

THE VICTORY LOAN AND WHAT IT MEANS

THROUGH LACK OF MUNITIONS, such people will probably themselves be willing to make what sacrifice may be required of them during the war.

Small Savings Important.

The smallest saving helps. By saving only a slice or two of bread or a teaspoonful of sugar in each family every day, the people of Canada can do much to help in saving the Allies from hunger. If everybody in Canada saved FIVE CENTS A DAY, the total would amount to MORE THAN ONE HUNDRED AND FIFTY MILLION DOLLARS A YEAR. Few people are too poor to save, but those who are richer have a special duty to live economically. Everybody can help to MAKE SAVING FASHIONABLE. There is not a cent in Canada which cannot find some useful work at home or elsewhere. The necessity of saving is urgent.

EVERY CENT WE SAVE AND LEND TO THE GOVERNMENT HELPS TO PROVIDE LABOR AND MATERIAL FOR MAKING WAR SUPPLIES WHICH WILL SAVE THE LIVES OF CANADIAN SOLDIERS, ASSIST THE ALLIES, AND BRING VICTORY NEARER.

No Excuse for Extravagance.

Now that the Government has imposed a tax on many luxuries, even those who spend money extravagantly are forced to contribute something to the country in the form of a tax for war purposes. But it is better to LEND the Government a sum of money than to SPEND IT ON LUXURIES, for in the latter case the Government would derive in the form of taxes only a part of the amount it would otherwise receive. The Government might raise the extra amount it needs by taxes later, but THE GERMANS WILL NOT WAIT. The Government uses our money to buy labor and material. If we use up labor and material for ourselves by buying things which we do not need, and encourage our neighbors to go and do likewise, there will be less labor and material available for the army. The purchase of unnecessary articles is not patriotic, even if it does result in the collection of more taxes. The war requires ALL OUR RESOURCES NOW.

From what has been said it should be clear to every person who reads this that the lives of Canadian soldiers depend upon the economy of Canadians at home. Few and little to be envied are those who, knowing this, will be guilty of extravagance during