping to supply meat to the people in the United Kingdom and the liberated areas of Europe who have borne the brunt of the war.

Such inconvenience as rationing entails is a small price to pay for the relief of need and suffering, particularly when it also assures us of our fair share of meat supplies.

Meat is most important as a source of energy, and is a morale-builder because it creates a sense of well-being. We need only imagine ourselves in the position of the people of Europe to realize how essential is meat in the diet.

In this time of desperate need across the Atlantic, there are only two choices open to us. One is to take the brutal attitude that the people of the United Kingdom must go short and that Europe can starve for all we care. The other is that we must save every pound of meat possible to send them. Canada, being a humane nation, has chosen the decent, proper course.

The United Kingdom is supplying meat to Europe by reducing still further its own meagre ration.

Canadians have asked questions about meat rationing. These are some of the queries, and the answers:

Q. Why is meat rationing reimposed?

A. The sole purpose is reduce our consumption so that increased supplies can be sent to the United Kingdom and liberated areas of Europe. Unless we reduce our meat consumption, Canada will not be doing her fair share in restoring the suffering, semi-starved people of war-ravaged areas to health and stability. It is a matter of our national honour, and of self-interest as well, to help restore Europe.

Severe shortages of food have serious effects on health and are a potent cause of industrial unrest and political discontent. Proper nourishment is a prerequisite to political stability, on which economic recovery of the world, including Canada, depends.

Q. Will meat go to waste under rationing (a) in the stores, and (b) through lack of shipping?

A. (a) While there always has been a certain waste of meat in stores, there will be no extra waste under rationing if the retailer will adjust his purchasing to his requirements. The purpose of meat rationing is to reduce consumption.

(b) There is no lack of shipping. The British Government is extremely anxious that meat be sent to the United Kingdom and liberated areas of Europe, and has arranged shipping facilities for all the meat available.

Q. Why are tokens used?

A. To facilitate small purchases and the buying of those kinds of meat which it would be inconvenient to purchase except in small quantities. Tokens also reduce the butchers' work in handling coupons.

Q. Why have cooked meats been left on the ration list?

A. This question refers to those cooked meats which were coupon free when meat rationing was first imposed in 1943. These are bologna, wieners, loaves, jellied meats, etc., which are made chiefly of those portions of meat

not usually sold over the counter in the form of cuts. In the previous period of meat rationing, the amount of cooked meat sold increased by leaps and bounds. One would expect the same thing to happen again with extra amounts of meat diverted into the manufacture of cooked meat.

Q. Why does not Canada simply draw off export requirements at the source and not bother with rationing?

A. If this was done, an inequitable distribution of domestic supplies probably would result, and there would be severe shortages of meat in all our major cities. That is what happened in the United States when this method of securing supplies for export was adopted. It also occurred in Canada in 1943.

Q. Is it really necessary to reduce our meat consumption in order to supply meat to the United Kingdom and Europe?

A. Yes. If no restriction were placed on the amount consumed by Canadians, they presumably would eat as much as they did in 1944, and Canada would thus fall short of meeting her export objectives by at least 100 million pounds. Rationing is intended to reduce our consumption of meat by 12 percent for the remainder of this year.

HOW YOU — THE CONSUMER — CAN HELP

Meat rationing adds to everyone's work. The producer, the slaughterer, the retailer who sells, the consumer who buys and eats—they all play a vital part.

As a consumer, here is how YOU can co-operate:

1. Try to plan your meat purchases before leaving home by determining what cuts you intend to buy and their approximate weights.
2. Make sure you have enough valid coupons and tokens to cover your proposed purchases by referring to the Consumer Coupon Value Chart and the Coupon and Token Calculator. Copies may be obtained from your Local Ration Board or Ration Branch.
3. Know the dates your "M" coupons become valid.
4. Do not buy more meat than you really need.
5. Avoid shopping at rush hours.
6. Be patient. Remember—your butcher may have inexperienced help.

