Simpson's

SERVICES. action: E. Hemmer, Barrie

INFANTRY.

That's the pertinent question being asked.

And it's Canada that's doing the asking.

Canada's jaws are set, and looking squarely into your eyes---she asks:

"How Many Bonds Today?"

Canada wants plain talk, no quibbling.
Canada is through with "conversational" help---words are fine, but they won't buy food or materials needed.

Advice---Canada has more than plenty, little of which can be traded for continued prosperity.

She wants a direct answer to this question.

An answer that will spell action.

Such action as will fulfill your duty as a citizen.

Yes, and help pay the obligation you owe to your country. And when you have answered---

Stand erect in all your manhood---

Proud of the flag under which you live---loyal to the country you call your own---ready to help and protect to the last dollar.

To buy your quota---your equal share---is a simple duty---patriot-ism suggests that you do more.

If you fail Canada now---you are shifting your just burden on to another man's shoulders.

Endangering the Patriotic Spirit of Canada.

Put every dollar you have saved, and can save, and every dollar you can borrow, at work---at work saving lives, and bringing our fighting men, sons, husbands, brothers, friends, home alive and victorious. If you cannot fight it's your bounden duty---your very self-preservation demands that you lend your money to your country--- If your income is \$2,500 and upwards---do not buy a couple of bonds and sit back with a look of self-satisfaction. DOUBLE your first figure. You are not giving, you are lending---at good interest---on the best security in all Canada.

BUY VICTORY BONDS---MORE VICTORY BONDS STILL MORE VICTORY BONDS

This space contributed to the success of the Victory Loan by the following members of the Automobile Industries;

Aikenhead Hardware Limited.
Automobile & Supply Co., Limited.
S. F. Bowser & Co.
Canada Motor Car Co., Ltd.
Canadian Fairbanks-Morse Co., Ltd.
Canadian H. W. Johns-Manville Co.,
Ltd.

Ltd.
Canadian Oil Companies, Ltd.
Canadian Storage Battery Co., Ltd.
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Carriage Factories, Ltd.
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Dominion Automobile Co., Ltd.
Ford Motor Co. of Canada, Ltd.
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