

Circulation Last Week
277,380
Daily Average, 46,213

The London Advertiser

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

HOME
EDITION

THE WEATHER—WARMER.

55TH YEAR. NO. 22239

THE LONDON ADVERTISER, LONDON, ONTARIO, TUESDAY EVENING, NOVEMBER 12, 1918. 112 COLUMNS

PRICE TWO CENTS.

FRIENDS AND NEIGHBORS, LISTEN!



Photograph taken especially for The Advertiser.

LONDON'S VICTORY LOAN OBJECTIVE IS \$7,900,000. Four million of this was allotted to certain large special subscribers—wealthy individuals and large institutions—and has been all and more than taken up.

Three million, nine hundred thousand was allotted for subscription by the men, women and children of London.

Up to date, London's total subscriptions are \$5,725,400, leaving \$2,174,600 to be subscribed before next Saturday night.

NOW, THEN, it is up to every individual man, woman and child in London to use his or her last, best effort to nail London's flag to the mast, and keep it there till the last Victory Bond of the \$7,900,000 is sold.

This is the biggest thing London has ever tried to do. London never yet has failed in any big thing it set out to do. London will not fail this time. London will do all or better than she promised to do.

London's credit, her good name is at stake. The people of London will see to it that London's name will stand high in the nation's records as "the city that never failed."

FROM NOW till next Saturday night I ask that every citizen will help to make London's Victory Loan objective a reality.

I know that many of our citizens have suffered from the influenza epidemic, that many willing workers have been laid upon beds of sickness, that some have had added expenses to bear.

But it will be all the more to our credit if, in the face of these difficulties, London puts over this big, fine thing.

IF YOU have not been canvassed, call up 7000 and the canvasser will call, or, better, **BE YOUR OWN CANVASSER.** Make up your mind you will buy to the utmost of every dollar you can rake and scrape in the next year. The banks or your employer will help you with a monthly payment plan. Figure how much a month you will be able to pay, and the bank will help you to buy all the bonds you can pay for on the monthly payment plan. If you haven't bought, do so immediately; if you have, double up.

WE ALL OWE it to London's good name and to our own love of our home city, to our patriotism for our country, to our own material interests, and to our own common sense to buy Victory Bonds to our last dollar we can raise.

Fellow-citizens, let us all together go over the top with the Victory Loan 1918.

With the name of London emblazoned in the history of Canada as the city which carried its banner in the forefront of victory right down to the very last act of the war.

George M. Reid

Chairman Victory Loan Committee.

Bring the Boys Home With the Victory Loan

The Advertiser this evening donates its front page to the cause which now becomes the supreme interest of the country—Canada's Fifth Victory Loan. In order that the demobilization of the Canadian forces may come about as quickly as possible it will be necessary that the Loan be subscribed and over-subscribed. In what finer way could London register its joy and gratitude than to send our city's allotment away beyond its objective? The Advertiser's usual "front page" will be found on Page Three of this edition.—The Publishers.