

As a matter of business, what do you think of the plan?

You are a farmer.

Canada is a farming country.

Canada grows more food than the people of Canada need.

To prosper she must sell that surplus food,

Great Britain is our best customer for grain, pork, beef, cheese and other farm products.

Every practical man must see how important it is to hold the British trade. Canada wants not only the profit on this trade, she wishes to create a good-will in Britain towards Canadian products and thus assure our export business for the future.

At the moment Great Britain asks for credit, asks Canada to sell her the products of the farm, "on time." To hold her trade, it is necessary to give this credit.

This takes capital—immense capital. For, Britain's purchases from Canada are huge, and these purchases must be paid for in cash.

In these times, it is not easy even for a nation as wealthy as Canada to procure money. Certainly, no other country

can lend us money. The only way now open for Canada to secure money is to borrow from the people of Canada.

1 This is the reason for selling Victory Bonds.

Can anyone deny the sound business sense of this plan of protecting our valuable market?

From the standpoint of the man who lends, what better security could he get for his money? Where else could he get a five and a half per cent. return on such security? Where would he find an investment to pay interest so regularly and with so little trouble to the lender? Certainly Canadians have an opportunity to benefit very directly from this borrowing plan.

And the money Canada borrows is spent entirely in Canada—a very large part of it for the very crops the farmer has to sell.

Therefore, if the Victory Loan is a success, business in Canada must be good, the nation must prosper and so be able to carry on a vigorous war effort in France and Flanders.

As a practical man you must approve of the Victory Loan plan.

Then help it along. Put your own money into Victory Bonds; urge your friends to buy; work hard among your loyal neighbors to make the Victory Loan 1918 an overwhelming success.

Buy VICTORY BONDS

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