

## MAYOR URGES ALL TO LEND IN BONDS

A Call to Arms That is Meant for Every Citizen.

### HELP FOR A KNOCKOUT

Toronto Takes Million Dollars as a Sinking Fund Investment.

Victory in sight, and almost within grasp, calls for our mightiest efforts in the lines abroad and in the support at home. Sixty thousand of our gallant Toronto boys have answered nobly, and their heroic and effective deeds at this critical juncture are a wonderful inspiration to us, for whom they are sacrificing all, and from whom they expect much. Let us justify their faith in us by lending to our country, thru the Victory Loan just launched, the money that will make their efforts of avail, and assist in bringing the war to a speedy and triumphant conclusion.

Always have the citizens of Toronto responded generously, both directly, thru individual subscriptions, and indirectly, thru their municipal council, to every appeal, and we feel confident that they will again maintain their enviable record. Of last year's loan, \$78,000,000 was raised by 128,000 Toronto subscribers, or by practically one in every four of our population, a highly satisfactory result, but can we not this year have every third member of our citizen body participate in this, probably our last, certainly our greatest, Victory Loan?

The first subscriber will be the City of Toronto itself, for it has already applied for one million dollars of the fifteen-year bonds, as an investment for its sinking fund. This action has been taken in the confident belief that it will have the most hearty approval of every citizen, both because the loan will unquestionably hasten the end for which we are all longing and striving, and because it offers us a safe and remunerative investment for these or any other funds.

In September, 1914, just after the outbreak of war, Lord George said: "In my judgment the last few hundred millions may win the war. The first hundred millions our enemies can stand just as well as we can, but the last hundred millions they cannot stand."

This 1918 Victory Loan asks for some of these last hundred millions to which he referred, and I trust that every man, woman and child in Toronto will have a share in raising them, and thus help to the utmost our brave boys "over there" as they give the "knockout blow."

City Hall, Toronto, Oct. 26, 1918.

**BRANTFORD'S CAMPAIGN WILL BE QUIET ONE**

Brantford, Oct. 27.—The Victory Loan campaign, opening here on Monday morning, will be a quiet one, because of the many cases of sickness, all noise-making having been withdrawn on suggestion of the board of health. At 10 o'clock, however, City Treasurer A. K. Bunnell, chairman of this district, will offer at auction five fifty-dollar bonds, and it is expected that record prices will be reached for this. They will be the first bonds sold.

Organization of shop committees in local factories has been completed, and there is keen competition among the factories for the honor of having the first announcement made of an honor flag having been won.

**BUY BONDS NOT SO MANY CASES.**

Rev. R. J. D. Stimpson, pastor Danforth Methodist Church, officiated at the evening service yesterday. The preacher pointed out that there is now a very appreciable falling off in the number of cases of sickness in the parish, and it would appear that the epidemic has now spent its force.

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**Rev. R. J. D. Stimpson, pastor Danforth Methodist Church, officiated at the evening service yesterday.**

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## BOY SCOUTS

ALL BOY SCOUTS who are willing to work to help with the

### VICTORY LOAN CAMPAIGN

please report at Boy Scout headquarters, Bloor and Sherbourne Streets, on Monday, October 28th.

BOY SCOUTS, watch the newspapers for scout information regarding movements during the campaign.

## LEAD ON TO VICTORY, THE WEALTH IS HERE

Message of G. H. Wood to Provincial Chairmen is One of Optimism.

G. H. Wood has addressed this letter to all the provincial chairmen. The preparatory work for the great campaign is completed. Your forces are ready for the attack. On Monday at nine o'clock the drive begins. Ontario's task is to raise two hundred and fifty million dollars. Our army of fifteen thousand, together with thousands of other auxiliary helpers constitute the strongest and most complete provincial-wide organization ever got together in this province. The farmers, manufacturers and all classes of our citizens have just been blessed with the most prosperous year in their history.

The wealth is here—our country's need is urgent. We are only asked to lend, but to lend to the utmost. The eyes of the empire are upon us. Our gallant boys in France and Flanders are awaiting the result. The Hun is also watching. With implicit trust in the unswerving loyalty of the people of Ontario and with unbounded confidence in your leadership and in the fighting spirit of the men of your committees and canvassing teams, we await the returns of the next three weeks. Ontario must not fail. The horizon is our objective. Lead on to Victory.

