RATIONING

"Price ceiling, squeeze, control." That all sounded brackish and puzzling to me. Most likely it does to you. So I talked with Economist Kenneth W. Taylor, secretary of the Wartime Prices and Trade Board, seated in his ordinary looking office, and me gazing directly out at the Peace Tower on Parliament Hill. (Since this article was first written, Mr. Taylor has been appointed Foods Administrator as successor to Hon. J.G. Taggart).

I had learned the day before about the necessity of a check on strong inflationary forces which are inevitable in wartime; that from Aug.1, 1939, to April 1, 1941, our cost of living index had risen from 100 to 107.7 due to depreciation of the Canadian dollar, higher taxation, increase in hitherto low farm prices; that Canada had put a ceiling price on goods and services, on wage increases and introduced the cost of living bonus, and that, as a result, from Nov. 1, 1941, to Nov. 1, 1942, our index only rose 2.3 points, from 115.4 to 117.7, while in the same period in the United States it had jumped 9.7 points. And in the last war with only a quarter of the present resources devoted to production of war materials the Canadian index hopped up 20.1 points.

Out of a maze of information I give you merely these few meaty figures, because I, too, hate statistice; they sometimes frighten the ordinary man.

Price Control in Brief

"What can I tell them in a nutshell, Mr. Taylor?" I asked, and he replied, "In our first year we maintained stability of prices with a minimum of evasion and interference with normal functioning of industry and trade . . . but, remember the battle against inflation isn't won yet. The supply of civilian goods will become shorter, operating costs will rise as trained manpower for civilian industry becomes scarcer and turnover of goods lower. This is all of course, a direct indication of our country's war effort." Much simpler to understand, isn't it? So gather around in back of the drug store or out in the barn and hear a little more.

Mr. Taylor explained that as manufacturers' and other costs creep up slowly, labor became restless and other maladjustments slipped in, civilian production had to be streamlined to save metals, time, etc. Then the emphasis shifted to problems of supply as Singapore and the submarine warfare, he warned, will be seriously reflected in the supply of civilian goods for the summer of 1943.

By urging of the board beforehand Mr. Taylor said, coupled with the sense of business men, quite a good supply of raw materials including wool and such commodities had been laid in, though we were caught short on rubber. Then we reached the point where, while not actually acute, we saw a shortage of limited supplies with buoyant pressure, increased purchasing power, etc., and presto: first thing we knew we had rationing starting with sugar, tea and coffee.

Sugar Shortage Explained

Here's something will interest you. Out of a normal consumption annually of 500,000 tons of sugar we imported 400,000, growing the difference in Canada, half of it in Alberta. With shipping acute Canada agreed through British-Amzerican arrangement to forego enough sugar to save 100,000 tons of shipping yearly; later things became worse and we agreed to lop off another 50,000 of shipping space. That's why, folks, you're getting less sugar. Of course we could grow more in Alberta, say; it's a profitable crop, but remember freight rate costs and suppose you had to move it out to Winnipeg you would have to meet a normally lower price structure. Could be done, naturally, but only by use of heavy subsidies.

Well, how about coffee? The difference in consumption with us would be saving two shiploads only, but with the Americans, who consume more, it would amount to 40 shiploads saving, but then the board feels we cannot treat our consumers any better than the Americans.

Then I hitched up my galluses, started asking about agricultural prices and problems, and Mr. Taylor opined there was plenty of difficulty in reconciling beef, butter, whole milk products, etc. Well, how about beef? They were faced, he said, with three alternatives because the American market "ran away fast". They could either hold rigidly to the price ceiling, which meant that most of the cattle would go to the U.S.A. with very little left for the Canadian house-wife; the price could be put up to the American level, which means the ceiling would break down; or—hold the price in Canada and control exports. The price was put up a little, too, at the same time.

He admitted frankly there was a difference of opinion "within" for a while and it got a little out of hand, but, "remember this, the western growers will probably get in 1943 the best average price since 1920."

Food Demands Strain Resources

Generally the demand for food is straining our resources, he pointed ut. There is a heavier demand overseas; the U.S. is sending more to Russia, 'ess to Britain; all our salmon pack is going to the Mother Country besides milk products, canned meats and what not. And on top of it all agriculture has a labor problem.

We came back to meat for a minute and he explained that our beef shortage in the east is relative—not basic—as compared to the west. The industrial eastern workingman is making more money, eating more meat; wants it. The shortage on pork supply is "deliberate" and the result is a greatly increased demand for beef; much pork is going over seas, but (and he interjected) "if the Department of Agriculture's progress is realized, 8 million hogs will be the figure for 1943." Some bacon, some pork chops.

I got back to economics in asking how the ceiling benefits the farmer. It does, he says, in a number of ways. For instance the ceiling on feeds and fertilizers is below American prices; on wire fencing, etc., where available. "You know," he mused, "a short time ago I was out at the farm where my son was working, and I was shown an old stack of bills and I noticed that that farmer paid $70 a ton for middlings back in 1918-19-20. Today the same thing is $31 a ton.

Maldistribution Avoided in Goods

Price ceiling, the Board holds as preventing inequitable distribution coming from uncontrolable scarceness cannot operate under rigidity of the set-up he thinks groundless. A lot of the trouble is not price control but in businesses such as those which handle automobiles, etc. That's easy to see through.

Total war, he holds, is not achieved until all resources not necessary to satisfy the minimum of essential needs is devoted to war production. He argues that we must accept this all in the proper spirit because strong inflationary forces tend to produce stronger deflationary trends when the country's economy is reconverted to peacetime production. It would bring mass unemployment, much less demand for farm products and low price levels. And, "The serious problem of post-war will not all be eliminated by prevention of inflation, but it will certainly facilate the solutions and help stop any prolonged post-war depression."

