

# NEW WAR LOAN

We beg to offer our services free of charge to prospective subscribers and will be glad to look after all details in connection with their subscriptions.

**Jno. S. Dowling & Co**  
LIMITED

86 Dalhousie St., Temple Building. Call or phone 1275, 1276. Nights 561.

## WE GUARANTEE TO RE-PURCHASE at any time, any of the DOMINION OF CANADA WAR LOAN

Our Bond Department, together with our representatives in other cities, enables us to give you excellent facilities for selling these bonds. We will call at your residence and explain all details. We will see that your application is properly filled out to meet your wishes. We will deliver your receipt for your application signed by your own bank manager. We will notify you before your instalments come due, and when your Debenture Bond arrives.

**K. V. Bunnell & Co.**  
LIMITED

Room 5 Temple Building J. W. Champion  
Phone 195 Manager

# NEW WAR LOAN

We respectfully invite you to subscribe through our office, and assure you our facilities for handling this business are not surpassed. Official circular and application form sent on request. Phone 383.

This loan is most favorable to the investor.

**Harris Cook & Company**

## A Call to Lend!

Every loyal Canadian wants to "help win the war" and here's his chance. Your Country calls for MONEY. She does not ask you to give—merely to lend. You are offered a means of supporting our Country's cause in the great war—incidentally a high-class investment. Such is the Third War Loan!

**You get 5.40% per Annum**

Send your subscription for as large an amount as you can spare. It is what Canada expects of you—INVEST AND SERVE.

Subscribe through us by 'Phone or Wire, or use this Form

Dominion of Canada 5% Twenty-year War Loan  
Wood, Gundy & Company,  
C.P.R. Building, Toronto

I hereby request you to record my subscription for \$ \_\_\_\_\_ of the Third Canadian War Loan in accordance with the terms of the Official Prospectus, and I hereby engage to pay the instalments as they shall become due.

Name:   
Address:

Your application, if entrusted to us, receives all care, without charge to you for our services. Our efficient distributing organization is also at your disposal for resale of your bonds.

**Wood, Gundy & Co.**

Canadian Pacific Railway Building  
Telephone Main 7457

Montreal Toronto New York

## THIRD WAR LOAN NOW LAUNCHED

Minister of Finance Predicts Great Returns for the Bonds

—TWENTY YEARS' TERM—  
Will Increase Their Cash Value

"It is to be expected that Canada will, at this crucial time, demonstrate to the world, even more signally than in the past, the financial strength, unity of purpose, and inflexible determination of her people."  
—Sir Thomas White, Minister of Finance.

Ottawa, March 11.—The third Canadian domestic war loan is launched by the Minister of Finance with advertisements in all the Canadian papers, and a confident appeal from the Government both to the thrift and to the patriotism of the Canadian people. The issue is \$150,000,000 of five percent, twenty-year bonds, payable on the market at 96. The interest return is a shade better than was realized for the last loan of \$100,000,000 which was placed on the market at 97 1/2. As Sir Thomas White says in announcing the loan, "from the purely investment standpoint no more attractive issue has been placed before the Canadian public."

The interest yield to the investor will work out to about 5.4 per cent, but as the loan is a long-term one and the securities are to be listed on the market, it is predicted by the Finance Minister that when interest rates become normal again after the termination of the war the cash value of the bonds will go very considerably above 96, making the actual return on the investment probably more than 6 per cent, and possibly even as high as 8 per cent.

Likely to Go in Eleven Days  
The bank returns show that there are ample funds for investment in the country to take up the whole of the loan during the next eleven days. Applications will be received through the chartered banks and through all reputable brokerage and financial houses, in multiples of one hundred dollars, up to March 23. When the time then expires for the receiving of applications it is fully expected that the whole amount of the loan will have been taken up by the individual small investors, by the banks, and by other corporate institutions.

Terms of the Issue  
In the main the terms of the loan are the same as for the two preceding issues. Interest will be payable half-yearly, the first instalment being payable September 1st next. Ten percent of the amount subscribed is payable on application, 30 per cent by April 15th, 30 per cent by May 15th, and the balance by June 15th next. The bonds will be exempt from all Federal taxation. The commission allowed to the chartered banks and to all recognized bond and stock brokers in Canada is three-eighths of one per cent on their allotments, an increase of one-eighth of one per cent, over the commission allowed on the last loan.

Appeal to the People  
In a foreword to the Canadian people, Sir Thomas White says in part:

"Financial institutions and skilled investors require no special advice, but it is particularly to be desired that citizens of moderate means should not miss the opportunity of participating in the notably advantageous offering. As the issue is to be listed, ready facilities will be available to those desirous at any time of converting their holdings into cash. Aside from these practical considerations, it is to be expected that Canada will, at this crucial time, demonstrate to the world even more signally than in the past, the financial strength, unity of purpose, and inflexible determination of her people.