**BUY BONDS**

**G.T.R. EMPLOYEES WILL ROLL UP NEW RECORD**

The Grand Trunk men in Ontario are going "over the top" in valiant fashion in the big Victory Loan drive. The final details of the G. T. R. officers' and employees' organization to support the loan of 1918 were decided upon during the past week-end, when superintendents, superintendents of motive power, master car builders, and other heads of departments were called together in Toronto from various centres in the province, to discuss with general superintendent Bowker and other officials the plans for ensuring a maximum subscription to the loan from the railway's men. C. R. Moore and C. Manning, were present from Montreal, to outline the general plan that has been adopted over the whole system.

They stated that from one end of the line to the other, assurances were forthcoming of increased support for the loan. The Ontario lines of the Grand Trunk had always done splendidly in the past campaigns, and the management of the road was looking forward to the establishment of a new Victory Loan record by the G. T. R. men in Ontario. Every man in the service is to be canvassed, and the company has made arrangements whereby the Victory Loan payments may be spread over a period of ten months.

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## IMPERIAL OIL BUYS BIG SHARE OF BONDS

Hon. W. J. Hanna Announces Purchase of Three Million Dollars' Worth.

Before leaving for Barmia last night, Hon. W. J. Hanna, president of the Imperial Oil Co., said that on the opening of the Victory Loan campaign today, the Imperial Oil Co. would apply for \$3,000,000 of bonds. He explained that the company subscribed for \$1,250,000 of last year's Victory Loan, and the larger amount this time was applied for on account of the greater need. The total amount will be distributed among the various branches of the company, in proportion to its business.

"It is gratifying, therefore," he remarked, "to be able to allot to Toronto the sum of \$1,000,000." Last year Toronto's share of the total subscription by the Imperial Oil Co. was \$200,000. The distribution is as follows:

Halifax, \$75,000; Dartmouth, \$75,000; St. John, N. B., \$60,000; Montreal, \$150,000; Quebec, \$25,000; Sherbrooke, \$25,000; Toronto, \$1,000,000; Hamilton, \$50,000; Ottawa, \$50,000; London, \$50,000; Sarala, \$50,000; Ft. William, \$50,000; Winnipeg, \$100,000; Brandon, \$50,000; Portage la Prairie, \$50,000; Regina, \$200,000; Moose Jaw, \$50,000; Saskatoon, \$100,000; North Battleford, \$50,000; Calgary, \$100,000; Edmonton, \$100,000; Medicine Hat, \$50,000; Lethbridge, \$50,000; Vancouver, \$100,000; Victoria, \$50,000.

This makes the subscription of the Imperial Oil Company, \$3,000,000.

## \$48,000 SUBSCRIBED IN THAMESVILLE

\$23,000 More Than the Objective Raised in 25 Minutes Today.

Sharp at 12:25 this morning a long distance telephone message was received by The World from Thamesville, stating that that village had raised \$48,000 for the Victory Loan between twelve and one o'clock this morning. The message was telephoned to Toronto. The Victory Loan committee "put one over" there, when they started out at midnight in motor cars, headed by a Scotch piper and a trombone to wake the people up. The message didn't state whether they were awakened by the piper or the trombone player. However, by 25 minutes after twelve the committee had \$48,000. The amount put down by the headquarters committee for Thamesville to raise was \$25,000. The village thus wins the first honor flag, with two crowns, and \$48,000, the average contribution to the Victory Loan of \$40 for every man, woman and child in the village. And that's going some.

## PUBLICITY SHOWERS DROP FROM AIRPLANES

Flights of Machines From the Various Camps Will Send Down Messages.

The Ontario publicity committee of the Victory Loan has been able to arrange flights of airplanes from four different points in Ontario, as follows: From Camp Borden; The flights will cover Allandale, Barrie, Orillia, Coldwater, Midland and return.

From Deseronto, the flights will cover Edenvale, Napanee, Fredericton, Collins Bay, Kingston and return.

From Leaside: The points covered will be Westford, Danforth, Dovering, Whitby, Oshawa and return.

From Beamsville: Points covered will be Grimsby, Stony Creek, Hamilton, Burlington and return.

The messages showered from the sky will be: "Every hundred makes the Hun dread! Buy Victory Bonds." "Canada's prosperity depends upon Victory Bonds."

"Nothing in the world so safe. Buy Victory Bonds."

