

An Advertisement by Charles Dickens



CHARLES DICKENS is one of the world's great teachers. Here is what he has to say in one of his books:

"My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income £20, annual expenditure £19. 19. 6—result, happiness. Annual income £20, annual expenditure £20. 0. 6—result, misery. The blossom is blighted, the leaf is withered, the God of Day goes down upon the dreary scene, and—and in short you are forever floored. As I am."

The saving of a part of one's income was always a good policy.

Prudent men and women have always maintained a margin of saving.

But to-day we must go farther in our efforts to save than ever before.

To-day it is a matter of the gravest importance that each Canadian seek ways and means to economize by cutting down expenditures for unnecessary things, saving the money he spends on things he could do without, so that when the Nation needs to borrow money he will be in a position to do his full duty.

There is war-shortening work waiting for every dollar that can be saved.

IF Charles Dickens were writing to Canadians to-day he would probably give us advice to this effect:

"My other piece of advice, Canadians, you know. No matter what percentage of your annual income you have previously saved, your efforts to-day should be to save more. The advantage of so doing is threefold: By the practice of economy you conserve the material and labor which must be devoted to the grim task before us; you cultivate the priceless habit of thrift; you gather more and more money to lend to the Nation for the prosecution of the war to a quick and certain Victory."

Published under the authority of the
Minister of Finance of Canada

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With Acknowledgments to Luke Fildes, R.A.

TO every home there comes a time when every thought, every hope, every prayer for the future centres on the recovery of one loved one. In that hour of anguish, every means to recovery is sought—the highest medical skill, trained nurses, costly treatment. Does the price matter?

It may be so great as to stagger the imagination—a sum beyond the possible.

But does anyone ask, "Can we do it?" Money or no money, they do it. And somehow they pay.

It may mean doing without things they think they need. It may mean privations, sacrifices, hardships. They make unbelievable savings, they achieve, the impossible, but they get the money to pay.

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To-day in this critical period of our nationhood, there is imperative need for MONEY—vast sums of money. Only one way now remains to obtain it.

The nation must save, every community, every family, every individual Canadian must save.

If anyone says "I cannot save" let him consider to what extent he

would pinch himself to relieve the sufferings of a loved one at home; and surely he would not pinch less for our fighting brothers in France.

Without suffering actual privations, nearly every family in Canada can reduce its standard of living, can practice reasonable thrift, can make cheerful sacrifice to enrich the life-blood of the nation.

You who read this, get out pencil and paper NOW. Set down the items of your living expense. Surely you will find some items there you can do without.

Determine to do without them.

Start TO-DAY. Save your money so that you may be in a position to lend it to your country in its time of need.

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Nothing in the World is as Safe

BUY VICTORY BONDS!