Vision Your Sons, Mothers of Canada!

Vision them at early morning when through the rising mists, there bursts a hurricane of fire—

See your valiant boys—calm, quiet, but cheerful, "stand-to-arms" until the Hun's "morning hate" dies away.

Picture them at breakfast, the meal that must bring them the bodily sustenance to carry them through the strain of another day.

Then think what might happen— one morning, there was no breakfast—no food, and word went down the lines that Canada had failed them.

Vision all these things, and then—

as Women of Canada—Mothers of Men—Answer this Call to Service.

Canada must send to Her Own, and to the Allies Fighting Forces, more wheat, more beef, more bacon, and more of such other foods as are non-perishable and easily exported.

They Must Be Fed

Statistics show that, every day, in Canada, sufficient food is thrown into garbage cans to feed the entire Canadian Overseas Army. Travellers have often remarked that many a European family would live well upon the quantity and variety of food wasted in some Canadian homes.

Such waste is shameful at any time; but in these times it is criminal.

Our only hope is that with these truths before you, we in view of the vital issues at stake, may count upon your earnest cooperation in stopping this flagrant waste and in substituting other foods for the wheat, beef and bacon that must be sent overseas.

Next week a Food Service Pledge and Window Card will be delivered to you. It is your Declaration to War Service. The Window Card is your Emblem of Honour.

Sign The Food Service Pledge