

What now in RATIONING..

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North



READING TIME 2 MINUTES

CONTENTS IMPORTANT TO

YOU

WHEN the news is brighter, when the end of the war looks nearer—and particularly when it comes—it is natural to get impatient with wartime regulations. The need for controls and for observing them seems less urgent. If you feel that way you wonder . . .

IS RATIONING STILL NECESSARY?

BUTTER production is somewhat lower than last year but demand is still creeping up. 125,000,000 pounds of cheese are being exported to Britain this year, and we have contracted to send the same amount in 1945. Thousands of people in liberated countries will need milk products to bring them back to health. It will be some time before demobilization decreases the demand for butter by the armed forces.

The only way for Canadians to get more butter would be to use less of other milk products—milk, cheese, evaporated and powdered milk. But these are more urgently needed than butter.

Don't blame the farmers—or the cows. Milk production has risen substantially during the war, although the dry summer this year has been bad for milk production in certain parts. The cause of the shortage is the tremendous increase in demand for all milk products. Canadians to-day are drinking far more milk and eating about as much butter as they did before the war.



SUGAR supplies are far short of demand. Only about 20 per cent of our sugar comes from Canadian-grown sugar beets, and the temporary loss of the Philippines and the Dutch East Indies made a big hole in world sugar supplies. The end of the European war will, for a time, make the shortage worse instead of better, because a great deal of sugar will be needed to relieve famine-stricken areas in Europe. Unless present prospects improve considerably, it may even be necessary to tighten the ration.

PRESERVES are rationed on account of the sugar they contain or because they are used as a substitute for sugar for sweetening purposes.

RATIONING IS RELAXED— AS SOON AS SUPPLIES ARE SUFFICIENT

MEAT rationing has been suspended and won't be reimposed unless or until the supply falls off so much that rationing is again necessary.

TEA AND COFFEE rations were increased when supplies became more plentiful and these commodities will be taken off the ration directly conditions permit.



WHY YOU SHOULD OBSERVE RATION RULES

If you are short of butter or sugar, you may feel you won't do much harm by taking a pound or two—if you get the chance—without coupons. But why shouldn't thousands of others do the same thing. If many people did it, the whole ration system would break down and many wouldn't get their fair share. People who break ration rules commit a crime against their fellow-Canadians.



Knew when ration coupons are valid and what quantities they are worth. It's in the papers or over the air several times a week. And it will help your storekeeper, who is working under many difficulties brought about by war.



Remember that you and the storekeeper are both breaking the law if the coupon surrendered is not yet valid, or has expired, or was not detached in front of the storekeeper or one of his assistants.