

FOUR REASONS WHY SHREWD MEN ARE BUYING VICTORY BONDS 1919

1. Security.

SHREWD men are buying Victory Bonds because Victory Bonds are backed by Canada's guarantee that she will repay the full amount stated on the face of the bond—the five-year bonds on November 1st, 1924; and the fifteen-year bonds on November 1st, 1934. And she not only binds herself to pay the money back, but she pledges all of her vast resources as security for her promise.

2. Income.

SHREWD men are buying Victory Bonds because the interest return is unusually good considering the absolute security. You will be paid $5\frac{1}{2}\%$ per year on Victory Bonds— $2\frac{1}{2}\%$ more than you can get in the Savings Banks. Unlike many other investments, you have absolutely no worry as to the prompt payment of the interest.

3. Saleability.

SHREWD men are buying all the Victory Bonds they can pay for now and all they will be able to pay for during the next ten months under the instalment plan, because they know that if at any time they should need ready money they can sell them. There will always be a ready market for Victory Bonds.

4. Advancement in Price.

SHREWD men are buying Victory Bonds because they consider them to have an excellent prospect of advancing in price.

ALL of Canada's previous issues of Victory Bonds have advanced. You can sell your Victory Bonds 1917 and 1918 even in this short time—one and two years—and get more than par for them. What will Victory Bonds be worth when the world finally gets back to a normal basis—when interest rates come down—when Canada will be able to borrow again at 4% , or even less?

WAR conditions have created the opportunity for you to buy the very best of Government securities on unusually attractive terms. Do not miss such a good investment opportunity, but buy to your limit.

Buy Victory Bonds

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.