

Do your part to ensure the success of the Canadian Victory Loan.
You will be ready then for the Production and Conservation Campaign.

Canada's normal consumption of beef and pork per capita is approximately 128 lbs. per annum.

The normal consumption of fish per capita is 29 lbs. per annum.

By doubling our consumption of fish, we could send overseas 23 shiploads of beef and pork, each of 5,000 tons. These foods are urgently needed by the Allies.

128 lbs

OF

BEEF & PORK

per

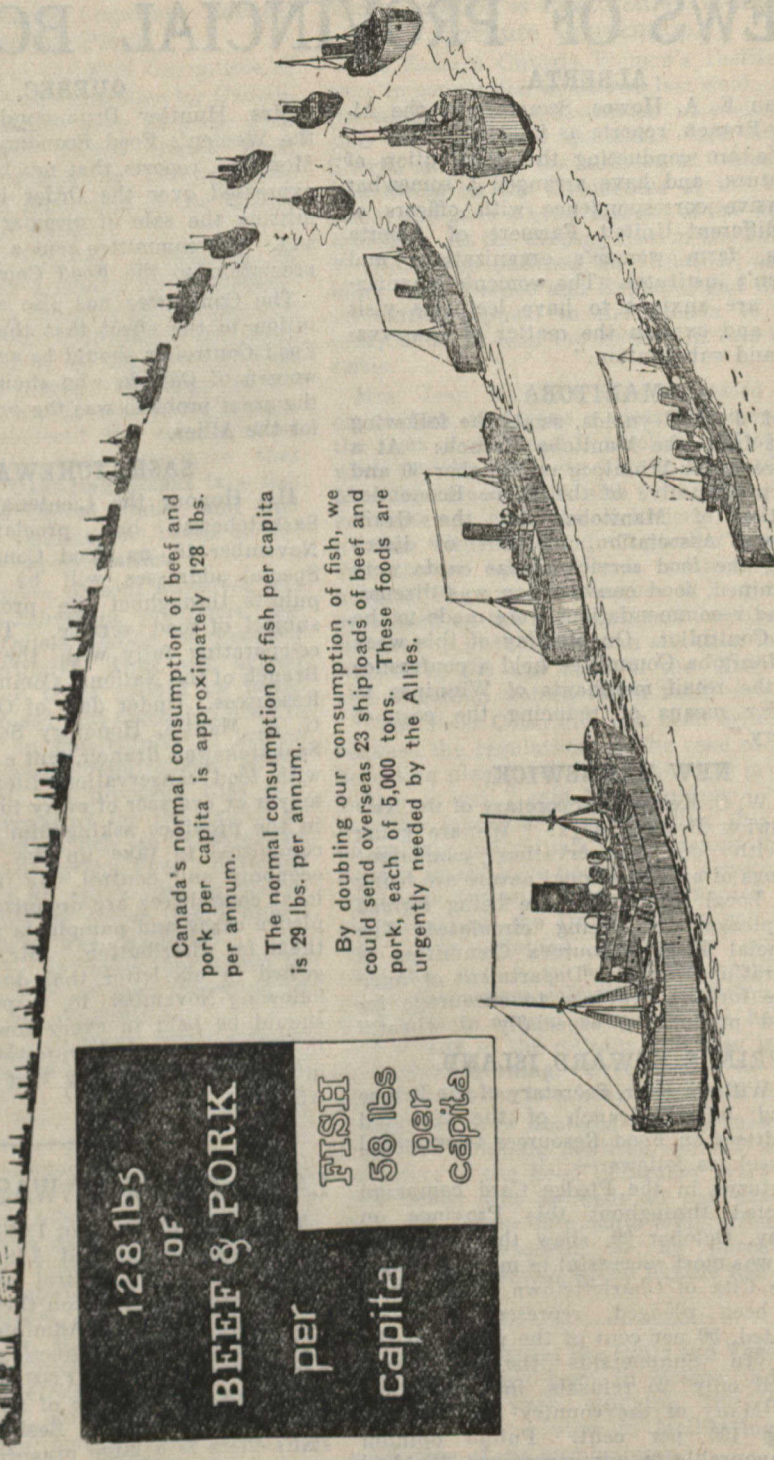
capita

FISH

58 lbs

per

capita



A matrix of this sketch will be sent free of charge to any newspaper upon application to the Office of the Food Controller, Ottawa.