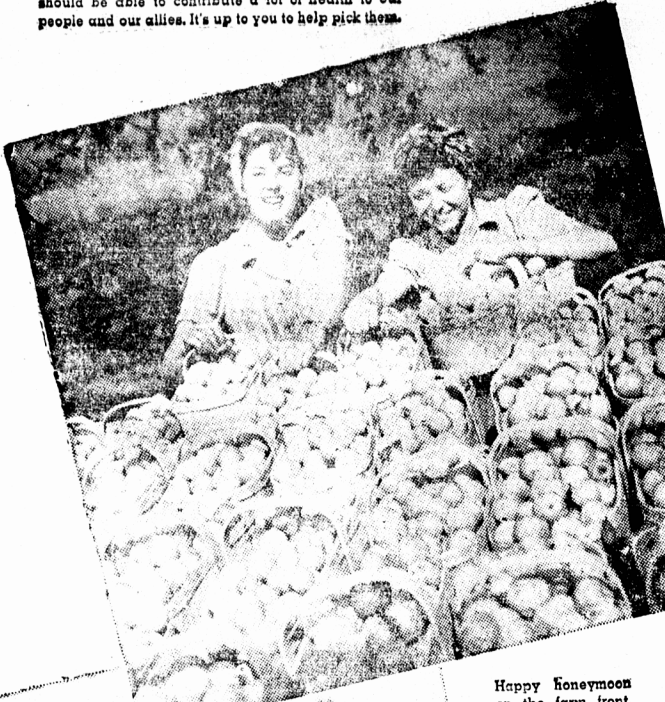


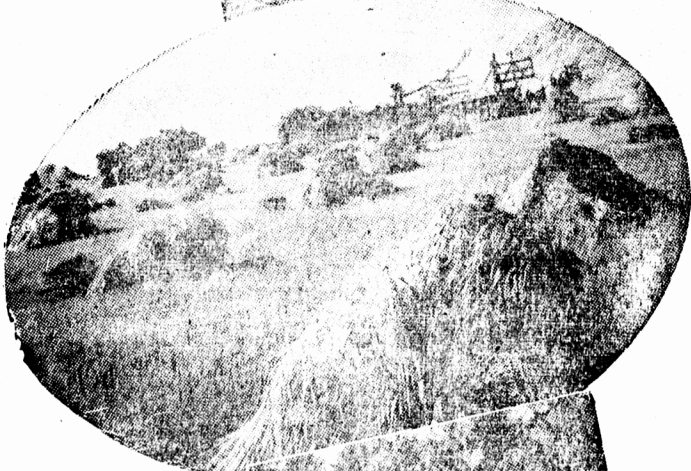
These young ladies feel happy about the whole thing. If an apple a day keeps the doctor away, we should be able to contribute a lot of health to our people and our allies. It's up to you to help pick them.



Happy honeymoon on the farm front. Yes, this young couple are just married and are starting their career helping Canada produce the vital food we need for Victory.



Here's a nice bunch of Porkers. One of these days they'll be hams and bacon to feed our fighting men, our people, and the folks in the old country.

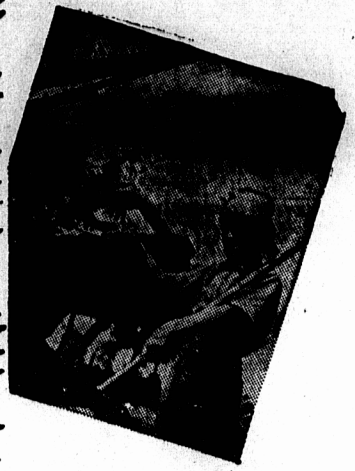


When harvest time comes, we would like to see you in this sunny picture helping the hard pressed farmer get his crops in.



Berry picking is nice work, and important too. More and more tinned fruits are needed quickly.

Photographs by National Film Board, Ottawa



All ready to go. Dad and sturc-son have answered the call for farm help.

Our Farmers Need your Help

Manpower already on the farms—the men and women of the soil—must have the help of a great number of urban residents, to cultivate and harvest this year's crops. The farmer cannot do the job alone. He simply must be aided.

Food is vital to our war needs—for our Armed Services, for the Empire, for our Allies, for our homefolk, and those who do not live on the farm must lend a hand.

The Government, under the Dominion-Provincial-Farm Labour Program, appeal to all who can do so to work on the farm, for as long a period as possible.

If you are not in essential work, and can be spared for farming, arrange to go as soon as you are needed.

Arrange to work your holidays on a farm, if that is the best you can do—vacation for victory!

This is what YOU should do! ACT NOW!

Consult any special local committee or office established to deal with farm labour placements in your city or town; or

Write your Provincial Director of Farm Labour at the Capital of your province; or

Get in touch with your nearest Employment and Selective Service Office.

This advertisement, prepared by the Dominion Department of Labour, is sponsored as an aid to the joint Dominion Provincial Farm Labour Program, by

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