



They Shall Not Pass

The Immortal Cry of Canada at the Second Battle of Ypres.

The defence of Ypres following the first ghastly gas attack April 22, 1915, exalts all history. By it our men were transfigured and the undying, Imperishable Soul of Canada revealed.

In the name of these Heroes of Ypres, Festubert, Givenchy, Vimy Ridge, Lens, The Somme, Verdun—aye and the deathless "Old Contemptibles"—we beseech you, Women of Canada, to Dedicate Yourself and Your Families to War Service by signing the Food Service Pledge.

The sacrifice is not great. We merely want you to substitute other foods for part of the white bread, beef and bacon your family now eat.

"What follows almost defies description. The effect of these poisonous gases was so virulent as to render the whole of the line held by the French Division practically incapable of any action at all.

The Stand of the Canadians

"The left flank of the Canadian Division was thus left dangerously exposed to serious attack in flank, and there appeared to be a prospect of their being overwhelmed and of a successful attempt by the Germans to cut off the British troops occupying the salient to the East.

"In spite of the danger to which they were exposed the Canadians held their ground with a magnificent display of tenacity and courage; and it is not too much to say the bearing and conduct of these splendid troops averted a disaster which might have been attended with the most serious consequences."

From
Sir John French's Seventh Dispatch,
General Headquarters,
15th June, 1915.

Thou Shalt Not Want

The Undying Pledge of Canada's Mothers to Her Sons.

When baking use one-third oat-meal, corn, barley or rye flour. Or, order some brown bread from your baker each day.

Substitute for beef and bacon such equally nutritious foods as fish, peas, lentils, potatoes, nuts, bananas, etc.

Third, and this is most important—positively prevent the waste of a single ounce of food in your home.

A Food Service Pledge and Window Card has been or will be delivered to you. The Pledge is your Dedication to War Service—

The Window Card is your Emblem of Honour.

Sign the one and display the other.

Sign and Live Up to Your Food Service Pledge

Woman's Auxiliary, Organization of Resources Committee, in Co-operation with the Hon. W. J. Hanna, Food Controller