

Production and Thrift

CANADA'S CALL FOR SERVICE AT HOME

Produce More and Save More

The Empire needs food. If you are not in the fighting line you may be in the producing line. Labour is limited—all the more reason to do more than ever before. Grow food for the men who are fighting for you. The Allies need all the food that you can produce. Every little helps. You are responsible for your own work. If you cannot produce as much as you would like, produce all you can. Work with the right spirit. Put fighting energy into your effort and produce now when it counts. The more you produce the more you can save. Producing and saving are war-service.

Make Your Labour Efficient

In war-time do not waste time and energy on unimportant and unprofitable work. Economize labour. Put off unproductive work till after the war, and, if possible, help in producing something needed now. Let us not waste labour. Canada needs it all. If possible help to feed the Allies. Make your backyard a productive garden. Cultivate it with a will. Make your labour count for as much as possible.

Do Not Waste Materials

There should be no waste in war-time. Canada could pay the annual interest on her war expenditure out of what we waste on our farms, in our factories, in our homes. Every pound of food saved from waste is as good as a pound of increased production. The way for a nation to save is for every individual to save. France is strong to-day because of thrift in time of peace. The men and women of Great Britain are not only "doing" but are learning to "do without."

Spend Your Money Wisely

Practise economy in the home by eliminating luxuries. Wasting our dollars here weakens our strength at the Front. Your savings will help Canada to finance the war. Save your money for the next Dominion War issue. There can be no better investment.

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE

THE DEPARTMENT OF FINANCE

No Matter What You Want to Shoot

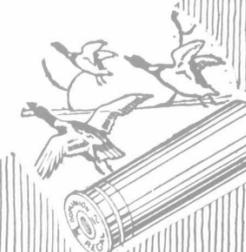
Dominion Ammunition meets every requirement of the sportsman. It has speed, accuracy and reliability, the three factors necessary to perfect ammunition.

Dominion Ammunition

for small game or big, for target shooting or at the traps answers the ammunition question completely. Whether it's the powerful 303, a 22, one of the fast Shot Shells, or the other popular sizes, insist on the box with the big "D". It's the trade mark of Made-in-Canada ammunition that gives perfect shooting results.

Send for free colored hanger "A Chip of the old Block".

Dominion Cartridge Company, Limited,
800 Transportation Building, Montreal.



What Standardization Means to Motor Car Buyers

IT means VALUE. Just to the extent that a car is standardized does the buyer's dollar approach the maximum of purchasing power.

Standardization means definite, proved quality, known manufacturing costs and reduced selling costs.

Of the million autos that will be sold in 1916, 75% will be standardized cars selling for less than \$1000.00 each. This remarkable American achievement is the direct result of standardization.

Finally the upholstery has been standardized by the almost universal adoption of



MOTOR QUALITY

40% of all 1915 cars sold were upholstered in this proved, guaranteed material and in 1916 the total will be at least 60%.

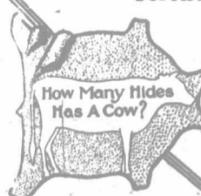
Fabrikoid is the only standardized automobile upholstery. It wears better than coated splits (commonly sold as "genuine leather") and has the artistic appearance and luxurious comfort of the best leather.

Raynite Fabrikoid for tops, single or double texture, is guaranteed one year against leaking, but made to last the life of the car.

To get the most for your money, buy a standardized car

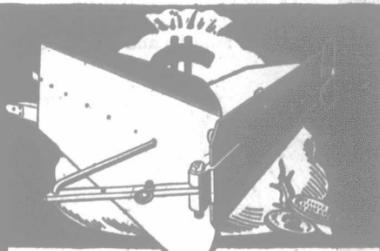
Du Pont Fabrikoid Co.

Toronto, Ont.



How Many Hides Has A Cow?

Craftsman Fabrikoid, the artistic upholstery material for furniture and home decoration is sold by leading department stores.



ONLY for this marvellous Ditcher and Grader. It will dig your ditches to a depth of 2 or 3 feet—grade your roads—clean out your old ditches—will do as much work in a day as 50 men with picks and shovels. Send to-day for catalogue.

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and Road
Grader

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