"Fight for Right—Contribute your Mite. Buy Victory Bonds."

**HELPING FIGHT "FLU."**

Women and Men in Church District Work Together for the Needy.

Rev. A. I. Terryberry, pastor, Hope Methodist Church, Danforth avenue, has been ministering to the large number of members afflicted with the Spanish influenza. Soup and gruel are being supplied to the needy by an interdenominational association of women with headquarters at Emmanuel Church, Swanwick avenue. Many men of the district are co-operating, and the effort will be maintained until the epidemic has now spent its force.

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## OFFICIAL PROSPECTUS

The Proceeds of this Loan will be used for War purposes only, and will be spent wholly in Canada.

THE MINISTER OF FINANCE OF THE DOMINION OF CANADA offers for Public Subscription the

## Victory Loan 1918

\$300,000,000. 5½% Gold Bonds

Bearing interest from November 1st, 1918, and offered in two maturities, the choice of which is optional with the subscriber as follows:

5 year Bonds due November 1st, 1923  
15 year Bonds due November 1st, 1933

Principal payable without charge 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 and Victoria.

Bonds may be registered as to principal or as to principal and interest, at any of the above-mentioned offices.

Interest payable, without charge, half-yearly, May 1st and November 1st, at any branch in Canada of any Chartered Bank.

Principal and Interest payable in Gold

Denominations: \$50, \$100, \$500 and \$1,000

Issue Price: 100 and Accrued Interest

Income Return 5½% per Annum

Free from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

The proceeds of the Loan will be used for war purposes only, including the purchase of grain, foodstuffs, munitions and other supplies, and will be spent wholly in Canada.

Payment to be made as follows:

10% on application; 20% January 6th, 1919;  
20% December 6th, 1918; 20% February 6th, 1919;  
31.16% March 6th, 1919.

The last payment of 31.16% covers 30% balance of principal and 1.16% representing accrued interest at 5½% from November 1st to due date of the respective instalments.

A full half year's interest will be paid on May 1st, 1919, making the cost of the bonds 100 and interest.

Subscriptions may be paid in full at the time of application at 100 without interest; or on any instalment due date thereafter together with accrued interest at the rate of 5½% per annum.

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

The amount of this issue is \$300,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues.

The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$300,000,000.

**Conversion Privileges**

Bonds of this issue will, in the event of future issues of like maturity, or longer, made by the Government, during the remaining period of the War, other than issues made abroad, be accepted at 100 and accrued interest, as the equivalent of cash for the purpose of subscription to such issues.

**Payments**

All cheques, drafts, etc., covering instalments, are to be made payable to 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 must be accompanied by a deposit of 10% of the amount subscribed.

Official Canvassers will forward subscriptions or any branch in Canada of any Chartered Bank will accept subscriptions and issue receipts.

Subscriptions may be paid in full at time of application at 100 without interest; or on any instalment due date thereafter together with accrued interest to time of making payment in full. Under this provision, payment of subscriptions may be made as follows:

If paid in full on or before Nov. 16th, 1918, par without interest, or 100%.

If remaining instalments paid on Dec. 6th, 1918, balance of 90% and interest, (\$90.48 per \$100).

If remaining instalments paid on Jan. 6th, 1919, balance of 70% and interest, (\$70.80 per \$100).

If remaining instalments paid on Feb. 6th, 1919, balance of 50% and interest, (\$51.04 per \$100).

If remaining instalment paid on Mar. 6th, 1919, balance of 30% and interest, (\$31.16 per \$100).

**Denomination and Registration**

Bearer bonds, with coupons, will be issued in denominations of \$50, \$100, \$500, and \$1,000, and may be registered as to principal.

The first coupon attached to these bonds will be due on May 1st, 1919.

Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$50, \$100, \$500, \$1,000, \$5,000, \$10,000, \$25,000, \$50,000, \$100,000, or any multiple of \$100,000.

**Payment of Interest**

A full half year's interest at the rate of 5½% per annum will be paid May 1st, 1919.

**Form of Bond and Delivery**

Subscribers must indicate on their application the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of the subscription in full.

Bearer bonds of this issue will be available for delivery at the time of application to subscribers desirous of making payment in full. Bonds registered as to principal only, or fully registered as to principal and interest, will be delivered to subscribers making payment in full, as soon as the required registration can be made.

