

INVESTMENT

The Individual Viewpoint

1. The success of the Victory Loan, 1919, is a matter of self-interest, because,—
 - (a) The whole Dominion of Canada is your security.
 - (b) The income return is $5\frac{1}{2}$ per cent. per annum. The people of Great Britain, France and United States do not get so much, and remember the "something else" which "promises" more is not so safe.
 - (c) Nothing else can be so quickly and so satisfactorily turned into cash.
 - (d) There is good prospect of a profit. The Bonds of every War Loan and Victory Loan are selling to-day at higher prices than the issue price.
2. The Victory Loan, 1919, offers unusual opportunity for benefits from thrift, because,—
 - (a) It helps build up "rainy day" funds.
 - (b) Bond owners are in better position to borrow advantageously in emergencies or for profitable business enterprises.
 - (c) With the inevitable decline in commodity prices, the dollar invested in Victory Bonds will constantly increase in value.
 - (d) Investment in the Bonds means a regular income in addition to salary, wages or business profits.

The National Viewpoint

1. From the national viewpoint, the success of the Loan is vital, because,—
 - (a) Upon this alone depends Canada's ability to continue credits to Great Britain and the Allies so that they may buy the exportable surplus of our foodstuffs. This trade is absolutely essential to the continuance of our Prosperity—and Europe cannot pay cash for everything she buys.
 - (b) The facilitation of this trade during Europe's critical reconstruction period will establish trade relationships that may well pave the way to greater trade development and continued national prosperity.

Great Britain and our Allies stand eager to buy heavily of Canadian wheat, foodstuffs, timber and manufactures—if Canada will but give them credit.

And if Canada does not, other nations will.