

The Victory Loan and the Farmer's Market

FOR the year ending March 1, 1915, including the first seven months of the war—Canada exported \$209,000,000 of agricultural and animal products.

In the year ending March 1, 1916, these exports increased to \$353,000,000, while for 1917 they amounted to \$501,000,000.

These increases are due directly to the stimulation of Great Britain's war market.

Of the \$289,000,000 worth of wheat and grain exported for the year ended March 1, 1917, Great Britain took \$230,000,000.

Of the \$128,000,000 of animal products exported in the same period Britain took \$90,000,000.

The importance of the British market to the Canadian farmer needs no further demonstration.

To maintain that market Canada must extend credit to Great Britain.

Canada's Victory Loan is the means by which Britain will obtain the credit and Canadian producers will be paid in cash.

**The Victory Loan Campaign is on Now.
A Canvasser will call on you. Be ready
to Subscribe for Victory Bonds.**