Printing of this number was deferred to await the Government's decision on meat rationing. Those who therefore receive copies too late for the usual meeting of their organization are asked to distribute them in some other way, to members of their group if possible, or to others who would be interested. It is expected that Consumers' News for November will reach you on time.

OTHERS SHARE WITH US, WE MUST SHARE WITH THEM

Any discussion of meat rationing must take account of one fundamental point. And that is, Canada receives through the Combined Food Board of the United Nations a fair share of those commodities which we do not produce in sufficient quantities for our own needs—including sugar, oils and fats. The Combined Food Board operates a world pool, to which nations contribute their surpluses and from which they receive allotments to meet their deficiencies. If we did not supply meat to the world pool for those countries which need it, we could not expect to receive large quantities of sugar, fats, oils, etc.

Canada's own stepped-up production of sugar is about 180 million pounds annually. If we declined to contribute our surpluses of such products as meat and wheat, it would be necessary for us to depend on our own sugar production, which would amount to about 15 pounds per capita for all requirements—consumers, armed forces, ships' supplies, restaurants, hotels and industrial uses (bakery products, canned goods, preserves, etc.)

The world pool principle means that we get what we require in exchange for what we do not need.

RATIONING PROTECTS CONSUMERS

A delegation of butchers met in Ottawa recently and suggested that meat rationing be replaced by a system of requisitioning the meat needed to feed starving Europe, letting the meat dealers "take their chance" on getting a fair share of domestic supplies. They were told that such a plan would not be satisfactory because consumers would go short in areas where meat has to be shipped in.

Here is how Hon. J. L. Ilsley, Minister of Finance, explained it in a statement in the House of Commons on September 21:—

Risk Is too Great

"Members of the retail meat dealers' delegation which made the above recommendation are reported to me to have said that they were prepared 'to take their chances' on getting their fair share of meat. We are convinced that in fact each would not get his fair share, and we believe that in a very short time the dealers in the areas I

have referred to (deficiency areas such as the Maritime provinces, the northern parts of Ontario and Quebec and British Columbia and the larger metropolitan areas in Canada) would be demanding redress as they did late in 1942 and early in 1943 and as they were beginning to do in the Spring of 1945 when temporary shortages began to appear in certain Eastern cities.

Families Would Suffer

"If the retailers were the only persons who would suffer by such an experiment there might be something to be said in favour of trying it. But the real sufferers, the final victims of the mal-distribution which we are convinced would occur, would not be the retailers but the families who depend upon them for supplies. The Government does not consider that it would be justified in gambling where the stakes at issue are the essential food of hundreds of thousands of Canadian families."

The Consumer Branch is co-operating with all Government Departments in the conservation of paper. If this publication is not found of benefit to you, please advise us.

READ CAREFULLY—KEEP FOR REFERENCE

REVISED MEAT COUPON VALUE CHART

(Effective October 11, 1945)

The Brown M coupons from Ration Book 5 are used for purchasing meat. ONE M coupon is equivalent to 8 tokens.

Any product or cut shown below has the coupon value indicated whether or not it contains dressing.

All products shown below are derived from beef, veal, lamb, mutton, pork or combinations of them.

This chart has been brought up to date. It replaces the one published in the August Consumers' News.

GROUP A—1 LB. PER COUPON—2 OZ. PER TOKEN

BEEF-SMOKED

Sliced Dried Beef

PORK-CURED

Back (sliced), boneless

PORK-SMOKED

Back Bacon (sliced)
Side Bacon (sliced) rind on
or rindless

COOKED MEAT

Any uncooked Group B item
(bone-in or boneless) when
cooked
Pork Butt, boneless
Pork Ham, boneless

