

Canada's Victory Loan

Will Help Win the War

The War can be won only by a combination of men and money co-ordinated into invincible organization by the patriotism of all the people. The most devoted patriot army cannot fight without the support of those things which money alone can buy. Money is the coupling-pin between Canada's fighting men and victory.

Will Help Our Soldiers

Four hundred thousand and more of Canada's finest and bravest men have swept aside their home ties and friendships, their private interests and pleasures, and volunteered to serve for Canada and the Empire. More than thirty thousand of them have made the supreme sacrifice. Many more thousands are maimed, crippled, blinded, incapacitated in a hundred ways. Tens of thousands of fathers and mothers, wives and children bear with aching hearts the burden of their deep affliction in the loss of their loved ones.

This army of Canada's splendid sons must be fed, clothed, equipped and maintained with every weapon needed in the fight. For this alone Canada expends more than one million dollars a day.

Will Help Canada and Britain

Then Canada must be prepared to produce and sell on credit to Great Britain and our Allies hundreds of millions of dollars' worth of supplies. Great Britain has advanced to our Allies over five thousand million dollars and United States has advanced to Great Britain and our Allies nearly three thousand million dollars. These advances are not in actual cash but in **credit**. Similarly for her purchases in Canada, Great Britain must have **credit**, and that credit must be established by the people. The Canadian farmer, miner

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and munition worker are paid in cash with money borrowed by the Canadian Government from the Canadian people.

Consider what would have happened to Canada's forty-million-dollar cheese output in 1917 if Great Britain could not have bought it **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, and the Canadian producer was paid in cash. Otherwise Canadian cheese could not have been marketed. And it is equally important that the British market be kept open for **all** of Canada's farm produce. Canada in her own interest must give credit to Great Britain in order that Britain may be enabled to continue to purchase our agricultural and other products, which she so much needs.

The value of munitions alone shipped from Canada since the outbreak of the War, reaches the enormous total of \$700,000,000—representing a tonnage sixteen times that of the new Quebec Bridge, or sufficient to build sixty-six battleships of 18,000 tons each.

Prosperity and Victory

How shall we keep Canada busy and hasten the end of the War? The answer lies in Canada's Victory Loan. You are asked to buy Victory Bonds to enable Canada to finish the War and help to preserve her agricultural, industrial and commercial prosperity. If the entire cost of the War were loaded on us to-day in the form of increased taxes the strain would be more than our people could bear. But by selling Canada's Victory Bonds the repayment of the debt created is spread to the rising generation, so that the present generation which is

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doing all the fighting and suffering most of the privations caused by the War will not do **all** the **paying**. National urgency and national honor demand that you buy Victory Bonds!

What is a Victory Bond?

It is the signed pledge of the Dominion of Canada—backed by all its boundless resources—to pay at the end of five, ten or twenty years, as the case may be, a specified sum of principal money together with interest at 5½% per annum, payable every six months at any branch of any chartered bank in Canada.

What is the Security?

The security behind Canada's Victory Bonds consists of all the resources, developed and undeveloped, and all the assets of all the people of Canada. There is no security so secure; for in it are embraced all other securities. Every farm, every forest, mine, factory, bank, business—every conceivable kind of wealth that exists within the borders of this great Dominion—all this is the security behind the Bonds.

Better Than Cash

Victory Bonds are always as good and sometimes better than cash. For this reason: The Victory Bond gives you a much higher interest return than you can obtain upon cash, which must be either kept unproductive in a safe or deposited at a low interest rate in a Savings Bank.

Can be Sold at any Time

Victory Bonds can be readily sold for cash. Any bank, trust company, reliable bond dealer or broker will be glad to sell your bond for you at any time. There is a market for Victory Bonds every business day in the year. Moreover, they will undoubtedly be