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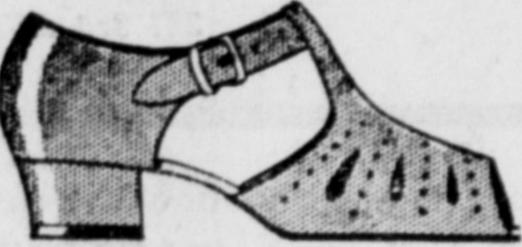
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Canadian Bacon For Britain

G. R. Paterson, Animal Products Trade Commissioner, London, England, has issued a report to the Department of Trade and Commerce outlining conditions in Great Britain in connection with Canadian bacon imports. It is of course well understood that the bulk of the United Kingdom's imports of bacon in normal times was from Denmark. Now these have been entirely cut off, and Canada holds a very strong place in the British market, and as a contributor towards the rations of the

Out of a total pre-war consumption 10,500,000 long cwts. (of 112 lbs.) per annum, Canada provided in 1938 only 1.507,656 cwts. Following the outbreak of war, it seemed reasonably certain that increased quantities of bacon would likely be required from Canada. When the European countries were overrun by the enemy, Canada immediately became the principal source of supply. The Dominion has increased her production to the point where during the present year she is supplying 5,357,143 cwts., the equivalent of approximately 5,000,000 hogs, in the form of Wiltshires, hams and a small amount of other cuts. It is stated that of the bacon now consumed by the United Kingdom, 67 per cent originated in Canada.

In pre-war years, as has been stated, Canadian exporters had to face an almost traditional competition from Denmark. Danish MORE SAVING LESS BUYING which they have been purchasing bacon was favored owing to a number of factors, chief among which were the following: the proximity pensions are cited as measures in- longer we postpone a vigorous at-

larities, and the trade and con-important.

Mr. Paterson also has something to say about the suggestion that producers might be better advised to increase the weight of hogs delivered to the Canadian packing plants for processing and shipment as bacon to the United Kingdom. He does not agree with this suggestion in general. "While it may be reasonable and correct to say that the average weight of hogs might be increased slightly in, order to prevent lightweight and unfinished pigs being delivered for processing," he states, "at the same time it must be borne in mind that once a hog has been finished at around 200-220 pounds live weight, it should, if it is the right type and has been properly fed, have attained the best weight at which it can be converted into the most desirable kind of Wiltshire. United Kingdom consumers have a very definite preserence for bacon from a Wiltshire of the proper weight. They do not favor overly fat bacon."

In conclusion Mr. Paterson says: 'Aside from these points, the postwar potentialities of this market as an outlet for a substantial volume of Canadian bacon must remain uppermost in the minds of all concerned."

G1696 1311 STARTED FRENCH

'Chow" stems from "chowder,"

OLD IN 1521 Cebu, oldest Phillipine city, was village when Magellan landed

CANADIAN FLIER DECORATED



Pilot Officer Ian Campbell Ormston, of the Royal Canadian Air Force, who has been awarded the Distinguished Flying Cross. He has completed many sweeps, convoys patrols and other sorties, and has destroyed three enemy aircraft, probably destroyed one and assisted in the destruction of another. "He has displayed exceptional keenness to engage the enemy," adds the official citation.

of Denmark to the United King- tended to take the above three tack on our personal budgets, the dom market; the high degree of principles into account. It should sooner will stocks of goods be disuniformity in quality of Danish be noted, says the Review, that sipated and rationing and other 506 THIRD AVE. W. s bacon; continuity of supply of a time standards of incentive and direct controls become necessary." product that suited the taste of the encouragement of saving dif- | Charts comparing the new perthe majority of the people. | | fer from those of peace. Whether sonal income tax rates with the The geographical disadvantages any given rate of taxation will mili- British and U.S. rates show that affecting Canadian supplies are tate against efforts to greater pro- Canadian rates are now quite close centuated by wartime shipping known in advance. In time of war, a considerably larger exemption in problems. Nevertheless, with minor however, non-monetary incentives Canada and the rates are not so exceptions, the Canadian product are important—the urge to victory steep as in Britain in the lower has arrived in the United King- and the fear of defeat are very brackets of the tax-paying groups. dom in first-class condition. In powerful drives. On the other hand, Moreover, the savings portion of general, it is of uniformly better we have already chosen to forego the tax is a larger element than quality, butchering methods have such important monetary incen- in the British schedule and where been improved, deliveries have tives as rising wage rates and the Canadian rates for married been made as required, within the rising prices; probably the remain- persons are higher it is entirely limits of wartime shipping irregu- ing incentives now become more due to this factor.

