

Your Business Prosperity is closely related to the Success of Canada's Victory Loan

YOUR business prospers because your customers, — farmers, mechanics, clerks, workmen and others — have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given.

And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to
Buy Canada's Victory Bonds
to the fullest possible extent.

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

FACTS ABOUT CANADA AND CANADA'S VICTORY LOAN.

The proceeds of Canada's Victory Loan, 1917, will be used for war purposes only and will be spent wholly in Canada. The money will be loaned to Great Britain with which to purchase Canadian farm produce and manufactures.

War orders have made Canada prosperous, as the following will show (000's omitted):

	1913.	1914.	1916.	1917.
Agricultural produce	\$150,000	\$198,000	\$250,000	\$373,000
Animal produce	45,000	53,000	103,000	128,000
The fisheries	16,000	21,000	22,000	25,000
Forest	43,000	43,000	51,000	56,000
	\$254,000	\$315,000	\$426,000	\$582,000
Manufactures	44,000	57,000	242,000	477,000
	\$298,000	\$372,000	\$668,000	\$1,059,000

These figures show that in natural produce Canada shipped in the last fiscal year \$267,000,000 more than in the best year before the war, while the manufactures in the last fiscal year are \$420,000,000 more, or over eight times as much as they were in the best year before the war. Canada's Victory Loan must be fully subscribed if this prosperity is to continue.

Since the outbreak of war, Great Britain, through the Imperial Munitions Board, has placed orders in Canada for \$972,000,000 of shells, munitions and ships. These orders alone are keeping 225,000 Canadians employed at good wages.

The total value of all the orders placed in Canada by Great Britain and her Allies from the beginning of the war to the end of 1916 was \$1,095,000,000. By the end of this year the total will exceed \$1,500,000,000. These orders include flour, wheat, cheese, butter, oats, meats, fish, ships, munitions, blankets and numberless other manufactures. If Canada's Victory Loan is fully subscribed by the people of Canada these orders will keep on pouring in and every farmer and merchant will have a ready market for all his goods at high prices.

The United States has already agreed to loan to Great Britain and her Allies \$3,000,000,000, but the money must be spent in the United States for the purchase of farm produce, manufactures and munitions of war. Every merchant, farmer, manufacturer, mechanic and clerk in Canada should invest his present and future savings in Canada's Victory Loan so that all war orders possible may be placed in Canada. If Canada's Victory Loan is not subscribed in full, war orders which it is intended to place in Canada, will have to be given by Great Britain to the United States instead, as she will loan the money to pay for these orders if Canada will not.

Great Britain had invested in Canada before the war over \$2,900,000,000. The people of Canada are now asked to subscribe to the Victory Loan in order to loan Great Britain the money with which to purchase Canadian goods. The money will stay in Canada and the goods will be shipped to England.

Never before have the people of Canada been offered such a first class investment yielding so high a rate of interest. Canada's Victory Loan bonds rank ahead of and are a better security than Municipal bonds and all kinds of mortgages—the entire Dominion of Canada stands back of them. They will be free from all taxation, and will be paid for in instalments spread over several months. The denominations will be \$1,000, \$500, \$100 and \$50, and they will be issued in French and English. Every bank in Canada will be ready to lend money on them. Subscribers who desire to dispose of their bonds, and use the money for other purposes, should be able to sell them readily whenever they desire to do so.

SAVING WHAT ONE HASN'T.

Different ways of saving was discussed by prominent citizens in a symposium in the Boston Globe, one of whom thus aptly expressed himself: "The best way to save what a man HAS is probably through real estate mortgages. The best way to save what a man HASN'T is undoubtedly through Life Insurance." Much wisdom is compressed in those few lines, and one of the strong points of Life Insurance is clearly set forth — the capacity of guaranteeing financial protection to families that could not possibly have it in any other way. Another has expressed much the same thought in these words: "Life Insurance enables the man who has nothing to save more than nothing for his family." Certainly it is an entirely apparent truth that the average head of a family wants to save something but has no definite plan how it can be done, yet he dislikes to contemplate the fact that he will leave nothing for the maintenance of the home; and he is usually delighted to find how thoroughly Life Insurance is designed to meet and conquer such contingencies.