

future livelihood. Don't, for the love of your womanhood and manhood, go on talking glibly and futilely of "your boys," and "your fine heroes," your "noble defenders of your home and daughters," and—take it out in talking, as many thousands of you do.

Talking with tears in your voices in public is a mighty cheap soft-snap, as our latest and most beloved Allies say, and, as you yourselves say, "soft words butter no parsnips." They certainly don't.

If only every woman that may see the following suggestions, rich and poor, will truly try to follow them patiently for a month or so, to give them a fair trial, and gradually increase the use of them, you will see that the saving for your food controller has been immense. Suppose your family don't like a certain thing, "just hate brown bread," "can't eat porridge," won't even try to get used to cornmeal—then ask them if their fathers, brothers, cousins and friends simply love bully beef 365 times a year, or even the everlasting plum and apple, which they apparently have three times a day the year round. Could your family refuse mutton, kidneys, liver, pigs' feet, tripe, or fish, thoroughly understanding that a shortage of muscle and strength-giving beef would mean a weakened, inefficient army, anæmic, incompetent munition workers?

Not one beefless day, but *one* beef day is what every patriotic man and woman in all this wide Dominion should try for, when beef is not a needed form of food for the work engaged in. Are your families, even the little children, willing to see the dreadful Hun over-run the world because they insist they will eat precious beef, bacon and wheat, because they don't really care much for substitutes? This sounds incredible, but it is just exactly what unthinking Canadians are doing at this moment.

All governments hopefully, though very foolishly, first wait for the patriotic, right-feeling, unselfish and wise inhabitants to answer to the call of their country; but all have found there "ain't no sich person," at least not enough to make the least appreciable difference.