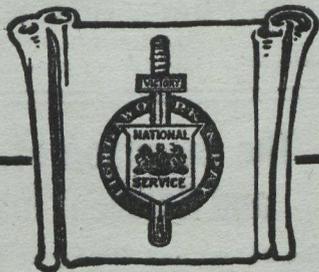


Save the Food and Serve the Empire !

The Average Canadian Family Wastes
Enough to Feed a Soldier



*"The Kitchen must help as well as
the Workshop and the Trenches"*
Lloyd George.

INTELLIGENT economy in the kitchen can do much to prevent the threatened world famine—can counteract the effect of high prices—and can replace growing debt with systematic saving.

Careful investigations show that before the war the average British family wasted 25% of their food—and we Canadians were even more extravagant.

This waste is not in a few big things, but in many little ones, each we used to think, too small to bother about—such as careless peeling of vegetables and fruit—failure to make good use of dripping and "left-overs"—and such others as will occur to every thrifty housekeeper.

For the Empire's sake as well as your own, hunt up and cut out these leaks! You'll be helping to relieve the food shortage—saving your own money—and putting yourself in a position to buy Canadian War Savings Certificates and help win the war.

War Savings Certificates are issued in denominations of \$25, \$50 and \$100, to be repaid in three years at full face value. They cost \$21.50, \$43 and \$86 respectively, at all Money Order Post-Offices and Banks, thus yielding over 5% Interest. Should you need it, you can get your money back at any time.

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The National Service Board of Canada,
OTTAWA.