

Keep Open the British Market For Canadian Farm Produce

To realize how necessary the British market is to the Canadian farmer, consider what would have happened to Canada's forty million dollar cheese output in 1917 if Great Britain could not have bought cheese in Canada on credit.

The American market could not absorb it. The United States had a surplus of their own. The British market was the only one. But Britain could buy only on credit.

So Canada's Government loaned \$40,000,000 to Britain with which the Canadian producer was paid cash for his cheese, which was sold at about twenty-one cents a pound.

Without that loan Canadian cheese could not have been marketed.

So much for cheese alone.

And it is equally important that the British market be kept open for all of Canada's farm produce.

Now Canada must borrow from the people of Canada, the money

It means the maintenance of your best market.

It means substantial, patriotic support to Great Britain and our Allies.

And it means that Canada will continue to take her full part in the war.

Get ready to buy Canada's Victory Bonds

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

with which Canadian producers are paid.

This money is borrowed from the people on bonds.

Bonds are Canada's promise to repay the loan at a stipulated time with interest every six months.

The security is the whole country, and the interest rate is good.

Canada's Victory Bonds are to be offered in November to obtain money with which to extend credit to Great Britain and with which to carry on Canada's part in the great world's struggle for freedom from autocracy and tyranny.

Every clear-visioned Canadian farmer will easily see the importance of this bond issue being completely successful.