

# Victory Bonds

## KEEP BUSINESS BRISK

This war is costing Canada a million dollars a day. This is a daily cost of 12½c per capita, or a monthly cost of \$18 per family. To ask every man, woman and child to pay 12½c each day or every family to pay \$18 per month, would be ruinous.

It is obvious that the only way to get the money necessary to carry on the war is to sell Bonds, the retirement of which will be spread over a term of years.

Canada's prosperity depends on keeping our factories busy with war orders.

Every merchant in Canada therefore should buy Canada's Victory Bonds.

## When You Buy a Bond

You make an investment as safe as any in the world—a Canadian Government Bond.

You enable the Allies to continue buying in Canada. You give your personal pledge that Canada is in this war to the end.

You help your own business by helping Canadian business.

You are therefore a patriotic citizen and a good business man, when you

# Buy Canada's Victory Bonds

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Branch Office: No. 2 Arcade Bldg., Vancouver