

HELP THE FIGHTERS TO WIN

SAVE WHEAT.—Great Britain and our Allies must have 460,000,000 bushels from Canada and the United States. Normal consumption must be reduced by at least 25% to meet war needs.

SAVE BEEF AND BACON.—Normal consumption must be reduced by at least 25 per cent to meet war needs.

The demand for these commodities is imperative. The men in the trenches will go hungry if you fail them. Will you let them fight for you and not fight for them?

YOU CAN USE SUBSTITUTES—such as other meats, fish, eggs, milk, oatmeal, barley, etc., with benefit to health.

YOU BETRAY YOUR COUNTRY'S CAUSE WHEN YOU WASTE FOOD.—Over \$50,000,000 worth of foodstuffs goes into the garbage waggons of Canada every year. Such waste in wartime is a crime. Your loyalty is measurable by your saving.

EAT PERISHABLE PRODUCTS.—Preserve, dry, can and store the garden truck which has been produced so abundantly this year. By doing so you prevent waste and release storable foods for export.

VICTORY IS DEPENDENT UPON THE EXTENT OF YOUR FOOD SERVICE.

W. J. Hanna

October 25, 1917.

Food Controller.