GROUP B—1½ LBS. PER COUPON—3 OZ. PER TOKEN

BEEF—FRESH OR CURED

Round Steak or Roast—bone-in
Round Steak or Roast—boneless
Round Steak, Minced
Sirloin Tip—boneless
Sirloin Tip—Cubed or Minute Steaks—boneless
Sirloin Butt—boneless
Flank Steak—boneless
Strip Loin—boneless
Rib Roast, 7 Rib Bones (rolled whole)—boneless
Prime Rib Roast, 5 Rib Bones (rolled)—boneless
Rib Roast Rolled, 6th and 7th Rib Bones—
Inside Roll—boneless
Tenderloin

VEAL—FRESH

Cutlets or Fillet Roast—bone-in
Strip Loin Steaks—boneless
Front Roll—boneless
Leg Roll—boneless
Loin Strip—boneless
Tenderloin

LAMB OR MUTTON—FRESH

Frontquarter (rolled)—boneless

COOKED MEAT

Any uncooked Group C item (bone-in or boneless) when cooked

PORK—FRESH

Butt, Whole, Pieces or Chops (rindless)—bone in
Butt, Whole, Pieces or Chops (rindless)—boneless
Ham, Centre Slices—bone-in
Ham, Whole, Pieces or Slices—boneless
Picnic, Hockless—boneless
Back, Whole, Pieces or Slices—boneless
Side Pork, Whole, Pieces or Slices—boneless
Trimnings, Extra Lean (skinless)
Tenderloin

PORK—CURED

Cottage Roll or Butt, Whole or Pieces—boneless
Picnic, Hockless—boneless
Ham, Whole, Pieces or Slices—boneless
Ham, Centre Slices—bone-in
Back, Whole or Pieces—boneless
Skinless Roll—boneless
Ham Butt Roll—boneless

PORK—SMOKED

Picnic, Hockless or Hock on—boneless
Cottage Roll or Butt, Whole or Pieces—boneless
Skinless Roll—boneless
Ham, Centre Slices—bone-in
Ham, Whole (skin on or skinless), Pieces or Slices—boneless
Back, Whole or Pieces—boneless
Side Bacon (rind on or rindless), Whole or Pieces

GROUP D—2½ LBS. PER COUPON—5 OZ. PER TOKEN—(Continued)**VEAL—FRESH**

Leg, Long Cut—bone-in
 Leg, Short Cut—bone-in
 Leg, Shank End—bone-in
 Loin, Full Cut, Flank on, Kidney and Suet out—bone-in
 Blade Chop or Roast—bone-in
 Breast—bone-in
 Neck—bone-in
 Forequarter, Whole, 7 Rib Bones—bone-in
 Rack, Whole—bone-in
 Rack, Shoulder off, Knuckle Bone out—bone-in

LAMB OR MUTTON—FRESH

Leg, Full Cut, Whole or Half—bone-in
 Leg, Short Cut—bone-in
 Loin, Whole, Flank on, Kidney and Suet out—bone-in
 Loin Rib Roast or Chop—bone-in
 Frontquarter, Whole or Half—bone-in
 Rack or Shoulder, Neck on—bone-in
 Rack or Shoulder, Neck off—bone-in
 Rack or Shoulder Chop—bone-in

SAUSAGE—FRESH OR CURED

Pork Sausage
 Commercial Sausage

COOKED MEAT

Any uncooked Group E item (bone in or boneless), when cooked.

GROUP E—3 LBS. PER COUPON—6 OZ. PER TOKEN**BEEF—FRESH OR CURED**

Shank, Knuckle End—bone-in

VEAL—FRESH

Flank—bone-in
 Shank, Front—bone-in
 Shank, Hind—bone-in

LAMB—FRESH

Flank—bone-in
 Neck—bone-in
 Breast—bone-in

PORK—FRESH

Lacone, bone-in
 Hock, bone-in
 Jowl

PORK—CURED

Hock, bone-in
 Mess Pork, bone-in
 Short Cut Back, bone-in
 Jowl

COOKED MEAT

Loaves made from chopped or minced meat, cooked meats or jellied meats in loaf form or otherwise.
 Brawn or Head Cheese
 Liver Sausage, all types
 Bologna
 Wieners
 Cretons Francais