Payment of all instalments must be made at the bank originally named by the subscriber.

Non-negotiable receipts will be furnished to all subscribers who desire to pay by instalments. These receipts will be exchangeable at subscriber's bank for bonds on any instalment date when subscription is paid in full.

**Form of Bonds Interchangeable**

Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons, will have the right to convert into bonds with coupons and holders of bonds with coupons will have the right to convert into fully registered bonds without coupons, at any time, on application to the Minister of Finance or any Assistant Receiver General.

Forms of application may be obtained from any Official Canvasser, from any Victory Loan Committee, or member thereof, or from any branch in Canada of any Chartered Bank.

**Subscription Lists will close on or before November 16th, 1918**

DEPARTMENT OF FINANCE,  
OTTAWA, October 28th, 1918.

## Behind the Gun the Man - Behind the Man the Dollar

Make Your Dollars Fight the Hun

141

## ONTARIO CASUALTIES

### INFANTRY.

Killed in action: K. McNaughton, Maxville; H. E. Huckle, Peterboro; H. Joy, 51 Melbourne avenue, Toronto; H. Le-londe, Hawkesbury; J. I. Smith, St. Catharines; E. A. Smith, Longford Mills; J. P. Stout, King and 4th streets, Toronto; E. P. Sutor, Belle River; J. O. Woodcock, Dwight; M. R. Forayth, Niagara Falls; C. A. Delap, Rosemont; J. Blair, Georgetown; W. J. Bolby, Uxbridge; A. Gatenby, Hamilton; R. H. Hall, Sunderland; F. Steels, Sheppardton; F. Strong, Dutton; J. A. Lillancon, Penetanguishene; J. T. West, Brampton; H. W. Varte, 1075 Yonge street, Apartment 12, Toronto; H. E. Shier, Pefferlaw; P. G. Humes, Carleton Place; W. P. McDonald, Ottawa; J. McGuire, Ottawa; G. MacDonald, Owen Sound; A. C. Macdonald, Greenfield; T. H. Gowan, Renfrew; W. G. Spence, Bradford; C. A. Grant, Cornwall; J. H. Hynes, Durham; E. Labrie, Ottawa; W. V. McIlroy, Fall River; E. C. Sandie, W. A. Ruhl, Wilfrid; E. C. Sandie, Wilfrid; C. M. Gray, Woodstock; St. Catharines; W. F. Allward, The Maples, Toronto; G. MacDonald, Owen Sound; Phillips, Orillia; F. C. Johnston, Port Arthur; C. Hirst, Penetanguishene; C. L. Sipe, Delhi Corp. T. H. J. Wilkinson, Kippure.

Died of wounds—J. T. Britnell, 93 Summerhill avenue, Toronto; D. Dorey, 14 Beechwood avenue, Toronto; J. R. Missing—O. Church, Woodstock; A. R. Woods, Hamilton; A. Wilson, Walkerton.

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### AIR FORCE MECHANIC DROWNS IN HUMBER

When he got into difficulties while paddling on the Humber River yesterday, Mechanic G. A. Youngblut, of the Royal Air Force, capsized his canoe and was drowned before help could reach him. From papers found in Youngblut's tunic, the police are of the opinion that his address is 57 Cedar avenue, Hamilton.

Yesterday evening a telephone message was received by the Life Saving Crew that a man was in difficulties a mile up the Humber in a boat. After they arrived there too late. After extensive dragging, the body was recovered, and removed to the morgue.

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### MOTOR CAR BANDITS ROB TWO MERCHANTS

Four Youths Hold Up Islington and Humber Bay Store-keepers.

Drawing up in front of the store of J. Howard Burton, Islington, in a high powered motor car, about nine o'clock Saturday evening, four young men between the ages of eighteen and twenty, held up Mr. Burton at the point of a revolver and robbed him of between \$50 and \$70 and made a clean getaway. So rapidly did the hold-up men work that fifteen men in the store next door knew nothing of the occurrence.

Later in the evening, W. Brookar, a Humber Bay storekeeper, was held up by four men in a motor car and robbed of \$50.

A report was made to the detective department and Detectives Archibald and Armstrong were assigned to the case. Several motor cars were held up by the officers, but the occupants were all able to explain their trips.

A report that the motor car passed thru the Parkdale district about sixty miles an hour was then received and the officers gave chase but lost their quarry on Spadina avenue.

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