

PEACE TALK MUST NOT INJURE LOAN'S PROSPECTS.

(Concluded from page 3.)

the Victory Loan. If the subscriptions do not come up to expectations, then the Government must curtail its programme. For one thing is certain! Canada must finance herself. Great Britain will take hundreds of millions of dollars of our surplus products, but only on credit, which means that if the sales are to be made the Dominion Government must advance the money.

Canada is well able to subscribe the \$500,000,000 that are wanted. To-day there are on deposit in the banks of this country \$500,000,000 more than there were in 1914, and this in spite of the fact that during the last four years \$740,000,000 in war loans have been taken up. The explanation of these increasing bank deposits notwithstanding the heavy drain on the country, is that Canada has become wealthy through the war. Paradoxical as it may seem, the more money that Canadians have subscribed to war loans the better off they have become; because this has, through the advancing of credits to other Governments, enabled the country to get contracts which it could not otherwise have secured.

NATIONAL FISH DAY.

"Remember: October 31st, Canada's National Fish Day," says a bulletin of the Canada Food Board. Thursday next will be the third piscatorial anniversary, the observance of which was suggested at a meeting of the Canadian Fisheries Association, held on the 27th September 1916. At that assembly it was advocated by Mr. J. H. Paulhus, a member of the association, that a National Fish Day should be observed in Canada. At that time the need for economy in food was beginning to be felt, and the primary argument for the new proposal was that it would help to reduce the consumption of beef and bacon if

people were reminded of the value of fish as a food and of the resources of Canada in this respect.

Mr. Paulhus, who is chairman of the publicity committee of the Canadian Fisheries' Association, spoke enthusiastically yesterday of the magnificent and varied harvest which ocean, great lakes and rivers offer. "It is true," he said, "that salmon and halibut are now regarded as a luxury; but, nevertheless, the variety and the excellence of flavor of Canadian fish cannot be excelled. On the Pacific and the Atlantic coasts we have soles, plaice, brill black cod, crabs, haddock, cod, flounders, turbot, herrings, sea-bass, mackerel, skate, lobsters, winkles and in the great lakes we have salmon, trout, grey-trout, white fish, pickel, eels, perch, mullet, sturgeon and so on.

"We have been told," continued Mr. Paulhus, "that the annual consumption of fish in Canada is 29 pounds per head, and we have been asked to bring that up to at least 52 pounds per year, that is, one pound each week. If people would only do this, it would release a great deal of food for the Allied armies and for the people overseas. The fact that the Canada Food Board established a fish section of the Board, indicates what value they attach to fish as an excellent substitute for beef and bacon."

GLADSTONE ON AUSTRIA.

Whenever Austria, wrapped in the cloak of sanctimony, steps forward into the arena of peace offensives the words of Gladstone with regard to her ring a warning, if warning it can still be termed when, however ample the cloak or clever the mask, Austria can deceive no longer. "Austria has never been the friend of Slavonic freedom. She did all she could to prevent the creation of Belgium; she never lifted a finger for the regeneration and constitution of Greece. There is not a spot on the whole map where you can lay your finger and say, "There Austria did good." There is no compromise about the judgment of the "G. O. M."—Christian Science Monitor.

PULP & PAPER EXPORTS.

For the five months' period, April to August, including pulpwood, amounted in value to \$9,061,942, a gain of \$2,657,129 as compared with the corresponding month last year. This showing is not quite as favourable as that for July, when the month's gain was \$3,463,817. Paper led in the increase, the gain being \$5,921,122. Chemically prepared pulp showed a gain of \$5,568,626. Groundwood fell off \$691,828, but exports of unmanufactured pulpwood gained \$4,659,364. The details follow:

	August, 1917.	August, 1918.
Paper and mfs. of	\$3,467,356	\$3,911,100
Pulp, Chem. prop.	1,465,623	2,800,173
Do., Mech. ground	612,283	472,748
Pulpwood, unmanufactured	859,549	1,878,012

Totals \$6,406,813 \$9,061,942
Increase \$2,657,129

For the first months' period, April to August, inclusive, the total exports amounted in value to \$42,275,686, a gain of \$13,457,184 as compared with the corresponding period of last year. The figures are shown in the following table:

Paper & mfs. of	\$9,269,162	\$14,750,685	\$18,671,807
Pulp, chem. prof.	4,736,756	7,750,466	13,319,092
Do., Mech. ground	2,029,066	2,866,349	2,174,521
Pulpwood, unmanufactured	3,350,459	3,450,902	8,110,266

Totals \$19,387,843 \$23,818,502 \$42,275,686

The total for the five months' period exceeds by \$6,114,754 the total pulp and paper exports for 1916, and is only \$1,069,771 behind the total exports for 1917.

The new figures do not take into account the recently increased American price for newsprint, which was not applicable at the time the returns were made up.

The showing for the current month promises to be much less satisfactory, owing to the partial or complete temporary shut-down of the mills on account of the influenza epidemic.

Lend Your Money— Give Your Time

Let every Canadian measure his responsibility towards the Victory Loan 1918 according to his ability to work for its success.

While to the people at large, the call comes as an appeal for dollars, there are many who must do more than subscribe to the loan, if they are to fulfill their obligations to their country and its brave defenders.

There are men in Canada who, because of the prominent positions they occupy in the world of business and finance, are especially fitted—and specially called upon—to influence others.

If you—in addition to laying aside every available dollar for the loan—can induce friends, business associates and employees to subscribe, then to you comes the call for service, as well as the call for money.

Think of the men and women you could, by a word, induce to subscribe—people who, without that word from you—might remain in ignorance or apathy, might fail to buy a Victory Bond, or buy less than they should.

First see that every dollar you yourself can find, is put to real use in the cause of Freedom. Then, having loaned to the limit of your capacity, work to the limit of your ability, to influence your friends and your employees and all who look to you for guidance—that the call may be widely heard and fully answered.

Do your part to make the Victory Loan 1918 a success

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