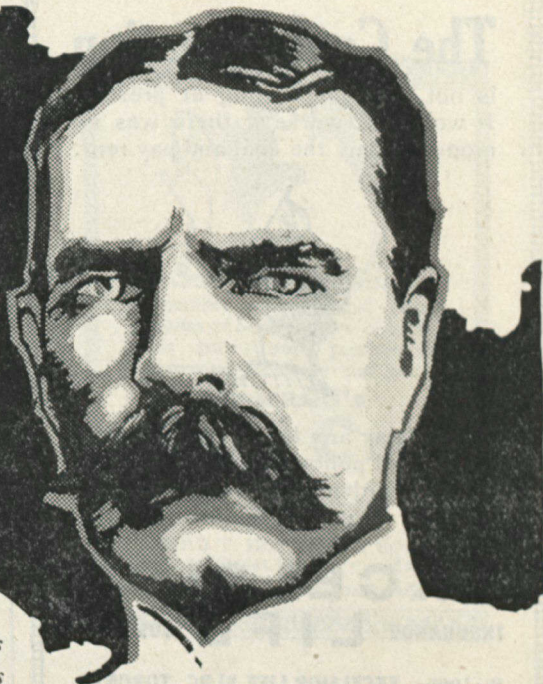


Kitchener was right



when he said—

"Either the Civilian population must go short of many things to which it is accustomed in times of peace or our armies must go short of munitions and other things indispensable to them."

NOW, the only way we can possibly live up to that obligation is by going without in order that our soldiers may have. For the money we waste is not money at all—it is equipment, clothing, shot and shell that are urgently needed in France.

By denying ourselves, therefore, we enable Canada to procure to the fullest extent the materials and labor which she and our Allies need for the successful prosecution of the war.

What happens when we fail to save?

A pull on labor by the Government in one direction and a pull on labor by the people

in the opposite direction. Hundreds of millions of dollars are of no use to the country if goods and services can be secured only to the extent of eighty millions of dollars. So we must do everything in our power to release both goods and labor for the purposes for which Canada needs them.

WHETHER it be food, coal, wool, steel, leather, labor or transportation, the result in all cases is the same. Whoever competes with the nation by freely satisfying his own desires, selfishly appropriates to his own use that which is so urgently required for our fighting men in France.

For the sake of your country and the boys "over there," spend cautiously. Think of what Lord Kitchener has said, and ask yourself first, "Is this something I really need or can I do without it?"