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## WHY A SECOND VICTORY LOAN?

"BECAUSE THE LAST HUNDRED THOUSAND DOLLARS  
WILL WIN THE WAR."

—Lloyd George

**W**HEN Sir Thomas White issued his first Victory Loan last autumn the Dominion Government had come to the point where our further participation in the war depended absolutely upon the securing of a large advance of money from the private funds of the people of Canada. The response to the Minister's appeal was magnificent. Over \$420,000,000 in Victory Bonds subscribed. With the ever-increasing cost of the war all that sum has been expended and the Government is now financing the war on advances from the chartered banks. As great, if not a greater sum than was raised last time is now needed, if we are to maintain our share of the burden of the war. It is vitally essential that another Victory Loan should be floated this fall—and that it shall not fail.

Practically as from "Trafalgar Day" of 1918, the first broadside will be fired in another (bloodless) victory for the Dominion of Canada, the tidings of which will ring through Germany, not as a carillon of marriage bells, but as the tocsin clang of its own impending doom.

On the 21st of October, 1805, Nelson ran the signal to his mast head which thrilled every gallant British heart in his fleet. "England Expects that every man this day will do his duty." Around the one hundred and thirteenth anniversary of that most glorious day in British history, every citizen of the Dominion of Canada will visualize for himself and herself the same compelling charge, stretching across the blue vault from Halifax to Victoria.

By the time this magazine reaches the subscriber practically every business detail of the flotation of Canada's Victory Loan will have become familiar to everyone.

It makes its appeal to every citizen—from the latest born infant to the oldest inhabitant who is still in possession of the gift of memory—a memory that carries

him over a long and ever-widening pathway of good things, of his part and parcel in the liberality and freedom of the greatest country on earth.



"Who shall sing the song of them—  
The wonder and the strength of them,  
The gaiety and tenderness  
They bore across the sea?"

**WHAT ARE YOUR DOLLARS IN COMPARISON  
WITH THE SERVICE AND THE SACRIFICE OF  
THESE MATCHLESS MEN—THE BOYS OF OUR  
OWN CANADIAN HOMELAND?**

That the loan will be over-subscribed there is not the least doubt in the mind of this writer, whose faith rests on two ascertained facts, one, that the money or its equivalent is there and to spare; and second, the inborn decency of the people of Canada.

True there are "pikers" and pariahs even in the ranks of the people, but their numbers are so insignificant and their weight so negligible they never by any chance seem to influence the grand objective by so much as a tinker's testimony when once it is put up squarely to the hearts of the people of Canada.

And this is, in the main, an affair of the heart.

But in saying this, let no one take advantage of the thought to spoil it with the played out gag, "we really can ill afford it, but for the sake of the boys at the front—etc.", as if the buyer of one of Canada's Victory Bonds were indulging in some fine act of renunciation, or even giving so much as a dilapidated dime.

Quite the contrary is the "effect" of any sum of money invested in this particular security. First: there could be no finer security on earth. Bearing a guaranteed interest of 5½ per cent, it is backed by the entire floating wealth and resources of the Dominion of Canada.

The investor, in any pinch, can realize on the instant. Under any circumstances, his principal and interest will not depreciate, and (if the market quotations on the last victory loan may be taken as a guide) it is a dead certainty that the security will go to a healthy spot above par in post-war days.

This is all we are going to say about the cold business end of the loan, but get finally engraved on your brain that it is a loan, not a gift.