MEAT IN SEALED CONTAINERS

Sausage.....	1—14 oz. container	4 tokens
Comminuted (ground) Pork.....	1—12 oz.	" 2 "
Comminuted (ground) Pork.....	1—16 oz.	" 3 "
Roast Beef.....	1—16 oz.	" 2 "
Stews, Boiled Dinners, Hashes.....	3—15 oz.	" 4 "
Stews, Boiled Dinners, Hashes.....	3—16 oz.	" 4 "
Pork Tongues.....	1—12 oz.	" 2 "
Meat Sandwich Spread.....	1— 7 oz.	" 1 "
Meat Sandwich Spread.....	2— 3 oz.	" 1 "
Ox Tongue.....	1—32 oz.	" 5 "
Meat Balls.....	1—16 oz.	" 2 "
Beefsteak with Mushrooms.....	2—16 oz.	" 3 "
Beefsteak with Onions.....	2—16 oz.	" 3 "
Beefsteak with Kidneys.....	2—16 oz.	" 3 "

MEAT PIES

For any size of meat pie.....16 oz. per token

CHANGES IN MEAT RATION

Liver, heart, kidney, tongue, sweetbreads, and blood sausage are temporarily suspended from the list of rationed meats. Fresh, cured, smoked, and cooked forms of these meats are ration-free, but when ground, chopped or canned (in tin, glass or other airtight containers) they are still rationed. Cooked or other meats listed in the chart which contain any of these items as an ingredient also remain on the ration, and coupons must be surrendered for their purchase.

Among other changes in the chart, it will be noted that the ration values of certain types of cooked meats and some of the meats in sealed containers, also of meat pies, have been altered, thus enabling the consumer to obtain more of these for her coupons or tokens.

CONCERNING CONTROLS

Long before V-E Day, the Board had drawn up its policy for decontrol, based upon these objectives: stabilization of Canada's economy as long as the danger of inflation remains, and the maximum production of needed goods. The programme has been, and still is, designed to remove all production controls as quickly as conditions permit, while retaining the protective controls necessary to combat inflation.

As far back as the spring of 1944, about 300 orders restricting civilian production were in force. Now fewer than 55 remain, and most of these are designed to encourage production of essential consumer goods. In the spring of 1944, the manufacture of more than 500 metal products was prohibited. Not one of these prohibitions remains today.

Whenever possible, controls have been and will continue to be relaxed to speed reconversion to the production of civilian goods. Where orders are retained, it is only for a compelling reason. For example: while restrictions on a wide range of household appliances and other durable consumer goods have been removed, controls have been tightened in the case of textiles and certain foods in short supply.

The textile situation is a good example of the reasons which make it necessary to retain or tighten certain restrictions. A domestic labour shortage combined with difficulties in procurement from the United States and the United Kingdom, and increasing requirements resulting from demobilization, led the Board to extend its controls over production, in the form of directive programmes, to all essential garments and into the fabric field.

ADDITIONAL COPIES AVAILABLE

Because of the importance of meat rationing, this issue of Consumers' News, like the August number, is being devoted to that subject. You are asked to study thoroughly the information given here. Additional copies have been printed and are available to consumers on request. If you can distribute an extra quantity to interested persons, please let us know immediately.

to bridge the gap from war to a peace which is solid and lasting. Mr. Rains contributed his time and talent to this ten minute film

For information as to where this picture is to be shown, call your local office of the National War Finance Committee.