Call to Double List of Subscribers.  
"There were 35,000 subscribers to the last war loan. Let us make it double that number this time. The securities are being issued in denominations to suit the purses of all investors. Subscriptions, large or small, are welcome. The Government confidently appeals to the patriotism of the Canadian people to make this issue an overwhelming success. Every man and woman can aid in winning the war by becoming a subscriber to the third and greatest Canadian war loan."

The Minister of Finance requests that subscribers to the war loan, who may be willing to do so, should notify the press locally of their subscriptions. A considerable time elapses before applications received by the banks throughout Canada reach the Finance Department and consequently announcement cannot well be made from Ottawa.

**COURIER AGENTS**  
The Daily Courier can be purchased from the following:  
MRS. BLASHILL, 21 West St.  
JOHN McCANN, 210 West Street.  
MALLERDIN, C. corner Grand and St. George St.  
EAGLE PLACE.  
MARK, MRS. 30 Regis Ave.  
KEW, M. & J. 16 Mohawk St.  
W. WHITE, 85 Emily Street.  
CENTRAL.  
ASHTON, GEORGE, 53 Dalhousie Street.  
STEDMAN'S BOOK STORE, 100 Colborne St.  
W. L. WILSON, 72 Market Street.  
SIMON, W. 311 Market St.  
WICKS' NEWS STORE, cor. Dalhousie and Queen Streets.  
HARTMAN & CO., 230 Colborne St.  
EAST WARD  
MURRAY ST.  
FREEBORN, A. A. 109 Elgin St.  
HIGGINBO' HAM & CAMERON, 875 Colborne St.  
NORTH WARD  
W. J. HABER, 419 Colborne Street.  
MILBURN, J. W. 44 Mary St.  
HARRIS, MAX, 31 Pearl St.  
LISTER, A. A. 73 William St.  
MCGREGOR, J., corner Pearl and Richmond Sts.  
WEST BRANT  
MORRISON, F. E. 219 Oxford St.  
WAINWRIGHT, H. 121 Oxford St.

YIELDING PRACTICALLY  
**5.40%**

A. E. AMES & CO.  
Investment Bankers. Established 1889

# WAR LOAN

The present loan, having regard to its object, its yield, its pride, and its wide market, makes an irresistible appeal to the pride, the patriotism and the business instinct of all Canadians. No one who is eligible should miss the chance to share in making it a success.

We shall be glad to forward your application and perform all services relating to the loan free of charge to you.

Union Bank Building, 55 King W.  
MONTREAL TORONTO NEW YORK

To avoid delay, the form below may be used.

Cheque payable to "Credit of Minister of Finance" for 10% of the amount applied for should accompany this form.  
MESSES. A. E. AMES & CO.,  
55 King St. West, Toronto, Canada. Date.....1917.

Dear Sirs:  
I hereby authorize you to enter my subscription for \$..... Dominion of Canada Loan in accordance with the terms of the Official Prospectus.

Name in Full Mr. ....  
or Mrs. ....  
or Miss .....  
Street address (or P.O. Box).....  
Place ..... State or Province .....

## WAR LOAN

# DOMINION OF CANADA

Issue of \$150,000,000 5% Bonds Maturing 1st March, 1937

Payable at par at Ottawa, Halifax, St John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary, Victoria, and at the Agency of the Bank of Montreal, New York City.

INTEREST PAYABLE HALF-YEARLY, 1st MARCH, 1st SEPTEMBER.  
PRINCIPAL AND INTEREST PAYABLE IN GOLD.

**ISSUE PRICE 96.**

A FULL HALF-YEAR'S INTEREST WILL BE PAID ON 1st SEPTEMBER, 1917.  
THE PROCEEDS OF THE LOAN WILL BE USED FOR WAR PURPOSES ONLY.

THE MINISTER OF FINANCE offers herewith, on behalf of the Government, the above-named Bonds for Subscription at 96, payable as follows:—

10 per cent on application;	
30 " " 16th April, 1917;	
30 " " 15th May, 1917;	
26 " " 15th June, 1917.	

The total allotment of bonds of this issue will be limited to one hundred and fifty million dollars, exclusive of the amount (if any) paid for by the surrender of bonds as the equivalent of cash under the terms of the War Loan prospectus of 22nd November, 1915.

The instalments may be paid in full on the 16th day of April, 1917, or on any instalment due date thereafter, under discount at the rate of four per cent per annum. All payments are to be made to a chartered bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture and the allotment to cancellation.

Subscriptions, accompanied by a deposit of ten per cent of the amount subscribed, must be forwarded through the medium of a chartered bank. Any branch in Canada of any chartered bank will receive subscriptions and issue provisional receipts.

This loan is authorized under Act of the Parliament of Canada, and both principal and interest will be a charge upon the Consolidated Revenue Fund.