to obtain the quantities of goods inflationary pressure.

during the past year." The Review Continued From Page One adds the reflection that "the

The American rates—even the sumers have expressed general sat- In regard to saving, the Review new ones recently proposed in the isfaction with the Canadian pro- states that for some people "higher tax bill of the House Ways and duct. This may suggest that much taxation may prove the salutary Means Committee-are not "in the of the pre-war preference for shock that will induce them to picture" with the Canadian and Danish bacon was over-emphasiz- take a firm hold on their budgets British rates. The Review points ed. As a matter of fact, during the and, in doing so, to discover that out, however, that this does not first Great War, when Canada also they have unsuspected resources necessarily mean that Americans ranked first in importance as the for saving." In any case, it will will obtain more civilian goods United Kingdom supplier, too lit- be found progressively more diffi- and services than Canadians. The tle attention was paid to quality cult-or more unsatisfactory - to direct controls of production in Therefore when the war finished, spend, and hence easier to save. the United States are becoming the British trade and consumers Moreover consumers have re- very severe and the Secretary of welcomed the return of the then stocked" to a large extent, which Agriculture recently said that "by Danish superior product. "A re- increases their capacity to save as the end of this year it will be currence of this situation," says compared with recent years when difficult for citizens of the United Mr. Paterson, "must not be allow- their accumulated needs were States to purchase anything beed to interfere with Canada's con- heavy. As Mr. Ilsley said, "though youd the essentials of living." The tinuing to occupy her rightful dealers' stocks are large, it simply discrepancy in tax rates, however, place in the coming post-war will not be possible for consumers does seem to indicate a greater

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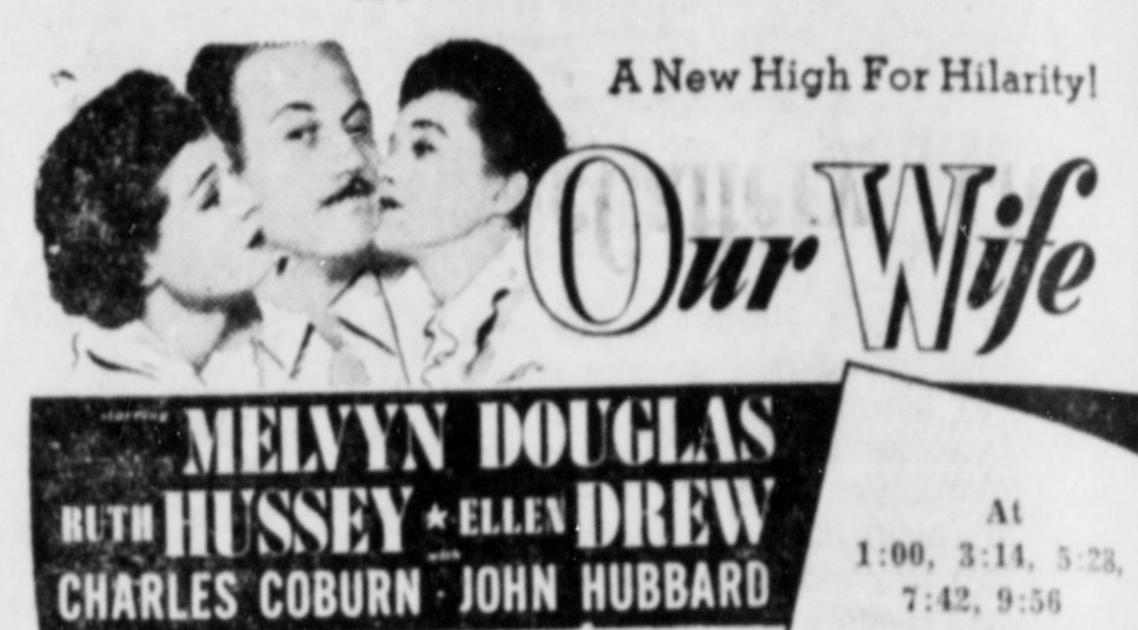
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