

**WE MUST DO WITHOUT.**

The imperative need of diverting all possible effort to the prosecution of the war and to restrict the consumption of materials and supplies for non-war purposes is becoming more apparent daily.

Telephone services have been placed under stringent priority ratings to ensure maintenance of essential communications in the war emergency.

United States production authorities have been notified by the Canadian Government that America must choose between Canadian aluminum and newsprint. There is not enough hydro-electric energy available for the production of both in the volume desired south of the border.

Automobile users will be able to purchase new cars hereafter only if they can show real need. Even the Canadian Army has been told that it must save gasoline and tires by reducing the speed of load-carrying vehicles to twenty-five miles an hour and passenger cars to forty miles an hour.

These are straws which show the direction of the wind.

The present year may prove decisive, and it is the duty of Canadians to sacrifice and serve to the limit. We must curtail the use of civilian goods by the elimination of non-essentials to achieve total effort. Inconvenience and even hardship there may be, but the sacrifices we are asked to make are as nothing compared with the harsh measures to which the people of conquered countries must submit.

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