



OVER THE TOP WITH THE VICTORY LOAN

This is Canada's Great Drive---Are You in It?

THIS Victory Loan is Canada's great drive. If you are not taking part in it you are cheating yourself ingloriously of the greatest privilege that ever came your way---your share in the great victory that shall be.

THIS is your chance to be a partner with those friends of yours that are over in France!

YOU are called upon to serve---not "over there," ---but here, in safety.

THINK of your pals over there, and what they have given, voluntarily! You've been going about for more than three years, comfortable, safe, well-fed, making money---now what are you going to *lend*---not give, mind you, but only lend at a good rate of interest?

YOUR pal in France does not offer one-tenth of his life to his country---he offers it all! Remembering this, what percentage of your worldly goods are you going to *lend* your country?

YOUR usual money surplus, your usual comforts, your usual amusements are not the requisites of *MEN* when heroes are dying!

Canada's present business is war! Don't let us be talking in terms of investment when it really means human life. How much can you lend to save the life of a friend?

Watch for interesting features at the Robert Simpson Co.'s Store as the Campaign Progresses.

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BY

The **SIMPSON** Company
Robert Simpson Limited

How Many Bonds Are You Going to Buy?

MAYBE you haven't been figuring this on the right basis. For example how much would you pay to prevent the Hun from attacking your home and family? Whatever that amount is, lend it to the Government! Canada and the Allies are protecting *YOU* and it costs money.

HOW much does *your country* mean to you? Think it out for a while and your answer will be the amount of your Victory Loan Subscription.

THE man power of Canada is enlisted---*now* the Government asks you to lend them your money to make your men effective.

BUYING Victory Bonds will teach you the good habit of thrift and while your money is in the hands of the Government it will be working to help Canadian soldiers protect *you!*

AFTER all, all you do is merely exchange one kind of Government money for another kind---and the kind you get pays a handsome rate of interest!

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