Forms of application may be obtained from any branch in Canada of any chartered bank and at the office of any Assistant Receiver General in Canada.

Subscriptions must be for even hundreds of dollars. In case of partial allotments the surplus deposit will be applied towards payment of the amount due on the April instalment.

Scrip certificates, non-negotiable or payable to bearer in accordance with the choice of the applicant for registered or bearer bonds, will be issued, after allotment, in exchange for the provisional receipts.

When the scrip certificates have been paid in full and payment endorsed thereon by the bank receiving the money, they may be exchanged for bonds, when prepared, with coupons attached, payable to bearer or registered as to principal, or for fully registered bonds, when prepared, without coupons, in accordance with the application.

Delivery of scrip certificates and of bonds will be made through the chartered banks.

The issue will be exempt from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

The bonds with coupons will be issued in denominations of \$100, \$500, \$1,000. Fully registered bonds without coupons will be issued in denominations of \$1,000, \$5,000 or any authorized multiple of \$5,000.

The bonds will be paid at maturity at par at the office of the Minister of Finance and Receiver General at Ottawa, or at the office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary or Victoria, or at the Agency of the Bank of Montreal, New York City.

The interest on the fully registered bonds will be paid by cheque, which will be remitted by post. Interest on bonds with coupons will be paid on surrender of coupons. Both cheques and coupons, at the option of the holder, will be payable free of exchange at any branch in Canada of any chartered bank, or at the Agency of the Bank of Montreal, New York City.

Subject to the payment of twenty-five cents for each new bond issued, holders of fully registered bonds without coupons will have the right to convert into bonds of the denomination of \$1,000 with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds of authorized denominations without coupons at any time on application to the Minister of Finance.

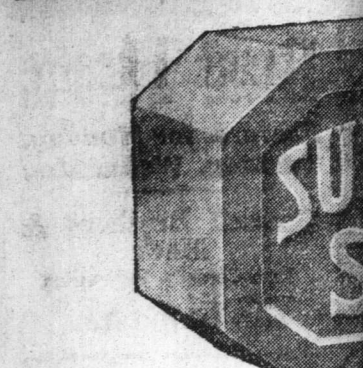
The books of the loan will be kept at the Department of Finance, Ottawa.

Application will be made in due course for the listing of the issue on the Montreal and Toronto Stock Exchanges.

Recognized bond and stock brokers having offices and carrying on business in Canada will be allowed a commission of three-eighths of one per cent on allotments made in respect of applications bearing their stamp, provided, however, that no commission will be allowed in respect of the amount of any allotment paid for by the surrender of bonds issued under the War Loan prospectus of 22nd November, 1915, or in respect of the amount of any allotment paid for by surrender of five per cent debenture stock maturing 1st October, 1919. No commission will be allowed in respect of applications on forms which have not been printed by the King's Printer.

SUBSCRIPTION LISTS WILL CLOSE ON OR BEFORE THE 23rd OF MARCH, 1917.

DEPARTMENT OF FINANCE, OTTAWA, March 12th, 1917.



## Purity! Purity!

The one dominant all through the Soap is Purity. Guarantee you get is not a mere marks a standard who select the materials—for the expert chemist even, who writes All are mind—it is a source all the Sunlight

# Sunlight

## SIDE ROUTE

THE UNREASONABLE  
To fall in love with and marry because the object of your love possesses a certain quality of character and then to be unpleasantly surprised when that quality manifests itself, is one of the commonest marital inconsistencies.

I am thinking just now particularly of the quality of intense emotion because a case where the husband fell in love with his wife because she was so intense about her enjoyment of things and her devotion to him, has greatly interested me.

That Was Why He Fell In Love With Her  
"She's so interested in everything she does," he used to say when first met her. "Nothing half as good about her. It's fun to take anywhere because she's so enthusiastic."

But He Didn't Want Her To Be Intense Over Everything  
"Why can't she take life more easily?"

## Our Daily Pattern Service

### GIRL'S RUSSIAN

By Anne  
One look at this design makes it clear why the fancy of fickle fashion is so firmly anchored in the Russian. Truly it is a most satisfying style for growing girl.

In the model illustrated the blouse on over the head, is loosely belted at below normal waist line, with pocket contrasting note clinging to the belt, novelty and to delight the wearer. The sleeves may be in three-quarter length finished with a very lovely cuff, as tured, or a long sleeve with its gathered into a wristband cuff and your choice.

The separate two gore skirt is of cut material, but all one may be cut up to advantage. Many mothers will choose the skirt and line the blouse. Others use striped and material, as in the illustration, or and make the blouse of striped, trim with plain material, and the skirt of ground goods. The detail touches are effective, but the lines of this model are very simple that a girl who has been to sewing in the schoolroom can copy design without effort.

The pattern No. 8,153 cuts in sizes 14 years. To make in size 10 requires yards of 36 inch goods for the skirt.