

**M C 2 0 3 5**

# Every Man, Woman and Child in St. John Can Help Canada By Shopping Tomorrow



Canada looks to St. John to raise One Million Dollars for the purchase of Victory Bonds tomorrow, Friday, November 30. It is up to every man, woman and child in this city to do his or her utmost to assist our city in making good the call.

A plan has been worked out whereby this amount may be raised through the simple expedient of doing your shopping for cash in certain stores which are co-operating in the scheme.

You will find these merchant's names listed in a panel in this advertisement.

Apart from buying for cash tomorrow---help to make the Million Dollars possible by yourself buying a Bond, a small initial payment is all that is required and a small amount monthly. The local banks will gladly co-operate in making it possible for you to own a Bond. Ask any bank for particulars.

## FRIDAY, NOVEMBER 30 MERCHANT'S DAY

The merchants who are working together in this scheme have agreed to invest every cent they take in in cash on Friday in Victory Bonds. In other words, whatever you buy from any merchant listed, and pay cash, he will buy Bonds with the total receipts for the day instead of using the money in the conduct of his business.

Could anything be easier? At this time of the year shopping is a daily event. Christmas gifts to be bought, winter apparel and household furnishings, etc., to be purchased. Why not make one grand sweep on Friday and do your country a most acceptable favor at the same time?

### Every Bond Saves a Life Save a Life Tomorrow!

Hardly necessary to restate the value of fully subscribing to the Victory Loan. The government needs money to feed, clothe and equip our soldiers. They are facing danger and the full brunt of the French and Flanders winter. You wouldn't willingly withhold assistance from them. Surely any one who can afford to buy even a Fifty dollar Bond must realize that they are really being unheeded of the call if they have not yet bought a Bond.

Buy a Bond. You will get more than \$5.50 a year interest from the government for the use of your money; and the principal will be safer than if in the bank.

**Buy a Bond---Get Your Friends to Buy Bonds---Shop for Cash  
in the Victory Bond Merchants' Stores Tomorrow**

## Help to Win the War by Shopping Tomorrow!

### WEAR YOUR VICTORY BUTTON



#### Here Are the Merchants Who Are Participating

St. John, N. B., Nov. 26, '17.

WE, THE UNDERSIGNED, RETAIL MERCHANTS OF THE CITY OF ST. JOHN, N. B. will devote our Cash Receipts of Friday, November 30th, 1917 to the purchase of Victory Bonds.

We are taking this action in order to stimulate public interest, show our patriotism and to do everything in our power to increase St. John's Subscription in this Security.

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|---------------------------|--------------------------------------|
| Emerson & Fisher, Ltd.    | W. H. Thorne & Co., Ltd.             |
| O. H. Warwick Co., Ltd.   | L. L. Sharpe & Son.                  |
| The Ross Drug Co., Ltd.   | Ferguson & Page.                     |
| A. Gilmour.               | Waterbury & Rising, Ltd.             |
| A. O. Skinner.            | F. A. Dykeman & Co.                  |
| F. E. Holman & Co.        | Marr Millinery Co., Ltd.             |
| W. H. Hayward & Co., Ltd. | F. W. Daniel & Co.                   |
| A. Ernest Everett.        | T. McAvity & Sons, Ltd.              |
| S. E. Dickson.            | DeForest & Co.                       |
| J. Marcus.                | Manchester, Robertson, Allison, Ltd. |
| D. J. Barrett.            | Macanlay Bros. & Co.                 |
| Amland Bros., Ltd.        | Frank Skinner.                       |
| J. Wiesel & Co.           | A. Milne Fraser (Typewriters).       |
| D. Magee's Sons, Ltd.     | Scovil Bros. (Oak Hall).             |
| Hunt's Clothing Store.    | S. McDiarmid.                        |

Any merchant whose name doesn't appear above and who would like to fall in line with the idea should phone Victory Loan Headquarters, Main 3136.