YIELDING PRACTICALLY 5.40%

A. E. AMES & CO.

## THE WAR LOAN

#### A Great Success if

it is not taken for granted that it will be, because of the volume of subscriptions for previous loans. Although there are likely to be many applications for this loan from the United States, the only way for Canadians to ensure the success which is vital to our financial credit and to our being as strong a factor in the war as we may be, is to have a very large number of big and small

#### Canadian Subscriptions.

The Finance Minister, after a painstaking and thorough canvass of the situation, has committed the country to a loan of an unprecedented amount. We believe his faith in the shrewdness and the patriotism of Canadians has not been misplaced and that many thousands all over the country will, by subscribing for as big amounts as they can, secure an unexcelled investment for themselves and enhance still further the world credit of Canada by making of this loan A GREAT SUCCESS.

Free of charge to you we shall be glad to forward your applications and do all that is required to procure your bonds.

MONTREAL

TORONTO

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., 58 King St. West, Toronto, Canada.

Date .... 1917,

of Canada Loan in accordance with the terms of the Official Prospectus.

Street address (or P.O. Box).....

## THIRD WAR LOAN **SUCCESS ASSURED**

Prevailing Opinion is That Loan Will Be Over-Subscribed.

OFF TO GOOD START

Local Bankers Express Confidence in Financial Ability of Country.

"I hope and believe it will be a great success," stated Sir Edmund Walker, when questioned by The World last night with regard to the third Canadian war loan, which was launched yesterday. Sir Edmund Walker's confidence in the ability of the country to shoulder the financial burdens brought about by the present European war found reflection in the general opinion expressed by leading Toronto bankers

That the bonds, amounting to \$150. 000,000, will be oversubscribed, is confidently expected in banking circles and judging by the heavy returns from local and outside points yesterday this confidence is not misplaced.

"Before the opening of the books for the new war loan," said Mr. A. E. Ames of Ames & Co., to The World, "we had tentative subscriptions from towns and cities in Saskatchewan, Manitoba, Ontario, New York State, Ohio, Cape Breton, Nova Scotia, Que-bec, Michigan, Connecticut, Colorado Washington. One of these was

"It is very difficult and inadvisable to make premature predictions regarding the loan, but, judging from the first day's operations, we can hope

Sir Edmund Osler, when interviewed, said: "These big investments by first-class institutions of this kind ought to bear weighty influence with the small investors—the private people—as for estimating the wisdom of investing in Canadian war loans."

Mr. Peleg Howland, president of the

one. This splendid subscription was sunounced by the manager of the local office, Mr. John Tory. This company has participated in each of the accident he was allowed to go. former war loans, their subscriptions the first two being \$3,000,000 and

THE WORLD IS WATCHING

## **CANADA'S WAR LOAN**

### New War Loan a Most Attractive Issue

JOHN STARK & CO.

504 AND 505 ROYAL BANK BUILDING, TORONTO, ONT.

This firm has also COTTON DUTY IN INDIA ought liberally of the Canadian war bonds since the beginning of the is sues, having now taken one million ollars' worth for the third time. The first mails yesterday morning, among ther large subscriptions, brought an

Other large subscriptions reported were: Canada Permanent Mortgage Co., \$250,000; Civic Power Co. of Montreal, \$250,000; Sir Herbert Holt, president of the Royal Bank, \$200,000; Jas. Carruthers of Montreal, \$200,000; Lonon and Lancashire Fire Insurance Co., \$100,000: J. S. Norris, \$50,000.

## Attacks on Premier Briand

Paris, March 12.—The attacks of the opposition in parliament have produced a situation of such a character that both the friends and the adversaries of the government admit today that it cannot continue. The general opinion is that the opposition, which has been resorting to obstruction by refraining from voting, must overthrow the cabinet and assement responsibility for solving the problems which form the basis for its assaults on the ministry, or else cease its attacks. Paris, March 12.-The attacks of the the ministry, or else cease its attacks.

Premier Briand is in a situation, with reference to the parliament, similar to that which preceded his first fall from power in February, 1911. There is a well-grounded belief that he may again be obliged to retire.

LITTLE GIRL WAS STRUCK.

tractive, and it looks as if it will work out fine," stated Sir Henry Pellatt.

"This is just the first day, and you have to give people time, but everything points to its being most successful."

"The Dominion war loan is most at times, 221 Euclid avenue, on Arthur street, near her home, last night.

The truck belonged to the mechanical transport section of Exhibition camp, and just as it neared the Cohen home the girl is said to have attempted to cross the road. Rawlings pulled and asset of the could are a successful." The largest individual subscription up as quickly as he could, and asreported yesterday was that of the
sisted the child into a passing motor
Sun Life Insurance Co. for \$10,000,car, which took her to the Westernstreet police station, but on the testi-mony of eye witnesses that it was an

\*5.000,000 respectively.

Another large subscription reported ADVERTISE IN THE WORLD

was from the Imperial Oil Company.

London, March 12 .- A deputation representing all sections of the Lanapplication for \$500,000 worth from cashire cotton industry waited upon the Canadian General Electric Com- Austen Chamberlain, secretary for

STAYS DISPITE PROTEST

India, today to protest against the pecent increase in duties upon cotton imported into India. The delegates declared the duty was the greatest blow ever struck at the cotton industry, and that it would result in the closing of the mills.

Mr. Chamberlain replied that it was mpossible to grant the request of the delegation. The duty, he said, was a Likely to Force Resignation necessary contribution to the charges on India's war loan of £100,000,000. The cotton trade was not asking for

> after conferring with the Lancashire members of the house of commons, passed a resolution calling on to oppose the imposition of an Indian protective duty on cotton goods. It is said that the Lancashire mem bers have decided to vote against the new duty.

WRONG ADDRESS GIVEN.

Mr. Peleg Howland, president of the Imperial Bank, stated that the indications for a full subscription to the loan were very favorable.

Eight-year-old Beatrice Cohen, 19 Arthur street, had her jaw broken and face lacerated when struck by a modoned her baby on the West Presbyterian Church steps last Saturday, and Arthur trian Church steps last Saturday. World as 44 Follis avenue. Mrs. Bowles lives on Follis avenue, but not at 44.

> CANADIAN FORCES REAR-RANGED.

Canadian Associated Press Cable.
London, March 12.—Infantry and reserve battalions, both in France and coming from Eastern Ontario and British Columbia, are units respectively of Eastern Ontario and British Columbia regiments, with depots at important army lines and Princess Patricias are included as an Eastern Ontario 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;

16th April, 1917; 15th May, 1917;

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

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

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 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.

(H) (프린트) - H) (프린트) (프린트)

Use This Coupon

Your money is safe. Your interest is sure and whenever you need your money you can sell the bonds through us.

For Subscribing to the War Loan

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 \$ ..... 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: Mrs

mitted whether large to email, wall torbotic

Investors subscribing through us have the advantage

of our efficient distributing organization for resale of the bonds. Your application, if entrusted to us, will receive all care free of expense to you.

Wood, Gundy & Co.

Montreal

Toronto