I hope you're not weary of ponderous economics. There's something brighter coming next week, I hope.

EUGENIA

Our deepest sympathy is extended to the relatives of the late Mr. Thos. Gilliland, who passed away at the home of niece, Mrs. Chas. Newell, at Rock Mills on Friday evening, March 12th. Mr. Gilliland was a respected resident of this community, where he spent his entire lifetime. Last fall he was taken ill and took treatment in Markdale hospital for a few weeks. On leaving the hospital, he was taken to the Newell home, where he spent the past few months. Mr. Gilliland was a good neighbor and will be greatly missed.

Cpl. John Jamieson, R.C.A.F., and Mrs. Jamieson of Ottawa spent the week end with the former's parents, Mr. and Mrs. Fred Jamieson, and brother, Wes, also with his uncle and aunt, Mr. and Mrs. Roy McMillan.

L.A.C. Argyle Martin was home on leave last week. He spent the first part of his leave in Dunnville hospital, where he was quite ill with an attack of grippe. He left on Friday enroute to Halifax, N.S. Some other boys from the Dunnville Flying School were also in the draft.

We are sorry to report Mrs. Wm. Hanley Sr., 8th line, quite ill. We wish her a complete recovery.

We are pleased to report Mr. Chas. Park able to be out again, after being confined to the house for the past two weeks.

Misses Winneta and Carmel Martin were home from Toronto during the past week.

Mr. and Mrs. Ted Campbell visited in Toronto a few days last week. Ted remained, as he had to report for medical test for military duty.

Mr. Thos. Tudor of Toronto spent ten days with his brother, Mr. Henry Tudor and family.

Messrs. Fred Boyce and Burton Campbell are home from Hamilton for a few days.

Congratulations to Sgt. Fred Gorrell on his promotion to Lieutenant in the 26th Tank Battalion.

Several people in this vicinity are suffering from severe colds.

Misses Mary and Isabel McKee and Mr. McCarthy of Toronto were week end visitors at the McKee home.

NOTICE TO FARMERS

Due to bad road conditions (due to bare hghways and no wheeling on the back roads) we are offering the following truck service gratis to our cream patrons:

Our truck will make a trip daily to bring in your cream, eggs and poultry. It will leave Markdale at 1.30 p.m., proceeding to Flesherton, and will leave Proton Corner at 3.30 p.m. returning to Flesherton. We will also have a truck leaving Priceville at 9 a.m. on Tuesday and Fridays and, coming to Flesherton, will then leave Maxwell at 10.30 a.m., returning to Flesherton.

FLESHERTON CREAMERY AND PRODUCE CO.

2 lines Paid

PORTLAW

(Intended for Last Week)

Sincere sympathy is felt for the McNally family in their bereavement by the passing of Mrs. R. Dingwall, the former Violet McNally. Rev. Dingwall and Mrs. Dingwall have resided at Thornloe for the past few years.

Friends regret to hear of the death of Miss Fanny Hemphill, a former resident here, and who at one time was a regular attendant at Mt. Zion church.

A presentation was held in honor of Gnr. Roy Fisher at Portlaw school. Roy was presented with a wrist watch by his friends here.

Mr. and Mrs. Emerson Wright visited a day with the former's sister, Mrs. Fred Taylor. We are glad to see Mrs. Taylor around again.

Mr. Roy White spent a day in Toronto last week.

Jim Nicholls, who has spent some months working in the bush in northern Ontario, has returned home.

We are sorry to report Mrs. Jas. Pedlar and Mrs. C. D. Meldrum ill the past week.

Mrs. Wm. Jamieson fell while outside and has been suffering with a very sore side.

Watching the political scene at Toronto over the last 10 days we have reached the conclusion that we shouldn't.

NEW HAT QUOTA

The new hat quota in Britain allows women one new hat every three years and men one every five years. Isn't this rather tough on the men? A woman can make a change by wearing her hat upside down, hindside foremost, perched over left ear, right ear or eye; then can tear it apart and with the addition of a ribbon or some other gewgaw make out of it an entirely different hat; and if she gets tired of that she can discard it and adopt the gypsy style of head-covering of which we see so much nowadays, and still look charming. And she can do all this and then buy a new hat while her man's disreputable headgear has still two years to run. Now, if it were only footwear—wouldn't it be grand if a fellow could go five years without having to break in a pair of new boots?

MEN'S
ORDERED CLOTHING

You may NEED a new Suit or Top Coat shortly. If so, we strongly recommend placing your order NOW, while fine quality imported material is still to be had.

SUITS or TOP COATS

W. R. Johnston designs $27.50, $32.50, $36,50
Tip Top Tailors designs $29.75
All made and tailored to your individual measure. Fit and satisfaction guaranteed.

NEW WALL PAPERS

Our selections for the season of 1943 are now on display. You'll find exceptionally good assortment of patterns.

"PIONEER FEELS IN STOCK

Chick Starter — Laying Mash
Poultry Concentrates — Pig Starter

Have you bought a War Savings Stamp today?

F. H. W. HICKLING
General Merchant — FLESHERTON

URGENT!

Great Britain asks or seventy-five million dozen Eggs from Canada in 1943.

That is nearly one-third more Eggs than there were produced in Canada last year.

This task can be accomplished best by every producer striving to get more Eggs per Hen.

The average production per month in Canada last year was nine eggs from each hen. Two more eggs per bird per month will do the job.

YOU'LL BE PLEASED WITH YOUR RETURNS

Flesherton Creamery & Produce Co.
Phone 66 — Angus Avis, Manager