

## THE VICTORY LOAN AND WHAT IT MEANS

It is, therefore, imperative that we make a success of our 1918 Victory Loan in order that:—

1. The British people and our armies may continue to be fed and supplied with munitions, aeroplanes, clothing, boots, and all other War necessities.
2. That our Canadian FARMERS and MANUFACTURERS may continue to have a good market for their products and that there shall continue to be abundant employment at good wages for all our work people.

We are well able to oversubscribe the 1918 Victory Loan.

### **The War Has Made the Canadian People Rich**

Our farm production last year is estimated at \$1,621,028,000, an increase of about \$400,000,000 over the previous year.

Our total Bank deposits on March 31st, 1918, aggregated \$1,787,263,100, as against \$1,152,214,191 on the 31st March, 1915.

Our favorable balance of trade during the past three years aggregates \$1,117,344,285, being in excess of Canada's total War expenditure to date.

Our industrial Companies are in stronger financial position than at any previous date in our history.

Our workers are receiving higher wages than ever before.

Each of our War Loans has been more successful than the preceding one, and the bonds of the 1917 Victory Loan are now selling above the issue price, a condition that exists in no other belligerent country.

The Canadian people have the wealth and the will to make the Victory Loan of 1918 the crowning success of Canada's War Programme.