

LACK OF FOOD—THREATENS THE BATTLE LINE



ONTARIO

"The food wanted by mankind does not exist.

"The word 'shortage' is not strong enough.

"The whole world is up against a nasty thing, familiar to the people of India, called 'famine.' "

—Lord Rhondda,

Britain's Food Controller.

One year ago, only the enemy was on rations.

To-day, Great Britain, France and Italy are on rations.

To-day, Germany controls the wheat lands of Roumania, Russia, Poland and Ukrania.

To-day, the shadows of hunger, famine, disease and death hang over the Allies.

Upon the 1918 crop from Canada and the United States depends the fate of the democratic peoples of the world.

If that crop is sufficient the Allies can be fed.

If that crop is not sufficient the Allies may have to accept a German peace.

That Battle-Line in France and Flanders Must Not Want

Do you realize what a German peace would mean to Canada?

Germany covets our natural resources—our agricultural and mineral wealth, our forests, our fisheries, everything that is Canada's.

Germany won't be satisfied with European territory, with teeming masses, wrangling factions and depleted natural resources. She wants colonies—big, thinly-populated countries in temperate zones for her sons and daughters to go to propagate their kind.

The Kaiser would sacrifice millions of Germans to-morrow if he thought that by so doing he could set loot on Canada's shores as Conqueror.

And what's more, the Germans would offer themselves for the sacrifice, so great is their subjection to the military ideal.

The only thing that balks German ambition is that battle line from the North Sea to Switzerland—and the British Navy.

The Only Thing That Sustains Our Men on Land and Sea—is Food

What are we, each one of us, prepared to do to insure that Food Supply?

Germany, by her submarine cam-

paign, has seen that great Armada, the British Mercantile Marine, shrink in volume.

Germany has seen South America, Australia, New Zealand, India and far away outposts of the Empire practically cut off from supplying food to the Motherland because of the lack of ships.

Forty million Allied men and women having been put on war-work, food production has dangerously decreased in Europe.

These forty million consume more food than when they were in ordinary occupations, and there are fewer men for farming. Hence an increased demand for decreased supplies.

The harvest of France was one-third less in 1917 than 1916, and this year must be smaller still, owing to lack of fertilizers, which cannot be supplied through shortage of shipping.

The world's decrease in live stock, as compared to 1913, is approximately 115,000,000 head.

The heart of this problem is labor.

Without more farm labor more food cannot be produced.

If you really want to serve your Country in a big, practical way, register now for farm labour, or urge and assist your male employees to do so.

Herbert Hoover Says:

"Our European Allies are dependent upon us for greater quantities of food than we have ever before exported. They are the first line of our defence. Our money, our ships, our life blood, and not least of all, OUR FOOD supply, must be of a common stock.

"In pre-war times, Britain, France, Italy and Belgium yearly imported more than 750,000,000 bushels of grain, plus vast quantities of meats and fats.

"The submarine destruction of shipping has made it necessary to abandon the hope of bringing food from South America, Australasia and India.

"Food must, therefore, be shipped from Canada and the United States—the nearest and safest route.

"Canadian and United States supplies are normally 350,000,000 bushels short of the Allied needs. By greater production and conservation Canada and the United States must combine to increase the export of grain by 150,000,000 bushels.

"The remaining shortage of 200,000,000 bushels must be overcome by greater reduction in consumption in the allied countries. And this is being done by Britain, France and Italy rationing her people.

"From two and a half years of contact with the German Army I have come out of the horror with the complete conviction that autocracy is a political faith and a system that directly endangers and jeopardizes the future of our race—that threatens our very independence. It has, however, been able to command complete inspiration of devotion and self-sacrifice in its people to the interest of their nation. The German farmer, in the name of the Fatherland, supports a nation two-thirds as large as the United States and threatens to subject the world from an area one-half the size of Ontario.

"My vision of War is not of an academic problem to be solved by discussion. To me it is a vision of brave, dying men and suffering women and children, for service on whose behalf the greater exertion of the Allies' farmers comes in a direct necessity and a direct plea. The Canadian and the United States citizen who sees war as I see it, needs no inducement and no inspiration, but the thought that every spade full of earth turned and every animal reared is lessening human suffering and guaranteeing the liberty of the world."

Lloyd George's Warning

"I fear the disciplined people behind the German Army, the rationed family and the determination of wife and sister and daughter and mother to stand and starve—so that their fighting men may be fed—I fear it more than the Imperial German Army itself."

Britain is now on Food Rations.

France is now on Food Rations.

Italy is on the verge of starvation.

Only continuous support from us can enable us to hold out.

Only with a disciplined people behind can we hope to win. The rationed British Nation, blood of our blood, bone of our bone, are proudly paying the price and sharing with France and Italy their limited stock of food. For in this there is mighty pride, a conscious measuring of their glory with the best traditions of ancient Sparta, and of Imperial Rome, for Britons know that upon them rests the burden of saving humanity. The story of their service shall ring and echo forever along the hilltops of history.