

a neck and neck race for first place among Canada's exporters.

Our national revenue is rapidly increasing. For the first five months of the current fiscal year, the revenue was \$112,000,000, an increase of \$22,000,000 over the same period last year.

Our trade balance for the same period is favorable to the extent of \$200,000,000.

Our total bank deposits at the end of August last were \$1,392,000,000, of which savings deposits accounted for \$952,000,000.

We have faith in the future of our own country. Great Britain's faith has been tangibly expressed by the investment here of \$2,914,000,000. The United States has invested here more than \$700,000,000.

We have every good reason for legitimate confidence in our national position and ability to advance credits to Britain for her purchases here. Otherwise, our present prosperity will be seriously jeopardized.

WHY SHOULD THE FARMER BE INTERESTED IN CANADA'S VICTORY LOAN?

He, like everyone else, wants to win the war.

The farmer is particularly interested in helping to subscribe our war loans, thus creating credits here for British purchases. British investors before the war had invested in Canada \$2,914,000,000, many millions of which were placed in farm mortgage loans throughout Canada.

Not only have the people of Britain loaned their funds in generous amounts to the Canadian farmer, through our various loaning institutions; they have also purchased the bulk of Canada's farm products. In short, Britain has largely financed the Canadian farmer and at the same time has been his best customer.

(The proceeds of Canada's Victory Loan, 1917, will be used for war purposes only and will be spent wholly in Canada.)