

Newspaper Ad – Des vacances qui hâteront la Victoire (Vacations that will hasten victory)

Agriculture was vital to the war effort. Farmers had to produce more food, but they were losing workers to military service or war industry.

In one measure designed to help, non-farmers were encouraged to “vacation” on a farm and to lend a hand with such tasks as tending crops, harvesting or feeding animals. This advertisement lists the ways in which non-farmers could help.

« Des vacances qui hâteront la victoire »,
Le Devoir, 12 July 1944, p.7.

Transcription

Vacations that will hasten victory
You are needed on a farm this summer

Helping farmers is interesting work that will bring you good health. In order to address the farm labour shortage, thousands of Canadians are being asked to help. Students, office workers, clerks and labourers, in a word, men and women on vacation have the opportunity to back-up our war effort by helping farmers.

Gardens and orchards must be maintained, fruits and vegetables harvested. Apples and other fruits must be picked to feed our communities, as must be vegetables, high in vitamins, so needed by our soldiers and workers. Do your part.

You could feed poultry and calves, milk cows, deliver agricultural produce to the city to be consumed there, in other parts of the country or sent overseas. And you will be paid for your work. In this way, your vacation will be profitable from every point of view, and you will help address the labour shortage.

Driving a tractor takes skill, but if you know how to drive a car, it will be easy. You will be pleased with the experience that you gain and the salary you are paid. Contribute to victory in this practical fashion. See to it straight away.

Who to contact?

Find more information at local committee or placement office that takes care of agricultural labour in your town, or write to the director of agriculture in your province, or seek out any placement office or National Selective Service Office.