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Capital Paid Up 14,000,000
Reserve Funds 15,000,000

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many men when they actually find out "where they are at" financially, and it helps to develop community spirit; people who unite for this purpose will unite more easily for all other purposes, social as well as economic. Anyone interested need only write the Manitoba Rural Credits, Government Buildings, Winnipeg.

Among the many advantages of such systems of rural credits as the one in operation in Manitoba, not the least is that they promote more business-like ways of doing business, including the keeping of farm accounts.

The Choice of Victory Bonds

Last fall there was a choice of three Victory Bonds, one maturing in five, one in ten and one in 20 years. This year the choice is between two Victory Bonds, one running for five years and the other for 15 years.

The financial journals figure it out that the investors in the 20-year Victory Bonds last year made the best buy and may now congratulate themselves on the wisdom of their choice. A Montreal paper says: "They are holders of the longest term war bond of the country and one that was issued at the lowest price. If, as seems likely, the rate for money continues to drop, the opportunity to get such a long-term bond to yield 5.61 per cent. will never be repeated."

In like manner it is figured that the 15-year bond of the present Victory Loan is the preferable purchase. Says the Financial Post, of Toronto: "No investor who wants to take advantage of the present opportunity to get a fairly long-term bond at a price which may never be repeated, should overlook the desirability of this bond."

Both Money and Service Needed

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

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

First see that every dollar you yourself can find, is put to real use in the cause of Freedom. Then, having invested to the limit of your capacity in this best of all possible investments, work to the limit of your ability, to influence others to do likewise—so that the call may be widely heard and fully answered.

The First United States Bond

In view of the magnitude of this year's Liberty Loan in the United States (Canada's Victory Loan this year is, relatively to the populations of the two countries, of like magnitude), a Boston paper remarks that it is a quaint and curious thing to remember that the United States set itself up in business by issuing a first Liberty Bond, as it might fairly enough be called, for the tidy but comparatively tiny sum of \$20,000. That was when Alexander Hamilton was Secretary of the Treasury, 129 years ago, and the youthful Uncle Sam was in such pressing need of cash that Hamilton went to the Bank of New York for a loan without waiting for the approval of Congress. The bank agreed to advance \$200,000 in installments; Hamilton sent to it the first bond issued by the United States Treasury; and Uncle Sam had \$20,000 in cash, all at one time.

A Time When Money Talks

When it comes to peace talk, money and men are the things which speak with the loudest voice. The fighting men of Canada at the front are carrying the banner of peace today over miles and miles of war-torn Europe, and will eventually carry it to the very gates of Berlin if that should be necessary in order to break down the Prussian will to war. The money of Canada has spoken well in the past, and is now given an opportunity to speak again. Let no one be afraid that it will not be heard in Berlin. Prussia has heard many things in the last three weeks which a year ago it could not believe it was ever going to hear at all. Buy Victory Bonds.



"Unto the least of these"

RIVET your eyes on this picture of a Belgian mother and child, until you feel the full horror of the situation! Thousands of these orphans, dying of starvation, might now be living in comfort and plenty, had their soldier fathers not flung themselves into the breach when the Hun invaded Belgium.

The fathers died to save us. Are we going to let the orphans starve? Conditions are simply ghastly. The United States loans to the Belgian Government finance the general relief work, but this only provides a bowl of soup and two pieces of bread to each person per day.

What is that for a growing child?

The Slaughter of the Innocents is less terrible than what is now occurring in Belgium—practically a whole generation of the Belgian nation in the grip of Consumption, Rickets and other ills all directly due to insufficient nourishment.

The Canadian Bureau in Brussels will administer funds, and provide means for getting the ailing children into Holland and into orphanages where they can be saved from a hideous death.

Before you sit down to another meal, do SOMETHING for the Belgian children.

Make cheques payable and send contributions to

Belgian Relief Fund

(Registered under the War Charities Act)

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to your Local Committee, or to

Headquarters: 59 St. Peter St., Montreal.

A. GOUZEE, R. T. RILEY, Joint Treasurers, 290 Garry St. WINNIPEG

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