

“Every man and woman in Canada can help win this war by prac- tising self-denial” - - - -

—From an Address by Sir Thomas White, Minister of Finance

FOUR HUNDRED THOUSAND of the finest and bravest of Canada's young men have swept aside their home ties and friendships, their private interests, their own pleasures, their own inclinations, and volunteered to serve for Canada and the Empire.

MORE THAN thirty thousand of them have made the supreme sacrifice. Many more thousands have been maimed, crippled, blinded, incapacitated in a hundred ways.

Tens of thousands of fathers and mothers in Canada bear, with a proud spirit of sacrifice, aching hearts for cross-marked graves in France. Only those who are living through it can know the full measure of these sacrifices.

Through these sacrifices Canada is rising to the stature of ennobled nationhood—a nation that is finding its conscience, its spirit of courage and humility, its national soul.

And before the war is won every man and woman in Canada must and will learn the lessons of sacrifice.

THE WAR can be won only by the unselfish, personal self-denial and patriotic devotion of every man and woman and boy and girl in Canada.

And what self-denial can you make to equal the sacrifice of one mother whose only son lies beneath a wooden cross “somewhere in France”?

And if you worked sixteen hours a day, slept on a pallet of straw, lived on a crust, would that measure up to the sacrifice made by one soldier who comes back to Canada blind?

Would it even approximate the hardships which are the everyday commonplaces of the lives of our men in the trenches?

NOW HOW can you and each of us by self-denial help to win the war? Every man and woman who is true in spirit to this Canada of ours, wants to be of service, wants to help win the war.

Then how can each of us help?

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BY TAKING thought of what we spend, what we eat and wear, where we go, what we do to save our money,

—by giving serious, dutiful consideration to the needs of our country and our country's gallant defenders in the trenches,

—by avoiding every unnecessary expenditure so that we can buy Canada's Victory Bonds,

—by remembering that every time we reduce our own individual ability to buy a bond by spending money needlessly, or by self-indulgence, extravagance or thoughtlessness, we by that much reduce the efficiency of Canada in helping to win the war,

—when we save our money and lend it to Canada we help just that much. And Canada needs every ounce of help from every man and woman.

Buying Canada's Victory Bonds is a service to our country, but if we buy these bonds as a result of our own self-denial we render to ourselves a still greater service, because we shall have learned to discipline ourselves and,

*“He that ruleth his spirit is better than
he that taketh a city”*

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