

dom and the urgency of the case, who is doing his best towards the grand objective and would offer to the reader who has not thought the matter over the reasons for taking part in it which to him seem irresistible.

One hundred and fifty millions of dollars are asked for as a loan to be subscribed at any time between the 12th of November and 1st December. The actual raising of that sum of money or of double the amount is but a small task to the soul and purse of Canada.

The great idea, however, is to have the people and not the banks and other corporations represented in this great victory loan. We had a similar call at an earlier stage when the amount asked for was paid in like magic, but in subscribing to that loan, only 1 person in 187 in Canada took part.

Note the spread between this figure and what they did in Great Britain where 1 in 22 of the population took part, but still more astounding, in the United States, 1 person in 11 of the population has taken his or her part in the Great Liberty Loan.

The first great reason which will appeal to the patriotic heart will be the fact that in buying a Victory Bond (or a thousand of them) the purchaser is to that extent doing far more for the success of the great cause and for the support of his boy in the fire trench than if he stood by him with a bayonet, grenade or machine gun.

The demoralizing effect of the everlasting drum fire of the shrapnel barrage and the devastating work of the high explosive we know is what more than anything else is shattering into hopeless wreck the very best that the enemy can put up against it. But it must be maintained at increasing pressure and it takes money to do this.

The German secret service has got us beaten to a frazzle. Their genius in espionage is something uncanny, and they know every move that is made almost as soon as it has been conceived. They will know about our great Victory Bond scheme almost as soon as our own daily papers publish the results in Canada.

Wouldn't it be a fine thing if instead of the money being collected from a few score of our capitalists and wealthy corporations it could be published throughout the length and breadth of Central Europe that the Canadians were in it right down to the humblest chore boy on the last homestead or cattle ranch of the North West! That instead of 1 in 187, every second person of the population (man, woman and child) was a purchaser of a Victory Bond!

That would be a more stagger-

ing blow to the spirits of the Prussian junkers, than if they knew that another division of trained troops was under weigh. It can be done and the doing of it is in your hands, Mister Farmer and Mister Man-of-the-Street,

round to spend—to "blow in" the whole lot on some things, not harmful in themselves, but entirely unnecessary and possibly wasteful or extravagant.

There is no "whip hand" or "needs must" in the open deposit

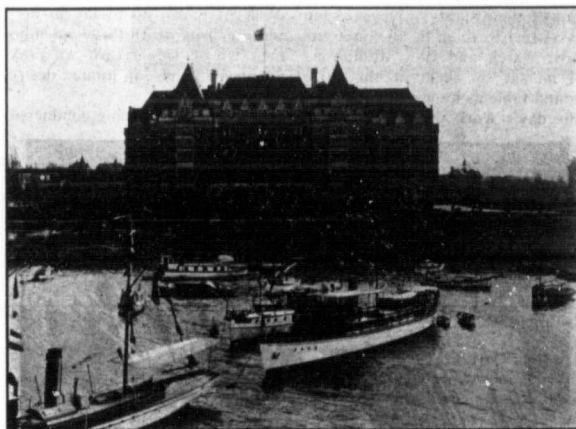
Victory is the Only Road to Peace and Safety BUY VICTORY BONDS

Mister Chore Boy and Miss City Clerk or Stenographer.

Canada has been mighty good to you and it is mighty little indeed that she is asking you to do for her now. She is merely asking you to lend her a portion of your savings; she is asking you for nothing that you cannot afford to part with; she is offering you a most substantial, if not extravagant, rate of interest for the accommodation, and she provides

account, but it is otherwise with an investment such as the one now under consideration. The young person with money in his or her pocket who is an "easy mark" in the face of some strong temptation to spend will think twice before parting if they are obliged to provide for something in the way of a payment.

The Victory Bond meets the case here admirably. There's a dignity, an importance and a com-



Empress Hotel and Harbor Promenade, Victoria, B.C.

security that can be surpassed by nothing in the exchanges of the world to-day.

In trying to avoid what are obvious reasons to every thinking person why the purchase of Victory Bonds should take the place of many investments, and take precedence of all others at this time, we would like to point out one admirable feature of it to parents of young people who are earning or receiving a small stipend regularly, and are able to

selling atmosphere about it that is altogether wholesome to the young mind. Further, there is the patriotic aspect, the human interest element in it that makes a strong appeal to the untutored sympathy of the boy or the girl or to the light-hearted young person who, perhaps, knows no restraint of guardianship and is accustomed (as so many of our city girls are especially) to live from hand to mouth.

Then in the case of sudden ca-

Give Your Children a Share in their Country

BUY VICTORY BONDS

save a portion of it, as well as to the young folks themselves.

When a boy or a girl has an ordinary savings bank account, unless the niggardly spirit is supreme, there is always the disposition when regular pay day comes

lamity or distress, what so easily convertible as a Victory Bond? A friend of our boyhood who from being the owner of a coffee stall became practically a millionaire advised us thus: "My boy, get hold of some piece of real prop-

erty, the title deeds to something in the shape of a house or land, even if you have to pawn your shirt in the effort to raise the money."

The inference was that any one holding such a security could raise money for any purpose at any time where there was any money to be had. Same might be said of a Victory Bond. It is as good as a purse of gold for the same amount, only the holder will not readily part company with it in exchange for some gew-gaw or the latest thing in fancy shoes, fifteen-dollars-a-pair!

"Better your country in debt to you than the Kaiser" is one of the happy slogans going the rounds these times. "The widow's mite behind the soldier's might" is another. "Victory Bonds save soldiers! Have you saved your soldier?" makes the same appeal as we have urged at the beginning of this article. "Silver bullets are as essential as high explosive shells" leads us to say that your silver bullets will buy the high explosives that are going to win this war.

At home, this war has certainly exhibited human nature with the paint off. In a great majority of cases the skinning or the scraping has thrown into grand relief some of the finest deeds and noblest examples of sacrifice and steadfast devotion to be found in the annals of our Canadian life. But there have also come into the limelight not a few of the meanest exhibitions to be found in the sordid abode of human cupidity.

One very comfortable "money-bag" has given it out for publication that he would feel "jolly thankful if he came out of this war no poorer than he went into it!" What punishment is too severe for a wretch who takes that attitude with regard to the man who is risking his LIFE in the trenches? How shall such a creature be made to respond to the call of his country which can find only the means to defend itself through the money in the private coffers of the people?

Men and women, boys and girls of Canada, prove yourselves at this time to be worthy of the name those great heroic brothers and sons of yours have earned for you on the battlefields of France and Flanders. In the name of God, as a city preacher well put it the other evening—"cut out that miserable parrot call of 'doing your bit' when you hand over a small pittance to the 'Red Cross,' the 'Prisoner's of War Fund,' or to the 'Returned Soldiers' Association!'"

Let it be your best not your "bit"—give the best if you cannot give the whole of your convertible substance at this time.