

In any suspected food-poisoning case medical advice should be obtained immediately. A purgative is indicated, but it is better to have a doctor's advice as soon as possible. It is then the duty of the doctor to notify the Department of such cases, as food-poisoning is a notifiable disease under the Health Act.

Prevention.

To prevent food poisoning be careful in the selection of food, be careful in cooking it, and especially in handling it after cooking. If food is to be kept from one day to another—and herein lies the greatest danger—be sure to keep it cold until ready for use. Preparations such as Spanish cream, made of gelatine, milk, and eggs, which do not entail thorough cooking, should not be kept long before being eaten. As already pointed out, bacteria or germs grow very rapidly once they gain entrance to suitable food, and the longer the time elapses before such foods are eaten, and the warmer the weather, the greater may be the danger.

Preserved eggs, particularly if preserved for some time, and duck eggs,



Leaves and berries of the karaka.

although quite safe for cooking purposes, are not altogether suitable in a raw state, as used in Spanish cream. Sound, new-laid hen eggs should be used. It must

not be understood that poisoning by bad eggs is common; in fact, it is very rare, but cases have been reported to the Department.

Cook the food thoroughly. Fertilizers sometimes adhere to lettuce, celery, radishes, and such things as grow near the ground, and these, together with raw fruit, should be washed in running water. Milk should be handled with care, and blancmanges, custards, and the like should be protected from possible contamination, as they are a suitable medium for the growth of bacteria. Home-canned goods should be carefully prepared and inspected before use. Learn to distinguish plants that are poisonous, and train children to recognize them.

An important objective of public-health service is pure food. It may be stated in theory that food cannot be too pure, and every effort should be made to attain such an ideal through cleanliness in production or preparations, in transit and storage, and in handling and cooking in the home.

New Zealand Woollen Industry.

Contributed by the Department of Industries and Commerce.

THE farmer contributes a large share towards the total of national wealth, and he is naturally vitally interested in price recessions or advances, and in overseas markets. The dairy-farmer is protected against the exterior influences of price-recession on the world's markets by the guaranteed price. What, however, about the woolgrowers?

While overseas prices must give concern to the woolgrower, there is another and greater danger confronting the sheep-farmer. For some time past British manufacturers have been including, roughly, 25 per cent. of a synthetic material called "fibro" in the manufacture of worsteds which are marketed as pure wool. The most experienced men in the woollen-manufacturing industry can detect the presence of fibro in these worsteds only after a very careful and searching examination. The wool-grower, therefore, is faced with a problem there—the attrition of his market due to the use of synthetic materials. The British manufacturer has not found it necessary to install new plant or to go to any capital expenditure to incorporate fibro with wool—it is woven on machinery designed for wool and it is freely advertised in trade journals.

The use of wood fibres and milk products in the woollen industry in the

United Kingdom and in Europe must affect the wool industry, both primary and secondary, in the Dominion. The Institute of Standards is doing useful work in setting standards, but extensive educative work is required before the public will realize that goods made in New Zealand are of excellent quality and, so far as woollens are concerned, are 100 per cent. wool. In the woollen-manufacturing industry there are the skilled operatives and the plant to produce anything required. The industry is not working at top pressure. Expensive plant is lying idle, representing economic wastage of the worst kind.

The policy recently enunciated by the Prime Minister, the Right Hon. M. J. Savage, and the campaign launched by the Hon. D. G. Sullivan, Minister of Industries and Commerce, is the practical answer to a perplexing problem. A demand must be created for New Zealand goods, and the place to institute that demand is within the Dominion. The farmer, and the town dweller, too, must learn that the first step on the road to increased production is an increased demand. Each individual, by specifying "New-Zealand-made, please," will be creating a demand. An insistence on goods made in New Zealand, with a refusal to accept any other where New

Zealand goods are available, will do much to create an increase in production. The manufacturers would gladly brand their goods "Made in New Zealand," or "All New Zealand Pure Wool," and so on, if the consumer would insist on asking for them.

There must be increased production along ordered lines, and when, and only when the farmer and the townsman specify (with determination to get it) "New-Zealand-made, please," will the internal market be built up. There is room for a very material expansion—the manufacturers will meet the demands, the workers have the skill, the wool-growers want the market. All-round co-operation will produce benefits for all.

Eventually we will reach the goal where "Made in New Zealand" will be the watchword and slogan, and the manufacturers will be able to use more and more of our primary products. Not until New-Zealanders are fully New Zealand minded can we hope to reach the optimum output from our mills and factories, and use a maximum quantity of our own primary products. Let your slogan be "New-Zealand-made goods for New-Zealanders." That is the first step necessary to build up internal prosperity.

