

The Farmer Must Safeguard His Own Market

In the fiscal year ending March 31st, 1918, Canadian Farmers sold to the Allies abroad the following bill of goods:—

Butter and Eggs	-	4	million dollars.
Cheese	-	36	" "
Grain and Flour	-	500	" "
Vegetables	-	19	" "
Meats	-	76	" "
A total of		- 635	" "

Yet, most of this was paid for with Canadian Money—the money subscribed to Canada's War Loans. Canada had to finance these sales to the Allies—"carry" them, as a store-keeper "carries" good farmers' accounts.

If the money had not been available; if Canadians had not bought heavily of Victory Bonds, most of that surplus crop would still be in Canada—unsold: that highly profitable market would not exist.

Canada can sell abroad now, only as much merchandise as she herself can finance. She must give "credit" to her best customer. Canada must accumulate her own working capital if she wants to hold her market. She must save the profits on this year's trade and re-invest them in Victory Bonds—or the market, and the high prices that depend upon it, will pass out of her control.

Every Canadian Farmer should, therefore, realize the vital importance at this moment, of the Victory Loan 1918. This is the time for building a solid national structure. Canadian Farmers are making money. Let them use it now to maintain their own market. Let them invest it now, in Canada's Victory Loan 1918 that there may be enough funds in Canada to pay for the tremendous crops now seeking a market.

Get Ready to Buy Victory Bonds

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.