

Our Allies Must Be Fed

DESPITE war conditions, we have not as yet felt the pinch of hunger in Canada. Consequently, it is difficult for us to realize the grave need for increased food production in order that others may be fed. At no time is Europe self-supporting in the matter of food. After nearly four years of war, our Allies are living from hand to mouth, depending entirely on the safe arrival of food ships from across the Atlantic.

Because of our comparative nearness to our Allies, and because of our wide, fertile areas, this continent must continue to feed Europe. If we fail, hundreds of thousands of people may starve and our armies be denied a conclusive victory.

A bumper crop, a record harvest and increased meat production in Canada will be worth the winning of many battles to the Empire and our Allies at this critical period.

Increased Production Imperative

Canada must raise for export at least 250,000,000 bushels of wheat more in 1918 than in 1917, to enable the Allies to maintain even their present restricted rations.

They shall NOT starve!---
make that your slogan.
Plans have been formulated which, on the authority of The Director of Agricultural Labor, positively ensure that labor will be provided when needed, to harvest the maximum crop.

Authorities agree that the world-wide shortage of food will continue for years after the war. The farmer is assured a ready and profitable market for all the grain and meat that he can produce.

The Empire depends on the Canadian farmer to "carry on."



CANADA FOOD BOARD

Henry D. Ferguson.

Chairman

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