



**IF YOU ARE NOT
IN HERE —**



**Or wearing one of
THESE**

**Have you a good
REASON?**



BECAUSE

The Army need all physically fit men between the ages of 18 and 38 . . .

The C.W.A.C. need all physically fit women between the ages of 18 and 45 . . .

Don't wait for "George to do it." It's YOUR job. We've got a stake in this war. We've a country to protect. We've a continent to liberate. Give our pals in uniform the "go ahead" sign. Back them up -- by joining NOW.

**The CANADIAN
ARMY (active)
needs you NOW**

See your nearest Civilian Recruiting Advisor, or your nearest Army Recruiting Office TODAY!

Poster – Canadian Army Recruitment

The army was constantly looking for recruits. Posters like this urged men and women who met age and health standards to enlist.

The text and imagery imply that eligible Canadians should be in military service, and that only those who have been discharged or who have unsuccessfully applied to enlist have valid reasons for not being in uniform.

George Metcalf Archival Collection
Canadian War Museum 19910001-877

Transcription

If you are not in here –
Or wearing one of these
- Application for enlistment badge
- Discharge button
Have you a good reason?

Because
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