VICTORY LOAN FILM



During the Ninth Victory Loan campaign which opens on October 22nd, Canadians from coast to coast will have an opportunity to see a specially produced motion picture featuring Claude Rains explaining the reasons why a savings policy on the part of individuals is still vitally necessary, with large outlays of money needed

RATION DATES FOR OCTOBER

THUR. 4	VALID Butter Meat	124 5
11	VALID Butter Meat	125 6
18	VALID Butter Sugar Preserves Meat	126 65 P18, P19 7
25	VALID Butter Meat	127 8

GROUP C—2 LBS. PER COUPON—4 OZ. PER TOKEN

BEEF—FRESH OR CURED

Shank, Hindquarter—boneless
Rump Roast, Round or Square End—bone-in
Sirloin Steak or Roast—bone-in
Porterhouse Steak or Roast—bone-in
T-bone Steak or Roast—bone-in
Wing Steak or Roast—bone-in
Rib Roast, 7 Rib Bones, Whole—bone-in
Prime Rib Roast, 5 Rib Bones—bone-in
Rib Roast 6th and 7th Rib Bones—bone-in
Rolled Rib Roast, 6th and 7th Rib Bones,
Outside Roll—boneless
Plate Brisket (rolled)—boneless
Brisket Point (rolled)—boneless
Rolled Shoulder—boneless
Short or Cross Rib Roast—bone-in
Blade Roast—Blade and Backstrap out—
bone-in
Chuck Roast—boneless
Neck—boneless
Shank, Centre Cut—bone-in
Shank Meat—boneless
Stewing Meat—boneless
Hamburger

LAMB, MUTTON—FRESH

Sirloin or Chump Chop—bone-in
Loin, Whole, Flank off, Kidney and Suet Out
—bone-in
Loin Roast or Chop, Tenderloin End—
bone-in
Patties

PORK—CURED

Picnic, Hockless—bone-in
Ham, Trimmed, Whole, Butt End, or Shank
End—bone-in
Side Pork, Whole or Pieces—bone-in
Shoulder Roll (skin on)—boneless
Dry Salt Belly—boneless
Dry Salt Lean Backs—boneless

PORK—FRESH

Picnic, Hockless—bone-in
Butt (rind on), Whole, Pieces or Chop—
bone-in
Butt (rind on), Whole or Pieces—boneless
Ham, Trimmed, Whole, Butt End or Shank
End—bone-in
Loin, Trimmed (rindless), Whole, Pieces or
Chop—bone-in
Side Pork, Whole or Pieces—bone-in

PORK—SMOKED

Picnic, Hockless—bone-in
Ham, Trimmed or Skinned, Whole, Butt End
or Shank End—bone-in
Minced Bacon ends

VEAL—FRESH

Shank, Hind—boneless
Rump, Knuckle Bone out—bone-in
Sirloin Butt Roast—bone-in
Sirloin Butt Steak—bone-in
Leg, Sirloin Butt End—bone-in
Loin, Full Cut, Flank off, Kidney and Suet
out—bone-in
Loin, Short Cut, Flank off, Kidney and Suet
out—bone-in
Loin Chop or Roast, Tenderloin End—bone-in
Loin Chop or Roast, Rib End—bone-in
Round Bone Shoulder Chop or Roast—
bone-in
Shank, Front—boneless
Neck—boneless
Veal Loaf or Patties
Stewing Veal—boneless

COOKED MEAT

Any uncooked Group D item (bone-in or boneless) when cooked.
Sausage, Smoked or Cooked

GROUP D—2½ LBS. PER COUPON—5 OZ. PER TOKEN

BEEF—FRESH OR CURED

Short Ribs, Braising—bone-in
Plate Brisket—bone-in
Brisket Point—bone-in
Round Bone Shoulder Roast—bone-in
Blade Roast—bone-in
Chuck Roast—bone-in
Shank, Frontquarter, Whole—bone-in
Flank, trimmed—bone-in

PORK—FRESH

Picnic, Hock on—bone-in
Loin, Rind on, Whole Pieces or Chop—
bone-in

PORK—CURED

Dry Salt Long Clear—boneless
Dry Salt Short Clear—boneless
Dry Salt Clear Back—boneless
Picnic, Hock on—bone-in

PORK—SMOKED

Picnic, Hock on—bone-in
Jowl